

It's Gangnam

Gangnam Travel Book



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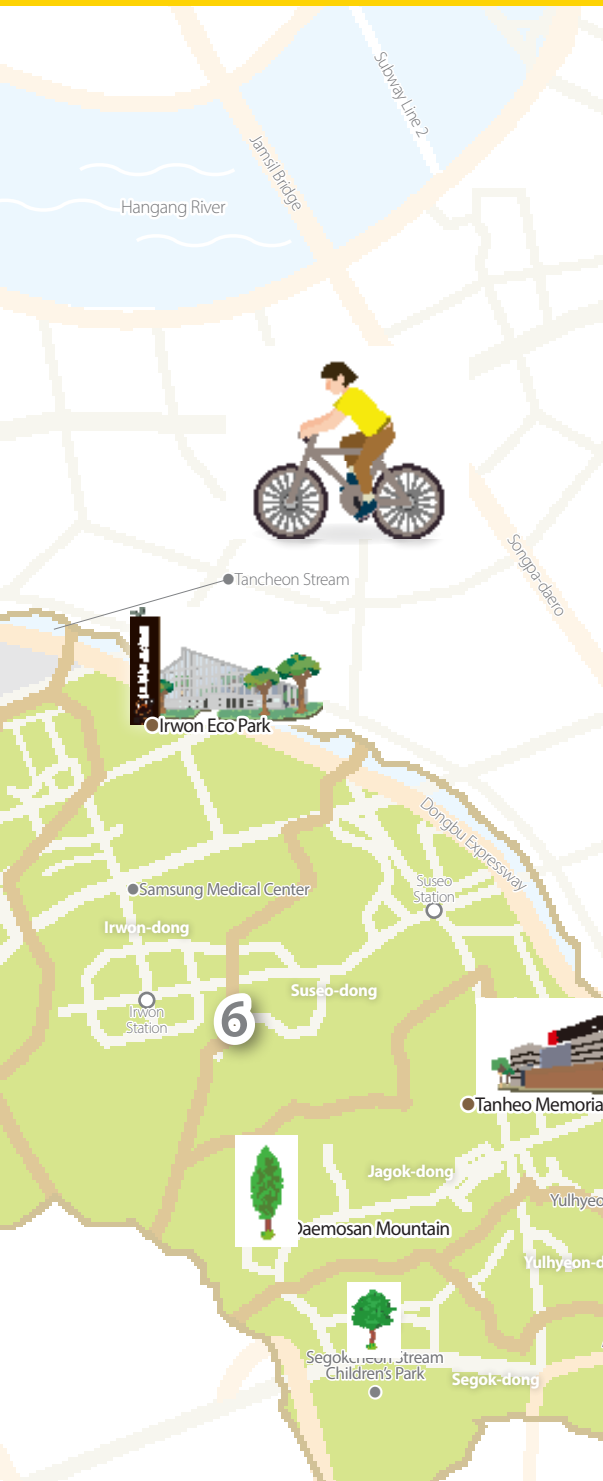




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Map of Gangnam & Tourist Attraction





- | | | |
|----------|--|-----------|
| 1 | Apgujeong
Apgujeong Rodeo area | 10 |
| 2 | Cheongdam
Cheongdam Luxury Street area | 26 |
| 3 | Sinsa
Sinsa-dong Garosu-gil area | 48 |
| 4 | Yeoksam & Nonhyeon
Gangnam Station area | 60 |
| 5 | Samseong
COEX area | 72 |
| 6 | South of Yangjaecheon Stream
Dogok-dong, Suseo-dong, Irwon-dong area | 84 |

Classification of each dong in Gangnam-gu

Abbreviation

Ⓐ Address Ⓜ Hours Ⓣ Contact 🌐 Website





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History of Gangnam

Present-day Gangnam has its roots in the late 1960s. Urban development of rural villages with thatched houses got underway after the announcement of the Gyeongbu Expressway construction plan. Administrative districts in the Gangnam area began to be reorganized, and business districts were formed around Teheran-ro. After the Hannam Bridge was built, apartment complexes were created along the Hangang River. Many of Seoul's middle and upper classes moved to Gangnam, and major government agencies, corporate headquarters, and prestigious schools have also moved from Gangbuk to Gangnam. So begins the history of Gangnam.

Now, more than 60 years have passed since then. The face of Gangnam with bustling people day and night is proof of progress and development. Boutiques in Apgujeong Rodeo and Cheongdam reflect the latest fashion trends, and countless go-to restaurants and cafes around Gangnam Station come and go with Instagrammable atmospheres. Garosu-gil in Sinsa-dong presents the current state of Korea's beauty industry, and galleries in Gangnam are discovering talented young artists to present to the world. As Gangnam is different from yesterday, it will not cease to evolve. That's why it will stay new to everyone.

There are plenty reasons to visit the constantly changing Gangnam. This booklet will help you along your exploration. Discover the sights, food, and entertainment of the six major areas of Gangnam: Apgujeong, Cheongdam, Sinsa, Yeoksam & Nonhyeon, Samseong, and South of Yangjaecheon Stream. Additional information on events and accommodations are also included. So, get ready to embark on a journey of a lifetime. Enjoying Gangnam has never been this easy!

01 Apgujeong

If there is a chronicle on the history of trends, Apgujeong would be the publisher of such records. From the “Orange Tribe” in the 1990s to the “Millennials and Gen Z” in 2022, Apgujeong has witnessed over several decades the birth of the youngest, brightest and hippest subcultures. It is a clear cut fact that even amidst the fast changing trends, Apgujeong has remained and will always remain new.



I ❤️ RODGO

Apgujeong Nodeo

01 AREA Apgujeong



Course 1 Post-Shopping Brunch

Course 770 m

A course to shop at luxury boutiques and unique stores that sell designer labels, and enjoy a relaxing brunch afterwards. Within just a short distance on foot, you can look spot by all the spots in half a day. Depending on how you want to spend your day, set your itinerary following the course the other way around—shopping at Unipair, coffee at Conte De Tulea, and a meal at The Galleria's Gourmet 494.



The Galleria



Conte De Tulea



Amondz Lab



Drake's

Unipair



Course 2 Park & Gallery Visits

Course 570 m

Take a leisurely stroll in an urban park, then look around galleries and museums. These destinations are close to each other, and each deserves a lengthy stay. If you are passionate about beauty, we recommend you to drop by Sulwhasoo Dosan.



Nudake Haus
Dosan



Dosan Park

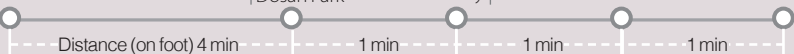


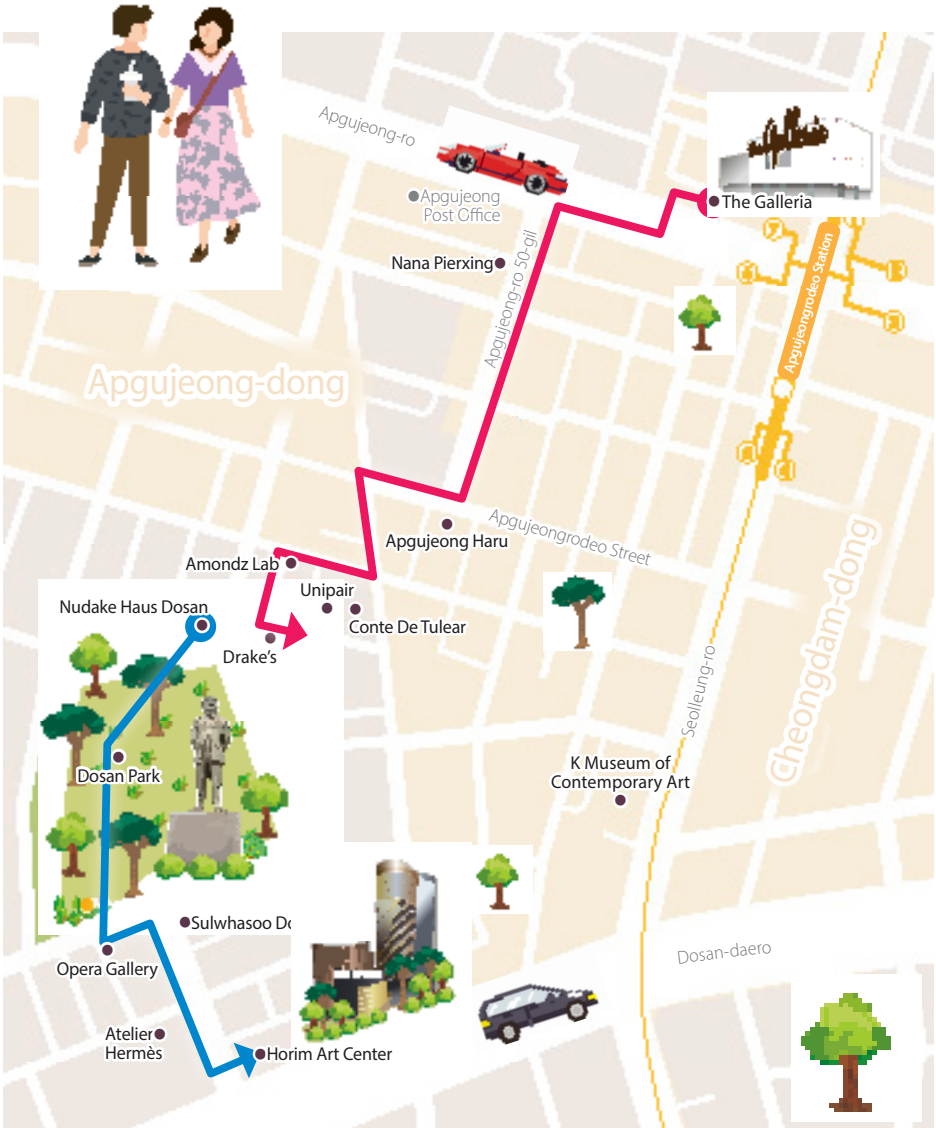
Opera
Gallery



Atelier
Hermès

Horim Art
Center





Sightseeing

- Dosan Park

Art Gallery

- Horim Art Center
- Atelier Hermès
- K Museum of Contemporary Art
- Opera Gallery

Shopping

- The Galleria
- Drake's
- Unipair
- Amondz Lab

Gourmet

- Nudake Haus Dosan
- Conte De Tulear
- Apgujeong Haru

Beauty

- Sulwhasoo Dosan
- Nana Piercing





Urban Green Space to Unwind in Apgujeong

Dosan Park

Dosan Ahn Chang-ho dedicated his life to Korea's liberation and independence. Dosan Park was established to commemorate his laudable life. While the park is quite small, it has everything from Dosan's statue and the memorial hall to the graveyard where Dosan was buried with his wife Lee Hye-ryeon. The park is important not only historically, but also as a place to unwind. It is a precious space for relaxation for citizens, especially in Apgujeong Rodeo where parks are scarce. Densely planted trees with green leaves greet people walking around the circular path. A perfect course to walk off after a tour to nearby famous eateries. It is even great for night strolls as the park is open 24/7.

㉠ 20, Dosan-daero 45-gil,
Gangnam-gu, Seoul



A World Viewed Hermès' Eyes

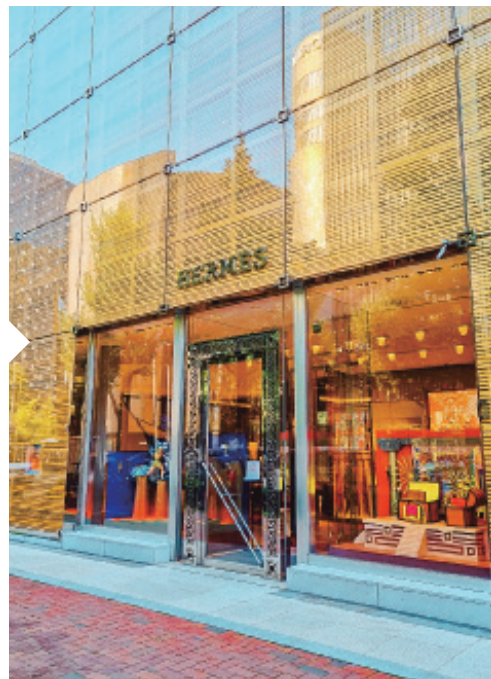
Atelier Hermès

It is by virtue of Atelier Hermès that the vicinity of Dosan Park emerged as the mecca of fashion. Atelier Hermès is a gallery located on the basement of Maison Hermès, and it plays a critical role of discovering and introducing designers based in Korea. Another gallery on the third floor that exhibits Hermès products as objets d'art is also interesting. The admission is free to all exhibitions as they are sponsored by Hermès Foundation, but their quality is extraordinary. On the basement, Café Madang (aka Hermès Café) offers a cozy space with openness that comes from a high ceiling and soft natural sunlight that comes through the wide window. Hermès tableware is used for meals and desserts, served with a fine-dining service. This space lets you know what it is to be Hermès, or "art de vivre."

① 7, Dosan-daero 45-gil, Gangnam-gu, Seoul

② 11 AM-7 PM (Closed on Wed.); Sun. & holidays: 12 PM-7 PM

③ +82-2-3015-3248





National Treasures Enscenced in Luxury

Horim Art Center

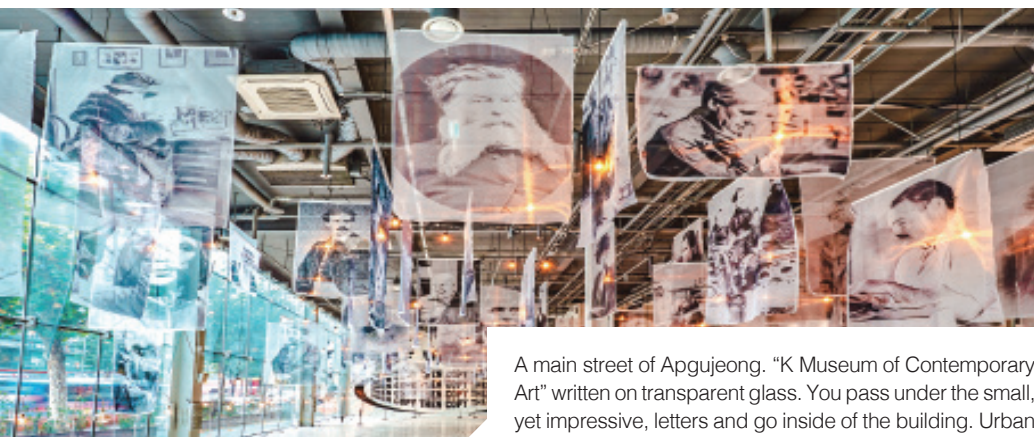
An imposing building stands at the center of Dosan-daero, a street of luxury designer labels. Bypassers even stop to take pictures in front of the building. This attraction is Horim Art Center that displays a selected collection of Korean cultural heritage, including celadons, as well as buncheong and white porcelains. Its architecture, based on the motif of porcelain and comb-pattern pottery, drops us a hint about the identity of itself as an establishment. It amazes us not only with the fact that it exhibits national treasures, but also with how many of them it has. Antiques are displayed from the second to fourth floor, and it even occasionally holds special exhibitions. Encountering traditional culture at the hub of modern culture will make you refreshed and even awe-inspired.

Ⓐ 317, Dosan-daero, Gangnam-gu, Seoul

Ⓜ 10:30 AM-6 PM (Closed on Sun.)

☎ +82-2-541-3525



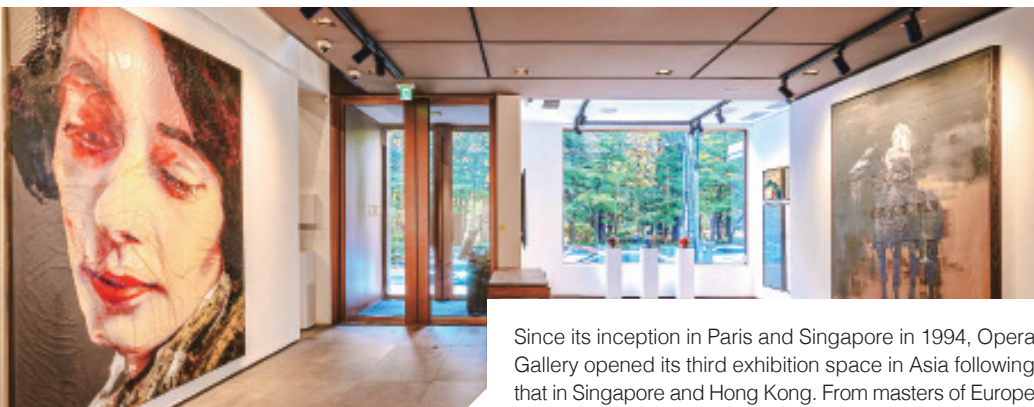


**Small and Red,
Experimental Spirit of Apgujeong**

K Museum of Contemporary Art

- ④ 807, Seolleung-ro, Gangnam-gu, Seoul
- ⌚ 10 AM-7 PM (Closed on Mon.)
- ☎ +82-2-2138-0958

A main street of Apgujeong. “K Museum of Contemporary Art” written on transparent glass. You pass under the small, yet impressive, letters and go inside of the building. Urban noises disappear and you find a six-story 5,000-square-meter exhibition hall. K Museum of Contemporary Art refuses to hold profit-making blockbuster exhibitions, and is instead keen on experimental displays. It welcomes diverse genres, including painting, photography, sculpture and more. Trendy works, as well as all-time fine arts, are exhibited in this place. The artworks it puts on view resemble Apgujeong, a place full of a challenging spirit and energy.



**Permanent Displays of
Dosan Park's Landscape**

Opera Gallery

- ④ 18, Eonju-ro 154-gil, Gangnam-gu, Seoul
- ⌚ 10 AM-7 PM
- ☎ +82-2-3446-0070

Since its inception in Paris and Singapore in 1994, Opera Gallery opened its third exhibition space in Asia following that in Singapore and Hong Kong. From masters of Europe to emerging artists, this place is to read the trends in all media of the contemporary art market. If you want to buy the original of Picasso or Chagall, you can find reliable experts here. Located across the corner of Dosan Park, the four-story gallery has a rectangle window which captures the landscape of the park in a full shot. On the first floor, special exhibitions take place featuring works of world renowned artists. The masterpieces can be appreciated from outside through the wide window. On the second floor, there is a permanent exhibition hall for the gallery's collection. The third floor is the salon for VIPs and the fourth floor is the outdoor rooftop used as an open exhibition space.

Masterpieces Among Masterpieces

The Galleria

If every luxury brand wants to showcase in a department store, the department store itself must be a luxury one at that. In this sense, The Galleria in Apgujeong is a luxury department store as the first in Korea to sell three major designer labels—Chanel, Louis Vuitton, and Hermès. To begin with, its customer service is above and beyond. Valet and porter service from the second you enter until you leave, as well as one-on-one customized service and style coordination with interpretation for international customers. The Galleria has two buildings. The East Building has high-end curated brands, and the West Building has no partitions between stores, which gives the feeling of a giant boutique. Perhaps this is why the West Building feels lighter and more vivacious than the East Building. Don't miss out on The Galleria's food court Gourmet 494 located on the basement of the West Building for a wide array of trendy eateries.



Ⓐ (West Building) 343, Apgujeong-ro, Gangnam-gu, Seoul / (East Building) 407, Apgujeong-ro, Gangnam-gu, Seoul

ⓑ 10:30 AM–8 PM (Mon.–Fri.); 10:30 AM–8:30 PM (Sat.–Sun.) ☎ +82-2-3449-4114



The Finest Men's Clothing and Accessories

Drake's

Shirts, shoes, belts, ties, socks... It's like the tailor shop from Kingsman in real life. Drake's is a British menswear haberdasher founded in 1977. It offers a wide array of classic men's attire ranging from formal to casual, which is the reason that it has a large number of aficionados. Added up with unique patterns and vivid colors of accessories, its quiet colors of clothes get you never bored. If you like witty classic fashion on the border of dressing up and down, you will fall in love with Drake's. It takes just 30 seconds on foot from Dosan Park.

- ㉠ 32, Eonju-ro 164-gil, Gangnam-gu, Seoul
- ㉡ 11 AM-8 PM (Mon.-Sat.); 12 PM-8 PM (Sun.)
- ㉢ +82-2-548-0378



The Perfect Pair of Shoes

Unipair

An outfit isn't complete without a perfect matching pair of shoes! "Men's Fifth Avenue" for those seeking high-quality shoes, Unipair is located hidden inside an alley near Dosan Park. This place gives you the fun of browsing a wide span of selections from premium handmade brands, such as Alden and Edward Green, to shoe brands of reasonable prices, including Jalan and Loake. If you want to get your shoes refurbished to your taste, go to the repair shop in the store. The owner is a "master cobbler" who perfectly gets done shoe refurbishment from basic polishing to re-soling to difficult installation of toe taps.

- ㉠ 37-1, Eonju-ro 164-gil, Gangnam-gu, Seoul
- ㉡ 11 AM-8 PM (Mon.-Sat.); 12 PM-8 PM (Sun.)
- ㉢ +82-2-542-0370





The Perfect Piece of Jewelry

Amondz Lab

Intrigued by a store that looks like an art gallery with whole-glass walls, bypassers are pulled in as if by magic. Visiting feels like entering an art museum. Amondz Lab is the first jewelry boutique in Korea. All the elaborately designed jewelries are the works of Korean designers. Most of them are made of silver, but the store is increasing the proportion of other materials like gold and pearl for providing fun of mix and match. The products are far from mass produced ones, carved with patience and a delicate touch of designers. The store also has a jewelry fitting room, a special space only for a masterpiece shop. Prices are marvelously affordable. Plus, you can browse more than 500 brands not displayed at the store on the Amondz app.

㉠ 1F, 34, Eonju-ro 168-gil, Gangnam-gu, Seoul

㉡ 11 AM-9 PM (Closed on Mon.)

㉢ +82-2-515-1753





Sweetness Between Art and Gourmet

Nudake Haus Dosan

This place needs no words. Launched by the eyewear brand Gentle Monster, it is unconventional and fresh beyond words. Every piece of dessert, made on the inspiration from arts and fashion, boasts unprecedented form. Each delectable confectionery screams sweetness that lingers between art and gourmet—masterpiece and dessert—displayed like pieces of art. The signature menu is the “Peak Cake,” crispy squid ink pastries with soft matcha cream filled in the center. Desserts would taste more delectable after you take a look around the flagship store of Gentle Monster (on the second and third floors) of the same Haus Dosan building.

📍 B1F, 50, Apgujeong-ro 46-gil, Gangnam-gu, Seoul 🕒 11 AM–9 PM (Closed on every first Mon.) 📞 +82-70-4128-2125





Afternoon Brunch at a Friend's House

Conte De Tulear

No other place could beat this bistro when talking about a hot eating place around Dosan Park. Reservation should be made at least a week ahead, and it is not easy to go in without waiting on the weekends, but it's worth the inconvenience. "Avocado Toast," rye bread topped with chopped avocado and basil pesto, is the menu that made Conte De Tulear what it is today. If you already had lunch, you might want a light beverage like flat white, or Tulear yogurt. In a warm season, take a seat in the cozy terrace. In the red brick building refurbished from a conventional house, you will feel comfortable as if you are visiting at a friend's place.

㉿ 39, Dosan-daero 49-gil, Gangnam-gu, Seoul
 ㉿ 11 AM–12 AM (Mon.–Sat.); 11 AM–11 PM (Sun.)
 ㉿ +82-70-8846-8490

20 Years of Cold Buckwheat Noodles

Apgujeong Haru

This restaurant has long been there for more than 20 years. Its neverending lines (of office workers particularly at lunch time) and online reviews prove just how popular it is. Customers who order cold buckwheat noodles always come back wanting more! Buckwheat noodles topped with thin strips of cucumber and carrot is served in cold soup seasoned with soy sauce. If you mix some horseradish with icy soup, the taste gets even more neat. Other menus, including udon, curry pork cutlet, fried tofu rice balls and more, are also homey and simple with restrained flavoring. Thumbs up to a visitor who left a review, "It tastes like my mother's home cooking."

㉿ 56, Eonju-ro 172-gil, Gangnam-gu, Seoul
 ㉿ 11:30 AM–9 PM
 ㉿ +82-2-514-5557





Therapy in the City Sulwhasoo Dosan

Sulwhasoo's flagship store nestled in front of the leisurely Dosan Park. Constructed in the shape of a lantern, it reflects the ambition of Amore Pacific to become the "new lantern for Asian beauty." The building has six floors over-and-underground, from a space to test every Sulwhasoo product and get counseling to the VIP lounge. It is a perfect place to buy a present as it provides an elegant, Korean-style, gift wrapping service. Various programs, including anti-aging care, can be reserved on the website. Enjoy an oriental medicine spa watching out Dosan Park. This is perhaps better than a stay at a five star hotel.

- ④ 18, Dosan-daero 45-gil, Gangnam-gu, Seoul
- Ⓜ 10 AM-7 PM (Closed on every first Mon.)
- ☎ +82-2-541-9270





The Final Stroke of Trendy Fashion

Nana Piercing

Scared of even a small needle? Nana Piercing's experienced piercers are known for their delicate and painless procedures. There are so many reviews left by celebrities who visited this shop, but they are not the only reason that you can rely on it. It provides advice on where to pierce considering the shape and fashion of customers and gives detailed instructions on how to treat the area after the procedure. Also, you will have much fun shopping as there are a great number of options that you can choose from. If you can bear pain for just three seconds, you will get the final stroke of trendy fashion.

📍 1F, 8, Apgujeong-ro 50-gil, Gangnam-gu, Seoul


🕒 11 AM-10 PM ☎ +82-2-540-3132



02

Cheongdam



An aerial photograph of Cheongdam Street in Seoul, South Korea. The street is a wide, multi-lane road with white lane markings and a central green-painted area. It is lined with trees that have turned a golden-brown color, suggesting autumn. In the background, there are several modern buildings, including a prominent one with a large, abstract sculpture on its facade. The sky is filled with soft, golden clouds, indicating a sunset or sunrise. The overall atmosphere is one of a vibrant, modern urban environment.

Cheongdam's luxurious charms are found on the streets. Traces of your favorite stars, colorful fashion items, high-end restaurants and Instagrammable cafes—fashion breathes and trends flow in every street. Visit, explore, and discover without stopping! Cheongdam invites you to new experiences.

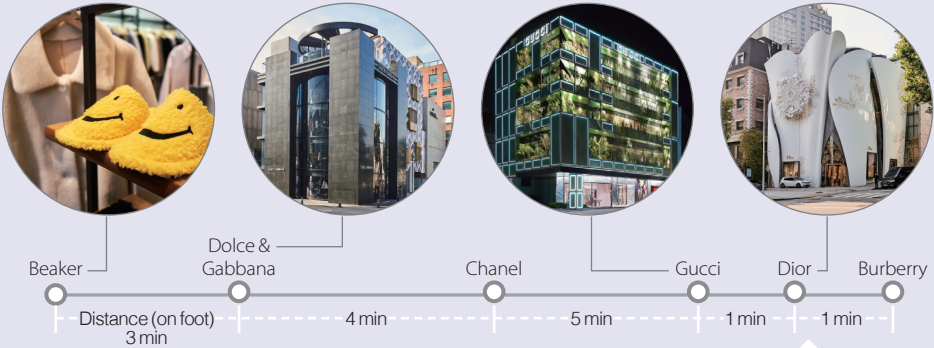
02 AREA Cheongdam



Course 1 Shopping Day!

Course 870 m

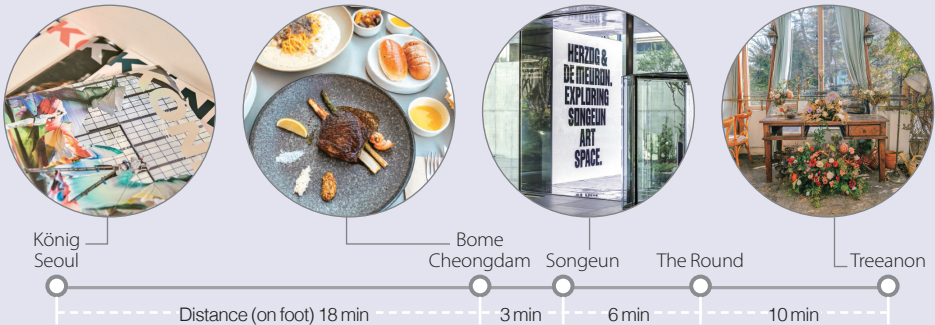
A course to explore major luxury flagship stores and trendy boutiques on Cheongdam Luxury Street. You can browse a variety of trendy fashion items and cute lifestyle accessories. Travel lighter on your feet and heavy with both hands.



Course 2 Culinary Exploration!

Course 1.6 km

A course to view exhibitions and get into mukbang time. When your legs get sore after your gallery visits, let's take it slow with delicious food at a nearby restaurant. In the afternoon, finish off with some afternoon tea.





Sightseeing

- K-Star Road

Shopping

- Chanel
- Dior
- Gucci
- Dolce & Gabbana
- Burberry
- BEAKER
- 1LDK

Gourmet

- Treeanon
- Bome Cheongdam
- Terrace Room
- Tokyo Saikabo
- The Round
- Don Blanc

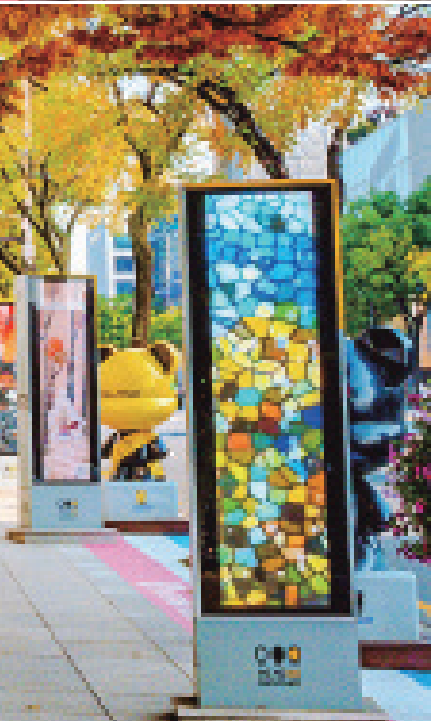
Architecture

- Starship Entertainment

Beauty

- Pretty Salon
 - Beauty Boulevard
- Art gallery**
- Songeun
 - Espace Louis Vuitton Seoul
 - König Seoul
 - Noblesse Collection
 - G Gallery



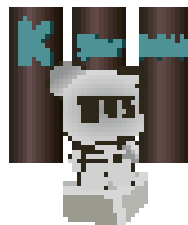


Hallyu Flowing Through the Streets

K-Star Road

It is a 1-km-long themed street that runs from Apgujeong Rodeo Station to Cheongdam Intersection. It was established in 2014 to provide a variety of entertainment to domestic and international tourists as people around the world are increasingly interested in hallyu. Entertainment agencies such as SM Entertainment, Cube, and FNC, the birthplace of hallyu, are located on this street, and you can feel the lifestyles of stars in fashion stores, cafes, restaurants, and galleries. Let's take proof pictures in front of the cute "Gangnamdol" art installations of famous celebrities.

㉠ 394, Apgujeong-dong, Gangnam-gu, Seoul



Cheongdam Luxury Street

Mecca of Luxury Shopping

It is a street formed along the road from The Galleria department store to Cheongdam Intersection. As a major shopping district of Gangnam and the only special fashion district of Korea, it's a go-to place if you plan to shop luxury designer brands. About 40 luxury designer brands' flagship stores such as Chanel, LVMG and Gucci are lined up along the street, and there are also select stores selling fashion items such as shoes, clothes, and accessories. It is also a favorite place for "architecture enthusiasts" thanks to the splendid luxury designer brand shop buildings that are pleasing to the eye.



Luxury With a Capital L

Chanel



④ 431, Apgujeong-ro,
Gangnam-gu, Seoul
Ⓜ 11 AM-7 PM
☎ +82-80-200-2700

The black Chanel-like building made with lava stone and black glass is the work of architect Peter Marino. The brand identity is conveyed on the floor decorated with black and white tweed patterns. Natural light penetrates through the black glass, shining over Chanel items and contemporary artworks. The seasonal bags, accessories and jewelry placed on the racks with warm lighting shine like works of art. It's Chanel-like indeed that regards fashion as art. Since you can find a variety of Chanel products from seasonal "ready-to-wear" products to shoes, eyewear, perfume and watches, it is famous for the so-called "open run" where people line up even before the store opens. You must book a reservation to visit.



Luxury Lifestyle Like Flowers

Dior

The House of Dior is Dior's exclusive boutique store located on Cheongdam Luxury Street, shaped like a white curved flower bud. In the six-story boutique, various products including Dior women's wear, shoes, fine jewelry, maison homewear, and Dior men embody Dior's "Timeless Elegance." More popular than the store itself is Cafe Dior located on the 5th floor. This place, selling afternoon tea sets and brunch menus in addition to Pierre Herme's macarons, has become the mecca of celebrities and influencers. All food is served on the tableware of Dior's Maison collection, "Monsieur Dior." The Parisian romantic ambiance on the rooftop will be worth spending nearly KRW 20,000 for a cup of Americano.

-
- Ⓐ 464, Apgujeong-ro, Gangnam-gu, Seoul
 - Ⓜ 11 AM-8 PM (Mon.-Sat.); 11 AM-7 PM (Sun.)
 - ☎ +82-2-3480-0104



Personal Luxury Fashion

Gucci

-
- ④ 462, Apgujeong-ro, Gangnam-gu, Seoul
 - ⑤ 11 AM-8 PM (Mon.-Sat.); 11 AM-7 PM (Sun.)
 - ⑦ +82-2-1577-1921

A green garden enveloped a mint-colored aluminum building to be reborn as an eco-friendly, sustainable store. The exterior with green plants swaying in the wind creates a beautiful sight, but when you walk inside the store, you will be amazed at the "Cabinet of Curiosities" once again. This place, elaborately curated with unique materials from luxury velvet chairs, round tables and vintage rugs, is full of Gucci's unique sensibility. "Gucci DIY," in which you can experience the brand culture to the fullest, is also appealing. It's a way for customers to become designers to create fashion of their own by freely organizing initials or animal patches on handbags, jackets and denim.



British Luxury With Tradition and Heritage

Burberry

A feast of checks illuminating Cheongdam Intersection draws your attention. Burberry Seoul flagship store is enveloped by metallic screens that visualize the weave of gabardine, the main garment of Burberry. It reflects the tradition of British luxury and the brand identity that does not hesitate to take on challenge. When you enter a store in soft beige colors, you'll feel cozy as if you are wrapped around by a cashmere scarf. At the "Scarf Bar," you can experience colors, patterns, and materials, and place orders according to your taste. A trench coat personalization service is also introduced. If the customer decides on the design and material themselves, and selects initials, patchwork, and embroidery, it will be tailor-made to suit their body type. It also has the only Burberry shoes corner in Korea.

📍 459, Dosan-daero, Gangnam-gu, Seoul 🕒 11 AM–8 PM
☎ +82-2-3485-6600

Sensual Sicilian Colors and Patterns

Dolce & Gabbana

The world-famous architect Jean Nouvel, who designed the Leeum, Samsung Museum of Art, introduced a Dolce & Gabbana flagship store with the theme of light and glass on Cheongdam Luxury Street. When you step inside, you'll get drawn by the floor. Black marble tiles imported from Spain sparkle in the light. The floor inside the glass cylinder is inclined slightly and leads to the rooftop, and the line of movement is natural yet tense. The collection of red rose patterns full of sensuality expresses the identity of Dolce & Gabbana based on Sicilian culture. The signature colors of black and white, intense red, and colorful prints seem to lead you to a southern Italian resort. Based on its essential line, it introduces the largest selection of items in Korea, ranging from fine jewelry, accessories, watches, and shoes.

📍 414, Apgujeong-ro, Gangnam-gu, Seoul
🕒 11 AM–8 PM (Mon.–Sat.); 11 AM–7 PM (Sun.)
☎ +82-2-3442-6888





Hot and Trendy Boutique Beaker

㉿ 408, Apgujeong-ro,
 Gangnam-gu, Seoul
 ㉿ 11 AM-8 PM
 ㉿ +82-2-543-1270

Beaker is full of upcycling ideas. Foreign imported brands are displayed in the abandoned mother-of-pearl wardrobe, and if you want to try on clothes, the changing room is behind the old doors. Styles that pursue contemporary values such as brands that collaborated with artists, unisex concepts, and fair trade products are gathered together. Beaker is also good at finding hidden brands, incubating them, and successfully making them independent. Maison Kitsune, famous for its so-called "Fox T-shirt," was unfamiliar at the time of launch, but has grown significantly as it became featured by Beaker. Beaker pursues a select shop that presents various cultural contents such as street fashion with strong personality, organic cosmetics, pet products, and interior accessories.



Tokyo Vibes in Cheongdam 1LDK

㉿ 2F, 5, Seolleung-ro 162-gil,
 Gangnam-gu, Seoul
 ㉿ 11 AM-9 PM
 ㉿ +82-2-3446-4789

Those who enjoy shopping in Tokyo are sure to love 1LDK. The name is short for "1 house with a Living room, a Dining room, and a Kitchen." As the name suggests, we introduce lifestyle that encompasses not only fashion but also living. You can meet independent brands and popular designer brands in one place. The concept that runs through all brands is that even though it looks ordinary, it is never ordinary and insists on one's own style rather than blindly following trends. After looking around, don't miss out on the "Taste and Sense" cafe located deep within the store. In the secret space of the bathroom concept, there is a large mirror, which serves as a photo zone.



Afternoon Tea
For a Midday Date
Treanon

① 43, Hakdong-ro 59-gil,
Gangnam-gu, Seoul
Ⓜ 9 AM-10 PM (Closed on Sun.)
☎ +82-70-8129-5955

He must have felt the same way wanting to look good to her. Treeanon, that gained popularity by word of mouth, had become everyone's lover when it appeared in "Heart Signal." Even the sky blue curtains, mint-colored teacups, and vintage accessories casually placed on the table make women's hearts race. The loveliest among them is the "Afternoon Tea Set." On the first floor, bakeries that arouse the taste buds are served, and on the second floor, sweet desserts are plated exquisitely. Freshly baked scones each morning and coffee blended with fresh specialty beans go well together like a longtime lover. Reservations are required for tea sets.



Cheongdamesque Restaurant Bome Cheongdam

Is this a gallery or a restaurant? Bome Cheongdam blends the concepts of identity and space into one. Food is served next to a three-meter-long piece of glass marble by a French installation artist, and a banquet is held under the skull sculpture hanging from the ceiling. Dining chairs, tableware, and bathroom mirrors are all designer art pieces. All are luxurious and elegant. In short, it's the most Cheongdamesque restaurant. The floor height is so high that there is no feeling of cramping wherever you sit, but it is difficult to get a seat on the terrace with a wide awning, especially without a reservation. If you have to taste just one menu, don't hesitate to try the Korean beef sirloin! 1++ Korean beef aged for more than 20 days is grilled with garnishes such as asparagus and onions. If you want to enjoy the authentic taste of meat, try dipping it in salt and whole-grain mustard alternately.



- Ⓐ 1F, 40, Seolleung-ro 152-gil,
Gangnam-gu, Seoul
- 🕒 11 AM-2 AM
- ☎ +82-2-515-0528



It's Cheongdam, Not Paris
Terrace Room

Ⓐ 2F, 37, Seolleung-ro 152-gil,
 Gangnam-gu, Seoul
 Ⓜ 11:30 AM–2 AM (Closed on Mon.)

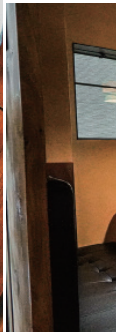
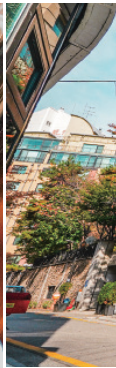
Here's a fork in the road: Is this an indoor or an outdoor space? A terrace or a room? Terrace Room features both that may come as unfamiliar to most. Don't overthink things. Just enjoy an open-air Parisian brunch on the terrace during the day, and sip a cocktail in the evening where the dining hall and classic bar are combined. As much as the space itself indicates, the menus are French. As a starter, "Aorigel Burrata Cheese" made with burrata cheese in the form of a mousse is light. The "Iberico Cutlet," with a deep flavor of sirloin, ribs, and shrimp, and the "Confit Octopus," which is a low-temperature cooked octopus grilled over a direct fire, has a richer French flavor.

Fine Japanese Dining

Tokyo Saikabo

It's time to visit Tokyo Saikabo in Cheongdam for some fine Japanese dining. Traditional Japanese homecooked meals presented by Japanese star chefs contain the true taste of Japanese food in each bowl. The signature is the Saikabo set menu. It offers various dishes of fine Japanese dining, including sashimi. Three kinds of appetizers, sashimi with seasonal raw fish, tofu salad, homemade potato croquettes and Korean beef sukiyaki are served one plate at a time, like a mini course meal. Don't miss the sake pairing service from the sake sommelier who recommends you sake that goes great with the dish.

-
- Ⓐ 9, Dosan-daero 101-gil, Gangnam-gu, Seoul
 - Ⓜ 11:30 AM–10 PM (Closed on Sun.)
 - ☎ +82-2-517-0108



Crispy Outside, Tender Inside

The Round

The Round is one of the best places to eat Peking duck in Cheongdam. After the chef's "duck cutting show" in front of you, finely skinned flesh and skins are served on a plate. The Round's Peking duck, smoked in an oven for a long time, is the pinnacle of "crispy outside, tender inside." The skin, coated with sweet sauce, crumbles in the mouth when you chew on it, and the flesh tastes savory and non-greasy! The taste is absolutely neat and savory. Just don't get disappointed by the small serving size. From main dishes such as fish-flavored eggplant shrimp and sweet and sour pork to basic jjajangmyeon and jjamppong, it never disappoints.

-
- Ⓐ 37, Seolleung-ro 148-gil, Gangnam-gu, Seoul
 - Ⓜ 11:30 AM–10 PM
 - ☎ +82-2-545-4448





Don Blanc

Calling all EXO fans! Don Blanc's Cheongdam Square branch, which became famous after EXO members Sehun and D.O. visited it, became a popular restaurant for celebrities right after it opened in 2019. The luxurious interior, grilling service, and corkage-free service are considered the secrets of its popularity, but above all else, the taste of the meat is so appealing. Fresh Korean pork neck, pork belly, pork jowl, and pork cheek meat are aged at low temperatures for 7 to 10 days to provide chewy and moist meat quality. Let's try the five kinds of vegetables and seaweeds that are served together. It will intensify the taste by three times.

④ 4F, 420, Dosan-daero, Gangnam-gu, Seoul

⌚ 11:30 AM-10 PM

☎ +82-2-6407-7474



Clever Architecture of an Entertainment Agency Starship Entertainment

It's a pity that it's hidden in a narrow alley and you can't enjoy the great exterior alone, but the building is not only pretty, but also full of wisdom. Building MW, where the famous entertainment agency Starship Entertainment is located, has divided the building blocks and installed a terrace on each floor to give some air to the environment. In the wall directly facing the back road, a gap was created from the basement to the upper part to allow light and ventilation. The idea to solve the privacy problem with other buildings through the shading of the base panel also stands out. It deserves to contain the versatility of an entertainment agency.





From Short Cut to Long Straight Hair

Pretty Salon

(A) 51, Dosan-daero 81-gil,
 Gangnam-gu, Seoul
 (H) 11 AM-7:30 PM
 (Closed on Sun.)
 (T) +82-70-8234-0000

Remember that celebrity who had a bobbed hair until recently and made a sudden appearance with long straight hair? Perhaps she got her hair done here. Pretty Salon is famous for hair extensions that have made many celebrities such as Suzy, Oh Yeonseo, Taeyeon, and Hyuna into goddesses with long hair. The "double slim braiding procedure," which increases the length and amount of hair, is the specialty of Pretty Salon. Because it is custom-designed in consideration of the hair condition and individual head shape, it has a natural and dramatic effect. The procedure takes around one and a half hours. If you don't like the way you cut your hair or if you're having bad hair days because of the awkward length of your hair, let's find peace of mind with hair extensions. All other hair treatments are also available, and reservations are required.



Welcome Madame Cheongdam

Beauty Boulevard

(A) 4F, 38, Hakdong-ro 97-gil,
 Gangnam-gu, Seoul
 (H) 11 AM-11 PM
 (T) +82-2-518-8066

Have you always wondered about celebrities' beauty secrets? Here's the answer! Beauty Boulevard, which has been picked by celebrities and affluent women since 2007, is a famous luxury aesthetic and spa shop in Cheongdam. The program covers face, body, before and after childbirth, and even wedding care, of which the most popular is "Coenzyme Q10 Slimming Care," which is performed with stone therapy. By detoxifying and removing cellulites in the body, you can expect dramatic slimming effects in a short period of time without irritation. The lower body care program that slims down the thighs by 3 cm with just one treatment is overflowing with testimonies. Friendly service like a deluxe hotel is a given, and if you use the spa, wine and high-quality snacks are provided to suit your taste.



Louis Vuitton Foundation Collection

Espace Louis Vuitton Seoul

Espace Louis Vuitton is an exhibition place encouraging creation of new contemporary artworks in Tokyo, München, Venezia, Beijing, and now Seoul in Gangnam's Cheongdam. The master of modern architecture, Frank Gehry, reserved the fourth floor of the building for an art space, and now it is occupied by Espace Louis Vuitton. The biggest advantage is the extensive overseas network and the collection of the Louis Vuitton Foundation Museum. The works of famous or emerging artists who are not well known in Korea are curated by Louis Vuitton's artistic director and toured around the world, and the collection of the foundation itself is enough to hold Andy Warhol exhibitions. Admission is free, but reservations are required in advance.

- ㉠ 4F, 454, Apgujeong-ro, Gangnam-gu, Seoul
- ㉡ 12 PM-7 PM (Closed on Jan. 1, Seollal & Chuseok)
- ㉢ +82-2-3432-1854



Evergreen Pine Hidden in Concrete Songeun

Songeun Cultural Foundation comprises Songeun Art Cube, Songeun Art Space, and Songeun Sujanggo. Since its establishment in 1989, the foundation opened a new nest in its new ST Songeun Building in September 2021. It is now the era of "SONGEUN," meaning the hidden pine tree. The new building of the Songeun Cultural Foundation is a work of art that is overwhelming in its exterior with a pointed right-angled triangle and minimal windows. The Songeun Cultural Foundation has been discovering and supporting young artists through the "Songeun Art Award" that has been running for over 20 years, and it is also approachable to citizens through free exhibitions.

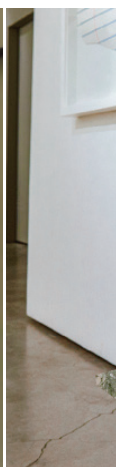
- 📍 441, Dosan-daero, Gangnam-gu, Seoul
- 🕒 11 AM-7 PM (Hours may vary)
- ☎ +82-2-3448-0100



©SONGEUN

ESPACE LOUIS VUITTON SEOUL







Open Mind and Open Space From Germany

König Seoul

König Galerie has brought contemporary art to Cheongdam all the way from Germany. The MCM flagship store is a building with an indifferent expression, as if hanging a picture frame on an empty wall without an expression. König Seoul, located on its 5th floor, is the third branch of König Galerie after König Berlin and König London. MCM and König, both from Germany, are expanding their cultural base through the collaboration of fashion and art, and they cover not only internationally renowned artists but also emerging artists. A place not to be missed is the rooftop terrace. It is a hidden urban sculpture park where large sculptures are placed. It is a precious gem that provides a panoramic view of Gangnam in Cheongdam, where there are not many open high-rise buildings.

📍 5F, 412, Apgujeong-ro, Gangnam-gu, Seoul
🕒 11 AM-7 PM (Closed on Mon.) ☎ +82-2-3442-6968



Artistic Noblesse Oblige

Noblesse Collection

The reason the name is a little familiar is because it is a gallery operated by Noblesse International that publishes high-end lifestyle magazines "Noblesse," "Noblesse MEN," and the quarterly "artnow." Although it is highly preferred among artists for its strength in promoting artists using various media channels, it is a gallery with a sense of mission to discover particularly talented artists. Household items and products collaborated with artists are rare items worth buying! Your wallet will open before you realize.

📍 1F, 13, Seolleung-ro 162-gil, Gangnam-gu, Seoul
🕒 11 AM-7 PM (Closed on Sun. & Mon.)



Reservoir of Special Featured Exhibitions

G Gallery

It is a contemporary art and design gallery that entered Cheongdam in 2017 under the leadership of Jeong Seung-jin, CEO and director of G Gallery, who studied fine art and art business. While actively accepting new contemporary art such as video, new media, installation works, and performance art, the gallery is also interested in art furniture. After relocating from Hannam-dong to Cheongdam-dong, G Gallery needed a large space to fully express artists' works, so it opened up underground space. G Gallery is discovering good and sincere artists, and continue to participate in various art fairs held in Beijing, Shanghai, Busan, and Daegu.

📍 B1F, 748, Samseong-ro, Gangnam-gu, Seoul
🕒 10 AM-6 PM (Closed on Sun. & holidays) ☎ +82-2-790-4921

03 Sinsa





Sinsa-dong is like a huge net. It encompasses galleries, beauty shops, restaurants and cafes densely spread out in all directions as a huge network—a gridiron of streets intertwined with Garosu-gil and Serosu-gil. There is no escaping, only immersing and exploring. But who knew it'd be this fun to be caught in a neighborhood?

03 AREA Sinsa



Course 1 Architecture & Beauty

Course 890 m

A course to explore architecture and beauty shops near Garosu-gil. There are a lot of good photo spots, so prepare enough storage of your camera library in advance!



Espace



Harim Tower



Villa de Mûrir



Chick Peace



Course 2 Art & Coffee

Course 610 m

A course to explore cafes and galleries in every corner of Garosu-gil. Let's enjoy artworks with a cup of coffee. Half a day is enough to enjoy an artsy outing.



2GIL29 Gallery

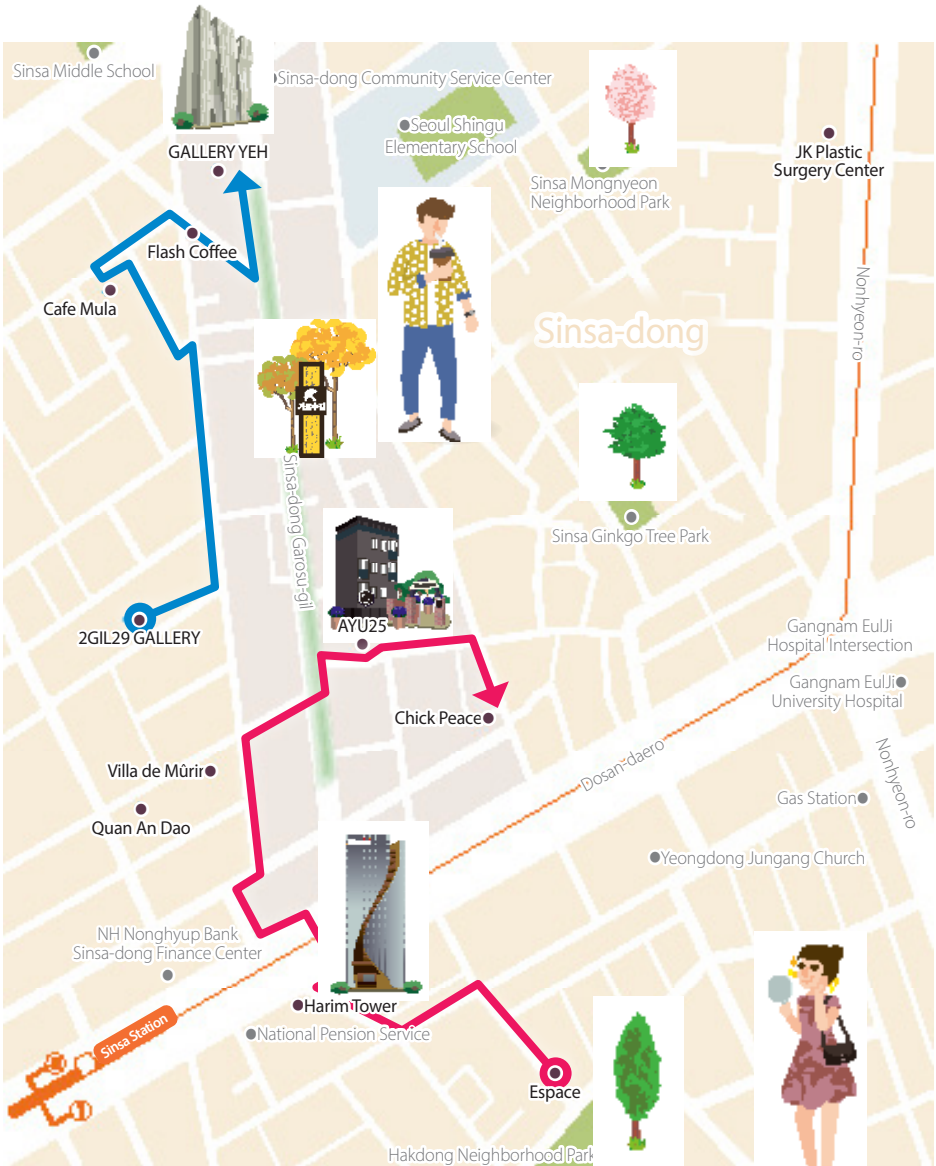


Cafe Mula



Gallery Yeh





- Beauty
- AYU25
 - Villa de murir
 - JK Plastic Surgery Hospital

- Gourmet
- Cafe MULA
 - Chick peace
 - Quan An Dao
 - Flash Coffee

- Art Gallery
- GALLERY YEH
 - 2GIL29 GALLERY

- Architectural
- Halim Tower
 - Espace

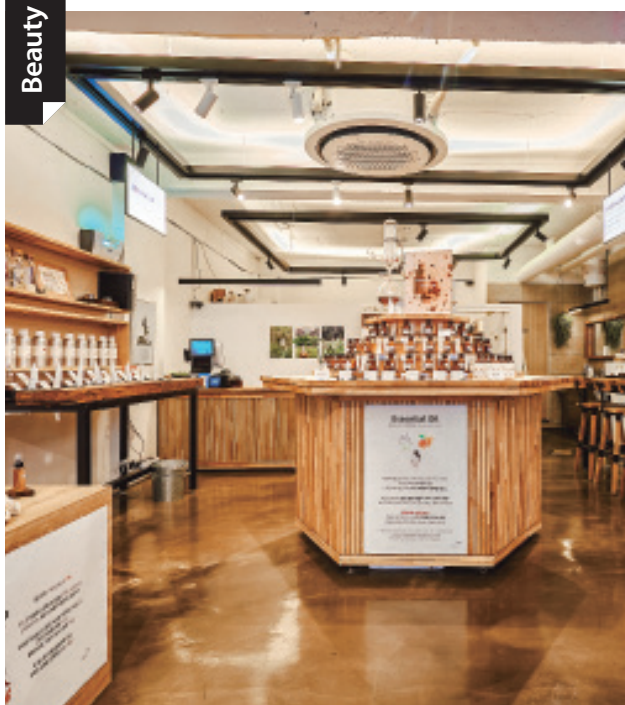


ion Street Lined With
go Trees

...osu-gil

This street, lined with ginkgo trees, runs from Sinsa Station (line 3) to Hyundai High School in Apgujeong. It started to gain popularity rapidly in the 2000s, and has now become famous as a must-visit of Sinsa-dong. When you're on Garosu-gil, don't forget to stroll down Serosu-gil as well. Serosu-gil refers to the narrow backstreets of Garosu-gil where hip and trendy shops, restaurants, and open-air cafes are hidden. Take your time and tour slowly to explore every nook and cranny.

Beauty



A Complete Princess Makeover Villa de Mûrir

Want to accentuate the best features of your face? Experience a complete makeover at Villa de Mûrir! Villa de Mûrir provides makeup services with a variety of concepts from daily looks and dress tours to TV appearance—all under the concept of finding personal beauty. Men's daily makeup is also available, so it's perfect for couples to visit. The space itself is also very enjoyable. The pink interior, which visually expresses the shape of flowers and fruits, will make you feel like a princess. There are a cafe where you can take Instagrammable photos, open studio where you can take pictures, and terrace well decorated like European gardens, so make sure to prepare an ample storage in your mobile phone before visiting.

㉠ 21, Dosan-daero 11-gil, Gangnam-gu, Seoul
㉠ 11 AM-9:30 PM ㉠ +82-2-515-5452





Perfect Cosmetics Just For You

AYU25

Still using off-the-shelf cosmetics products? You can now customize them! At the AYU25 Garosu-gil flagship store, you can choose ingredients suitable for your skin type and create your own unique cosmetics. It's easy. After taking a skin-type test through the AYU25 app, choose between a toner or a cream and add the aroma oil that suits your skin constitution and you're done. You'll see why AYU25 has been loved by so many foreign tourists and beauty lovers when you try the aroma oils one after another. Satisfied customers keep coming back to repurchase essential oils with excellent anti-inflammatory and antiviral effects as well as stress-free meditation essence oils.

㉠ 21, Dosan-daero 15-gil, Gangnam-gu, Seoul

㉡ 11 AM-9 PM ㉢ +82-2-540-6210



Leader of Gangnam's Medical Tourism

JK Plastic Surgery Center

JK Plastic Surgery Center passed the Korean Accreditation Program for Hospitals Serving Foreign Patients (KAHF) for the first as a plastic surgery hospital in Korea. For the medical skills and services known all over the world, so patients from over 100 countries come to visit. A one-on-one interpretation coordinator is resident at the hospital, and consent forms for each language are always available. The website that supports six languages is also friendly to international patients. Plastic surgery is performed on various body parts such as eyes, nose, chest, body, and contour.

㉠ 835, Nonhyeon-ro, Gangnam-gu, Seoul

㉡ 9:30 AM-6:30 PM (Closed on Sun; hours may vary)

㉢ +82-2-777-7797



Tiramisu From A to Z

Cafe Mula

- ① 13-12, Apgujeong-ro 4-gil,
Gangnam-gu, Seoul
- ⌚ 11:50 AM-8 PM
- ☎ +82-2-6104-4541

You haven't had tiramisu until you've tried Cafe Mula's tiramisu. This place truly redefines the classic dessert. Cafe Mula's "Classic King Tiramisu" is a king size and tastes as the name suggests. A neat aftertaste with rich cream filling. The secret is 100% mascarpone cheese and rich espresso. And what's sweeter than the dessert is the light pouring in from all directions. The interior, having large glasses all the way to the ceiling, is decorated with a planter that shines especially on a sunny day. On a fine day without fine dust, the rooftop seats are recommended. The comfortable and loose atmosphere resembles the brand "Mulaware."

Halal Meets Vegan

Chick Peace

You might be puzzled by the exotic name of the menu, but once you've had a taste, you'll be craving for more. Chef-owner Wi Won-jun spares no effort to make Middle Eastern food more familiar and approachable. He makes burgers with authentic pita bread (a staple bread in the Middle East and Greece) and reinterpreted Middle Eastern appetizers as easy-to-eat salads. The result of this unique challenge? The rapid establishment of branches in Seoul shows the success of Chick Peace. It is also a restaurant that will take care of your diet if you are on a diet. There are vegan menus with falafel (deep-fried balls made with chickpeas or broad beans) for all dishes such as burgers, egg in hell, salads, and rice. Prices are reasonable for the high-quality ingredients.

Ⓐ 69, Gangnam-daero 152-gil, Gangnam-gu, Seoul
Ⓜ 11:30 AM-9 PM ☎ +82-2-6956-6780



Little Vietnam on Garosu-gil

Quan An Dao

Delicious food comes from proper awareness. You can make it well when you eat well, and it's tasty only if it's well made. Who else knows the local taste as well as the locals? At Quan An Dao, you can count on the authentic local taste presented by the homemade Vietnamese food. It serves a perfect reproduction of local dishes from the widely popular bán hmi baguette sandwiches to the fresh gỏi cuốn spring rolls. In particular, the phở bò has a savory taste using a long-simmered broth with beef bones and brisket. The spacious terrace connected to the store and the low price for the prices on Garosu-gil are reasons you shouldn't miss this place.

Ⓐ 28-2, Gangnam-daero 156-gil, Gangnam-gu, Seoul
Ⓜ 11 AM-10 PM ☎ +82-2-512-1651



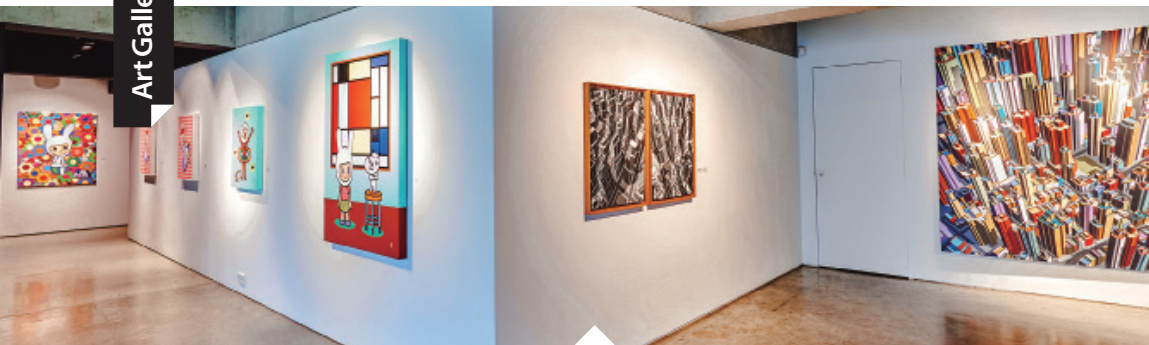
A Cup of Coffee in a Flash

Flash Coffee

FLASH! Like lightning at a speed of light. Flash Coffee suddenly emerged on Garosu-gil in November 2021. It is a global coffee specialty store with more than 200 stores across Asia, and the coffee taste is definitely different from the cafes that will disappear in a “flash.” Specialty coffee using 100% Arabica beans is savory without acidity, and signature beverages such as “Avo Cream Latte” are unique and appealing. The same goes for “Pink Crunch Latte,” which is available only in Korea. Late at night, go underground. Coffee-based cocktails are sold at “Flash 533” on the basement floor. As a tech brand, they also provide store pickup functions and consumer-customized promotions through the customer-only app, so installing the app is a must!

Ⓐ 1F, 20, Apgujeong-ro 8-gil,
Gangnam-gu, Seoul ☎ 8 AM–10 PM
(Mon.–Fri.); 10 AM–9 PM (Sat.–Sun.)
☎ +82-70-8671-7195





Gangnam Art Scene

GALLERY YEH

- Ⓐ 73, Garosu-gil, Gangnam-gu, Seoul
- ⌚ 10 AM-6 PM (Open on Saturdays for exhibitions; Closed on Sundays & holidays)
- ☎ +82-2-542-5543

As one of the first-generation art galleries in Korea that opened its doors in Insa-dong in 1978, GALLERY YEH became the first gallery in Gangnam after its relocation in 1982. In addition to its history, GALLERY YEH was designated as a Seoul Future Heritage in recognition of its contribution to popularization of multidisciplinary fine arts, such as painting, sculpture, media, installation art, and photography. Since the gallery has been faithful to the essence of the gallery to introduce good exhibitions and good artists for nearly 45 years, the ability to recognize good artworks has become the legacy of GALLERY YEH. The gallery, designed by Architect Jang Un-gyu in 2005, is itself a huge canvas. Although it is a landmark that has won several architecture awards, it aims to be an accessible art museum that you can visit while taking a walk in the neighborhood like a friend's place you've known for many years.



Art that Permeates Under the Street

2GIL29 GALLERY

- Ⓐ 35, Gangnam-daero 158-gil, Gangnam-gu, Seoul
- ⌚ 10 AM-7 PM (Closed on Sun, Mon. & holidays)
- ☎ +82-2-6203-2015

2GIL29 GALLERY is still full of surprises even in its sixth year of operation. CEO Baek Woon-ah is known for her excellent eye for selecting artists with distinct growth potential, popularity and workability. Her ability to connect with art lovers by adding storytelling to the works is outstanding. In particular, her strategy suits the location of Garosu-gil by putting up new works that Millennials and Gen Z will like. The advantage of this place is that it can quickly absorb various cultural content that borders art regardless of genre. If you are a novice collector who wants to own a piece of art, this is a good place to open your wallet and look around.



A Soaring Skyscraper Harim Tower

Who knew a building can have a strong presence? Harim Tower is a skyscraper with an S-shaped groove facade from the ground floor to the roof. A stainless steel perforated panel was installed on the inside to distinguish between the boundary and maximize the curves. With its special exterior, the building has secured originality and its own concept. In addition, this groove forms a low pressure zone, purifying the air in the office and helping natural ventilation. The architectural value has increased thanks to the hidden function. Harim Tower, which focuses on unified materials, textures, and geometric patterns shows a strong presence that overwhelms the Gangnam skyline.



① 130, Dosan-daero, Gangnam-gu, Seoul
... 2019 Beautiful Architecture Exhibition_Grand Prize



㉔ 46, Nonhyeon-ro 145-gil, Gangnam-gu, Seoul ... 2019 Beautiful Architecture Exhibition_Beautiful Architecture



Architectural Response to Urban Green Space

Espace

It looks like a medieval castle. The impression given by the countless glassless square windows is that strong. But the architectural focus was on how to respond to urban green space. Espace features a terrace that faces Hakdong Park. Then, exposed concrete was used without adding any material to the structure to bring the park into the interior as much as possible. The stairs that gave the living room landscape and sunlight were eventually placed along the roadside. The identity of the square window was revealed in the stairwell. It was to experience the park in advance on the route going up to the interior.

04

Yeoksam & Nonhyeon





Time does not stop around Gangnam Station.
Trendy restaurants stay open day and night.
Wandering, you will find unexpected charms in Nonhyeon—
a traditional market catches your eye at one corner,
and suddenly Kukkiwon appears across the street.
Harmony of Korea's tradition and modernity, culture and spirit...
put them all together and what you get is true "Gangnam Style."

04 AREA Yeoksam & Nonhyeon



Course 1 Stroll Through Nonhyeon-dong

Course 2.1km

A course to visit restaurants, explore architecture, and experience a traditional market in Nonhyeon-dong. Seeking more? Hop on the bus to continue your journey.



Jinmi Pyeongyang Naengmyeon



PLATFORM-L



Jaseng International Clinic



Yeongdong Traditional Market



Course 2 Gourmet Experience & Shopping

Course 1.1km

A course to shop at Gangnam Station Underground Shopping Mall, and enjoy delicious eats at cafes and restaurants. Want to learn about Taekwondo culture in Korea? Don't miss out on a visit to Kukkiwon.



Gangnam Station Underground Shopping Mall

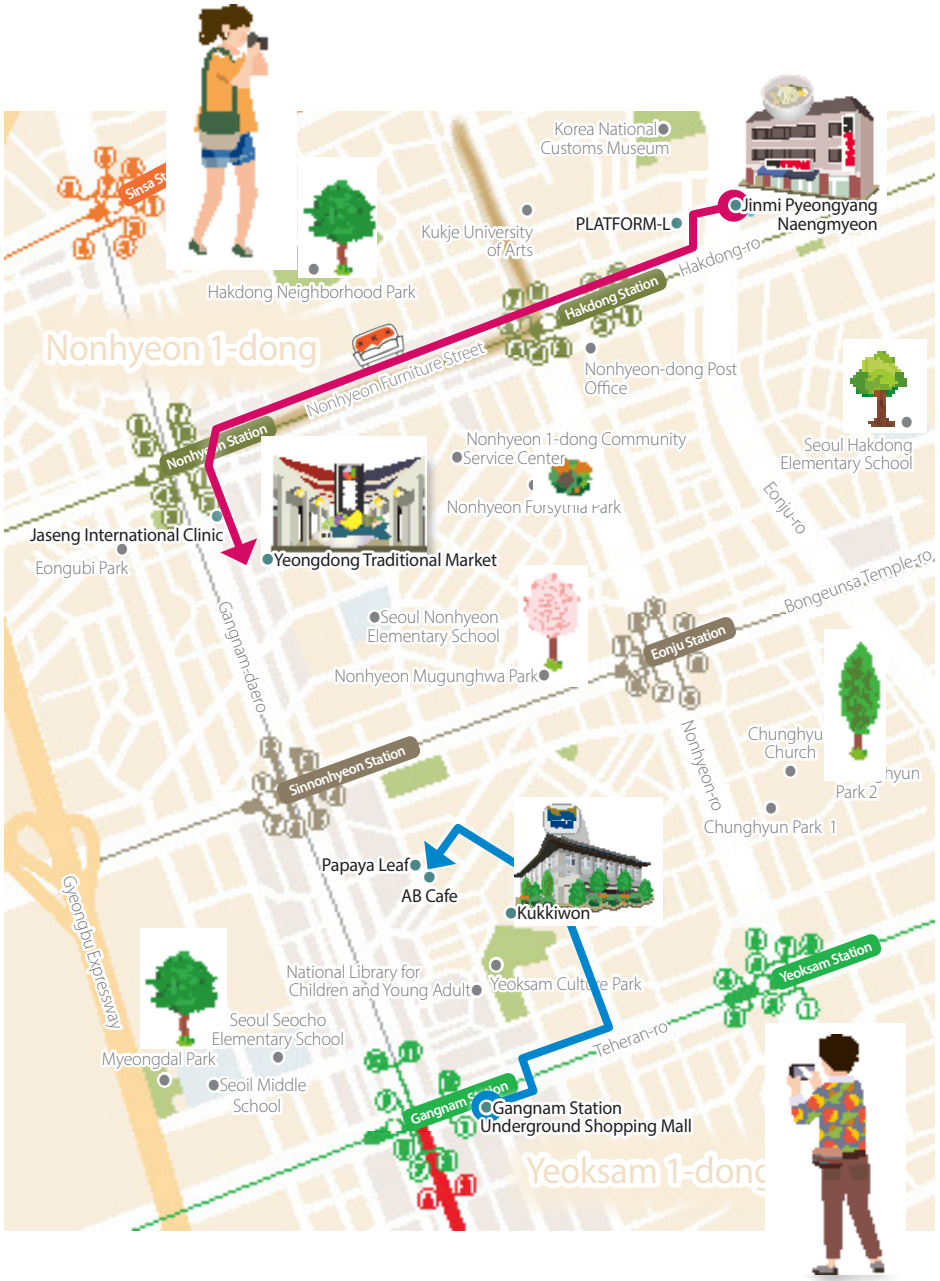


Kukkiwon



AB Cafe
Papaya Leaf





Sightseeing

- Kukkiwon
- Youngdong Traditional Market

Gourmet

- PAPA YA Leaf
- Jinmi Pyeongyang Naengmyeon
- AB Cafe

Shopping

- Gangnam Station Underground Shopping Mall

Architecture

- PLATFORM-L

Beauty

- Jaseng International Clinic



Delicious Eats At a Traditional Market

Yeongdong Traditional Market

Wait, a traditional market in Gangnam? Don't knock it til you've tried it! Yeongdong Traditional Market has a long history as it is approaching 50th anniversary this year. In the beginning, it started with a small commercial district, but it gradually expanded and grew into a general market. As the old food stalls in the market where office workers used to relax after hours became known to the public, young restaurants have emerged one after another, making it a "traditional market for foodies" with good vibes and skills. It is overflowing with snack menus from spicy teokbokki to twisted bread sticks and grilled sweet potato bread, so put your diet plan aside.

- ① 35, Hakdong-ro 4-gil, Gangnam-gu, Seoul
- ② 9 AM–12 AM
- ③ +82-2-512-9111





Korean Culture With Taekwondo

Kukkiwon

Founded in 1972, Kukkiwon (World Taekwondo Headquarters) spearheads everything related to Taekwondo. In addition to training leaders, holding demonstration performances, and holding major domestic and international competitions, Kukkiwon conducts tasks such as sponsoring the World Taekwondo Federation and the Korea Taekwondo Association, and establishing and operating the Taekwondo Instructor Training Center. International events such as World Taekwondo Hanmadang are all held here at Kukkiwon. Inside the facility, there is a stadium that can accommodate 3,000 visitors and ancillary facilities. It's one of the places you should visit if you want to feel the culture and spirit of Korea.

㉠ 32, Teheran-ro 7-gil, Gangnam-gu, Seoul
㉡ +82-2-567-1058







Savory Taste of Asia

Papaya Leaf

The tables started filling up as soon as they opened, and the hall is bustling with people in no time. The reason for their popularity comes from reinterpreting the tastes of Southeast Asia in a modern and popular way. Their offerings include multinational dishes from Vietnam, Thailand and Singapore, and the spices are not too strong, so those with stubborn taste-buds of Korea can also enjoy. You won't be disappointed no matter which menu you choose, but the "Cereal Shrimp," in particular, is worth a standing ovation. This Singaporean dish made with crushed crispy cereal on top of large shrimps will be a great way to enjoy your evening with beer.

📍 2F, 29, Gangnam-daero 102-gil, Gangnam-gu, Seoul
 🕒 11:30 AM-10 PM
 ☎️ +82-2-566-6178

Noodles More Refreshing Than an Apéritif Jinmi Pyeongyang Naengmyeon

Jinmi Pyeongyang Naengmyeon has risen to the ranks of Gangnam-class restaurants not only because of its appearance on TV shows, such as "Wednesday Gourmet," "Delicious Guys," and "Bob Bless You." Above all, chef Lim Se-kwon, a naengmyeon master with 20 years of experience, is the secret to its success. Naengmyeon broth with a mildly salty, meaty flavor is so delicious that even beginners of Pyeongyang-style naengmyeon will fall in love with. The clean and rich noodles call for an aperitif. Other popular menu items include boiled meat slices hot pot, stir-fried pork and dumplings. In 2021, it was also selected by the MICHELIN Guide Bib Gourmand (a restaurant offering excellent taste at a price of less than KRW 35,000).

📍 305-3, Hakhong-ro, Gangnam-gu, Seoul
 🕒 11 AM-9:30 PM ☎️ +82-2-515-3469





Bali in Gangnam

AB Cafe

Rattan lights, palm trees, coconut chips and mango desserts. Bali in Gangnam! In line with the motto of AB Cafe, "To give a moment of relaxation to busy people", the cafe is decorated with the Indonesian resort concept. If you feel at home even though you've never been here before, it may be because of Yoo Jae-suk. AB Cafe was featured on various TV shows, such as "Hangout With Yoo" and "You Quiz on the Block." A popular menu is the "Mango Croffle," which is a crispy croffle topped with sweet vanilla ice cream and mango on top. If you install the "AB Talent" app that can be used like a prepaid card, you will get a benefit sweeter than croffle. The second branch is located not far from here.

📍 32, Gangnam-daero 102-gil,

Gangnam-gu, Seoul

🕒 9 AM-10:30 PM (Mon.-Fri.); 11 AM-10:30 PM (Sat.-Sun.)

☎ +82-2-566-2052





Your Wallet's Paradise

Gangnam Station Underground Shopping Mall

Gangnam Station Underground Shopping Mall, which is directly connected to the vicinity of Gangnam Station (line 2), is the representative shopping area of Gangnam Station. Inside, there are over 200 stores in total. You can find almost everything from clothing to cosmetics, electronic devices, and interior accessories at various mobile carriers, beauty shops, and young casual boutiques clustered together. In addition, various products are offered at low prices considering the prices of Gangnam. You can easily buy a set of clothes even if you have just KRW 10,000. This is perhaps the most wallet-friendly shopping spot for when you have a lot of things you want to buy but are strapped for cash.

Ⓐ B396, Gangnam-daero, Gangnam-gu, Seoul Ⓜ 10 AM–10 PM (Hours may vary)



17th Century Versailles in 21st Century Seoul

PLATFORM-L

PLATFORM-L is the work of architect Lee Jeong-hoon, who won the Young Architects Award in 2010 and was also selected as the “Top 10 Next-Generation Architects.” It has been evaluated as a building that enhances efficiency and aesthetic value by reinterpreting the atypical conditions of the building as the motif of the Louis XIV era. The striped pattern layered on the exterior wall is also the result of transforming and combining rhombus and circle, which are often seen in baroque geometry. The courtyard created in the void of the inner space surrounded by the building is very functional. It is used as a small performing hall or movie theater for the purpose of the complex cultural space “PLATFORM-L Contemporary Art Center,” and the corridors on the 2nd and 3rd floors also serve as seats for the opera terrace.



㉓ 11, Eonju-ro 133-gil, Gangnam-gu, Seoul



Non-Surgical Spine Treatment Jaseng International Clinic


Jaseng International Clinic is known for its non-surgical spinal joint treatment. This treatment of finding the cause of pain and preventing recurrence, is based on scientific and standardized data. But wait, there's more! Jaseng's medical treatment range covers the entire body. Weakened muscles, ligaments, bones and nerves are strengthened by applying various treatments such as herbal medicine, acupuncture, medicinal acupuncture, Chuna manual therapy, motion acupuncture (MSAT), physical therapy, and manual therapy. The doors are open to foreign patients who are not fluent in Korean. Jaseng International Clinic has a dedicated coordinator who can speak four languages, including English and Japanese, to provide a total one-stop care service from the moment they arrive in Korea.

- ④ 536, Gangnam-daero, Gangnam-gu, Seoul
- Ⓜ 9 AM-8 PM (Mon.-Thu.); 9 AM-6 PM (Fri.-Sun.); International Clinic: 9 AM-6 PM (Mon.-Sat.)
- ☎ +82-2-1577-0007

... 2019 Beautiful Architecture Exhibition_Best Excellence Award

05 Samseong



A nighttime photograph of a city skyline. On the left, a tall, dark skyscraper is illuminated with a grid of lights. To its right, another skyscraper is lit up with a blue and white pattern. The foreground shows a road with blurred light trails from traffic, primarily in shades of orange and red. The sky is dark, and the overall scene conveys a sense of a busy, modern urban environment.

History flows in the busy city center.
Ensnared in the urban metropolis are
Silla-era temples and tombs of the royal family.
It's as if you are reading a tome of historical materials—
let's experience the past and explore modernity first hand.
How great is it that you can learn and tour at the same time?

05 AREA Samseong



Course 1 Walk Into History

Course 1.7 km

A course to explore not only historical and traditional historical sites, but also popular restaurants in Samseong-dong. After a quiet walk, enjoy the bustling city life—the greater the contrast, the greater the pleasure!



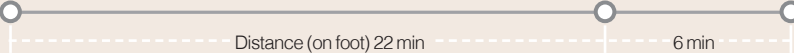
Seolleung and Jeongneung
Royal Tombs



Bongeunsa
Temple



Samseong-dong
Gourmet Street



Course 2 Architecture Tour

Course 1.1 km

A course to explore modern architecture around Samseong-dong, visit galleries, and even shop. There are many modern buildings in the business district of Samseong-dong, so it is perfect for an architecture tour.



My Art
Museum



Glass Tower

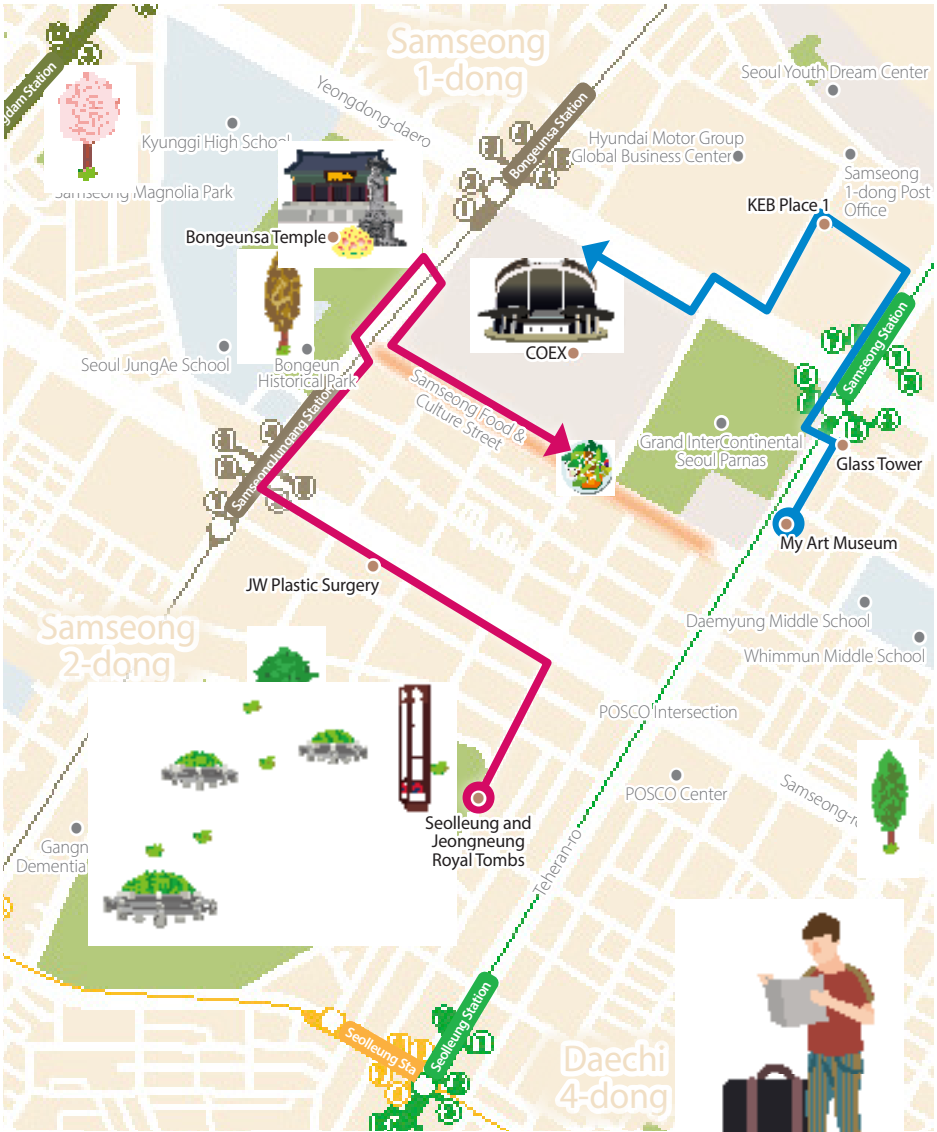


KEB Place 1



COEX





- Sightseeing**
- Bongeunsa Temple
 - Seolleung and Jeongneung Royal Tombs
 - COEX

- Gourmet**
- Samseong Food & Culture Street
- Art gallery**
- My Art Museum

- Architecture**
- Glass Tower
 - KEB Place 1
- Beauty**
- JW Plastic Surgery



UNESCO World Heritage Site in Gangnam

Seolleung and Jeongneung Royal Tombs

Just a 5-minute walk from Seolleung Station will take you to the royal tombs. Seolleung and Jeongneung Royal Tombs are often collectively referred to as Samneung Park because it has three tombs. Seolleung is the tomb of King Seongjong, the 9th king of the Joseon dynasty, and the tomb of Queen Jeonghyeon Yun, and Jeongneung is the tomb of King Jungjong, the 11th king of the Joseon dynasty. Although it was damaged by Japanese soldiers during the Japanese invasions of Korea, it has been well preserved and registered as a UNESCO World Heritage Site in 2009. The lush natural forest surrounding the tombs provides a quiet relaxation for citizens and a great walking trail.



- ① 1, Seolleung-ro 100-gil, Gangnam-gu, Seoul
- ② 6 AM-9 PM (Closed on Mon.; hours may vary)
- ③ +82-2-568-1291



Millennium Temple in the City

Bongeunsa Temple

Bongeunsa Temple is a representative temple of Zen Buddhism in Korea. It was built under the name of Gyeonseongsa Temple during the reign of King Wonseong of Silla. In the 17th year of King Myeongjong of the Joseon dynasty, it was relocated to the current location under the leadership of Queen Munjeong, resulting in the present name. Afterwards, it suffered numerous fires through the Japanese invasions of Korea, the second Manchu invasion of Korea, and the Korean War. As much as it has a long history, it is also rich in cultural heritage. In the precincts, there are temples such as Daeungeon Hall, Beopwangnu Pavilion, Bukgeukbojeon Shrine, and Seonbuldang Hall. Bongeunsa Temple is open to the general public to enjoy a quiet walk and meditation regardless of religion.

㉠ 531, Bongeunsa-ro, Gangnam-gu, Seoul
 ㉡ 5 AM-10 PM ㉢ +82-2-3218-4800

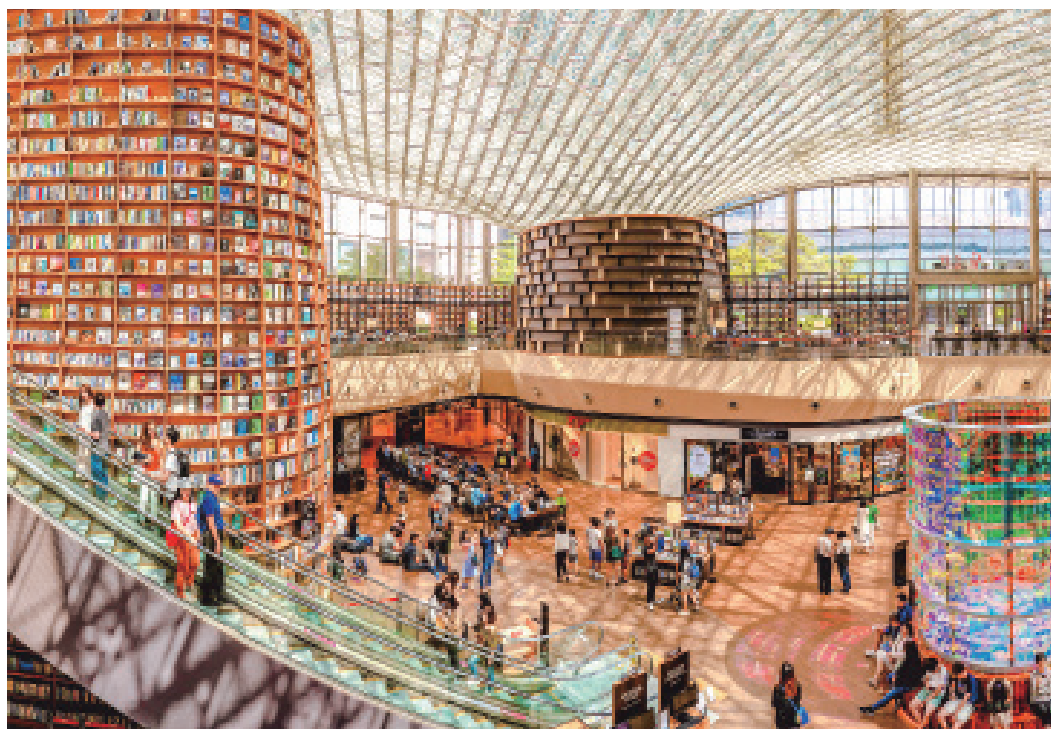
King's Story at Seolleung and Jeongneung Royal Tombs

Seonjeongneung Outdoor Musical

Gangnam Festival features a program called Seonjeongneung Outdoor Musical, which premiered in 2019. It is the first real-life musical of the royal tombs of the Joseon dynasty using cultural heritage. The achievements of King Seongjong, the king of



Joseon who loved music, are portrayed in a musical at Seonjeongneung, where he is resting in peace. Traditional Korean and Western instruments dynamically create rich music, and rhythm and choreography dynamically fill the stage. In 2021, in the aftermath of COVID-19, it was broadcast live on YouTube and NAVER TV in front of Seolleung Pavilion, and it reached a high number of views in real time, realizing its hot popularity.





Tourists' Favorite One-Stop Attraction

COEX

COEX attracts thousands if not millions of tourists and visitors all year round. Located by Samseong Station, COEX is the center of Korea's MICE industry with global infrastructure including 4 exhibition halls, 50 conference rooms, and performance halls. Every year, large-scale events and exhibitions are held at the convention center, and the large-scale shopping mall "Starfield COEX Mall" is also overflowing with entertainments. In particular, Starfield COEX Mall boasts a renowned location as a top-notch shopping, cultural and tourism attraction in Korea. Inside are also COEX Aquarium with more than 40,000 living creatures and the famous Byulmadang Library with 13-meter-tall bookshelves. It is tourists' favorite one-stop attraction.



- 📍 513, Yeongdong-daero, Gangnam-gu, Seoul
- 🕒 10:30 AM–10 PM (Hours may vary)
- ☎ +82-2-6000-0114





Luncheons and Dinners for Office Workers Samseong Food & Culture Street

A long line of gourmet restaurants next to one another. There's no better word to describe Samseong Food & Culture Street. Between Samseongjungang Station and Bongeunsa Station (line 9), the street behind COEX is a street lined with restaurants and bars. Hungry office workers wander the streets at 12 PM for lunch and 6 PM for dinner every day to satiate their hunger. Wondering what to eat? There are lots to choose from, including Hong Kong-style dim sum restaurants to Southern food restaurants, and even bakeries that sell sweet red bean and butter buns. So, come on an empty stomach. Let's put your diet aside for now.

④ Between Samseongjungang Station & Bongeunsa Station (Line 9)





Personal Art Viewing

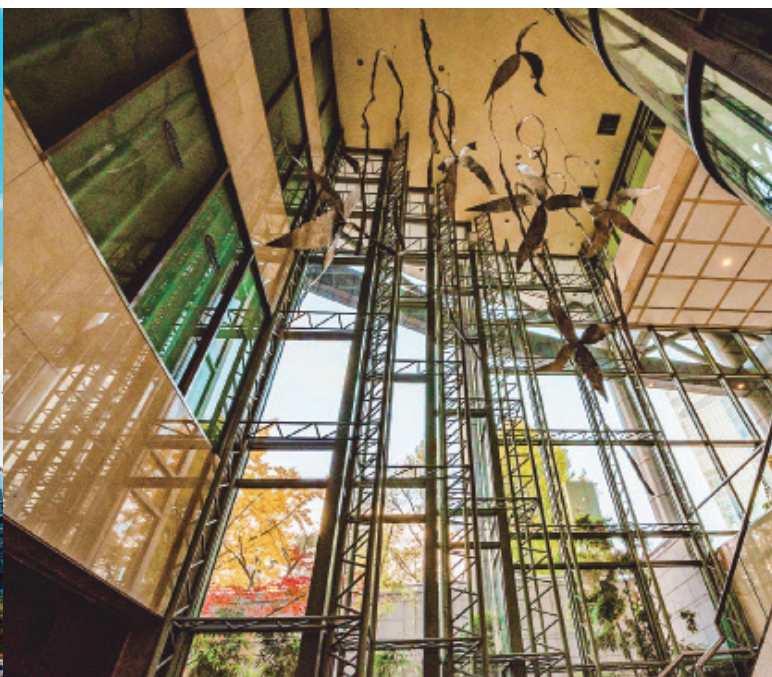
My Art Museum

My Art Museum exhibits masterpieces of Chagall, Henri Matisse, and Alice Dalton, and more. Opened in 2019, it is called “MAMU” for short in pursuit of a “sensible urban art space” ensconced in the concrete jungle of Samseong-dong. The vibes of this space touch the emotions of modern people regardless of genres such as fashion, architecture, and design as well as masterpieces. Children can participate in educational programs such as viewing manners, storytelling, and art expression at the “Kids Atelier”, and they can take pictures with representative works of the exhibition just by looking around the lounge. The brand art shop is a place to visit if you’re looking for a gift or an interior decoration item.

📍 B1F, 518, Teheran-ro, Gangnam-gu, Seoul

🕒 10 AM-8 PM

☎ +82-2-567-8878



㉠ 534, Teheran-ro, Gangnam-gu, Seoul ... 1996 Seoul Architecture Award

Culture Bank's Iconic Building KEB Place 1

KEB Place 1 is a symbolic building of the KEB Hana Bank Culture Bank Project that provides a pleasant space to customers by combining financial and cultural content. 178 round cells protrude from the outer wall of the building on three sides. These two-meter-wide cells called art disks not only enhance the dimensionality of the building, but also function as ventilation holes and balcony awnings that block direct sunlight. Place 1 is also famous for its open cultural platform. Visitors are caught by the charms so they want to stay longer. Artworks, installations, and content in the pop-up exhibition halls draw their attention.



㉡ 26, Yeongdong-daero 96-gil, Gangnam-gu, Seoul ... 2019 Beautiful Architecture Exhibi



Symbolic Building At the Intersection of Samseong Station

Glass Tower

Glass Tower is a symbolic building at the intersection of Samseong Station where Teheran-ro and the Yeongdongdaegyo Bridge intersect in the middle of Gangnam. This massive building was completed in 1995 with 32 ground floors and 8 underground floors, and it has been boasting of its majesty as a glass-based curtain wall construction method. It has a streamlined cross-section as a whole, and a round space is placed at the left and right ends of the building. Naturally, the large windows provide excellent lighting and an overwhelming view. This makes me a bit envious of the staff that work here. But citizens also have a share because they get to enjoy the large skyscape through the glass panel in the building facade.



Excellence Award



Say Goodbye to Revision Surgeries


JW Plastic Surgery

JW Plastic Surgery boasts 21 years of accident-free plastic surgery operations since opening. This level of competency and safety is what differentiates JW Plastic Surgery from other clinics. Korea's plastic surgery is world-famous, but there is a reason why so many people visit this place. It's because there are a lot of testimonials about breaking the chain of repeated revision surgeries. Even foreign patients can easily visit the hospital by themselves and undergo surgery. Online counseling is available even before entering Korea, and hotel reservations, airport pick-up, and all pre- and post-surgery procedures are provided as a one-on-one customized service. The overseas team is stationed to provide interpretation services in English, Chinese, and Russian.

Ⓜ Address: 3~7F, 553, Samseong-ro, Gangnam-gu, Seoul Ⓜ 9 AM~7 PM (Mon.-Fri.); 10 AM~5 PM (Sat.); Closed on Sun. ☎ +82-2-541-5114

06 South of Yangjaecheon Stream





The area south of Yangjaecheon Stream is like the lungs of Gangnam in that it breathes in the fresh air from the mountains and breathes out the scent of flowers and trees. Let's take in a breath of fresh air while exploring the city.

06 AREA

South of Yangjaecheon Stream



Gangnam Trail Course 4 Along Rivers, Forests and Mountains Course 27.1 km

A trail to stroll about the area south of Yangjaecheon Stream on foot. There are a total of four different courses, so you can choose according to your preference.



Course 1
Luxury River Trail
7.7 km (2 hr 40 min)

- Maebong Station
- ▶ Yangjaecheon Entrance
- ▶ Yangjaecheon Stream
- ▶ Tancheon Junction
- ▶ Suseo Station



Course 2
Ecological River Trail
6.3 km (2 hr 15 min)

- Suseo Station
- ▶ Tancheon Cherry Blossom Trail
- ▶ Segokcheon Junction
- ▶ Segokcheon Stream
- ▶ Heolleung IC



Course 3
Mountain Top Forest Trail
5.4 km (2 hr 45 min)

- Heolleung IC
- ▶ Daemosan Mountain Top
- ▶ Gaepo Park
- ▶ Yangjaecheon Stream
- ▶ Dogok Station



Course 4
Dulle Forest Trail
7.7 km (3 hr 40 min)

- Suseo Station
- ▶ Daemosan Seoul Trail
- ▶ Guryongsan Seoul Trail
- ▶ Yangjae-daero Green Path
- ▶ Dalteo Neighborhood Park
- ▶ Yangjaecheon Entrance
- ▶ Maebong Station

Recommended Course Green Nature Trail Course 11.8 km

A refreshing course to explore waterfront nature and parks while hiking past a botanical cafe. Feel the relaxing comfort enconced in nature from start to finish. It is better to travel by car or public transport than on foot as the spots are far apart.



Yangjaecheon Stream



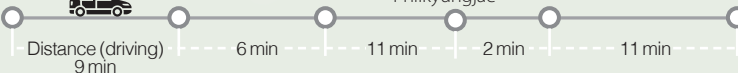
Irwon Eco Park



Tanheo Memorial Museum



Daemosan Mountain





Sightseeing

- Yangjaecheon Stream
- Gangnam Trail
- Tanheo Memorial Museum
- Irwon Eco Park

Architecture

- Building Sum

Gourmet

- Philkyungjae
- Sikmulgwan PH



Buddhist Education & Communication At a Museum

Tanheo Memorial Museum

Tanheo Memorial Museum was opened to commemorate the spirit and thought of Monk Tanheo, who accomplished a great cause in the history of Korean Buddhism. In the four-story building, the monk's relics, books, and translations are displayed, and it is also used as a regional cultural infrastructure facility where various cultural experiences, education, and meditation programs are held. The building itself is as valuable as the content it contains. The museum, designed by architect Lee Seong-gwan, is evaluated as a beautiful building with natural elements and was awarded the 2010 Beautiful Architecture Award by Gangnam-gu Office and the President's Award at the Korea Architecture Culture Awards.

- ④ 13-51, Bamgogae-ro 14-gil, Gangnam-gu, Seoul
- ⌚ 10 AM-5 PM (Closed on Mon.)
- ☎ +82-2-445-8486





Natural Waterside Scenery

Yangjaecheon Stream

Yangjaecheon Stream originates from Gwanaksan Mountain and Cheonggyesan Mountain, and runs all the way to Tancheon Stream. In 1995, it was restored as an exemplary natural ecological river through the Yangjaecheon Park Project, and in 2015, it was selected as a future heritage site in Seoul. The section passing through Gangnam is about 3.75 km. The scenery along the waterway is famous for its beauty all year round. Cherry Blossom Trail, Metasequoia Road, and Autumn Foliage Street are dyed with flowers and trees every season, attracting not only residents but also visitors. In addition, an observatory, landscape lighting, fog fountain, and media sapphire are drawing attention as a place that provides walking, riding, ecological experience, and relaxation.





From the Waterfront to the Forest

Gangnam Trail



Gangnam Trail is the fastest and most proper way to traverse Yangjaecheon Stream on foot. It is divided into a total of 4 courses: Luxury River Trail, Ecological River Trail, Mountain Top Forest Trail, and Dulle Forest Trail. You can select the path according to your preference of difficulty. The Luxury River Trail is recommended for visitors in spring. This course starts at Yangjaecheon Stream and leads towards the upstream of Tancheon Stream, passing the Yangjaecheon Cherry Blossom Trail. The Ecological River Trail has more distinct advantages. The entire trail is a waterfront path since it runs along the waterway of Tancheon Stream and reaches Segokcheon Stream. The Mountain Top Forest Trail is great for those who want to go on a hike. It takes energy as much as it goes over the top of Daemosan Mountain, but the scenery at the summit will wash away your fatigue. If you have a deep love for Daemosan Mountain, how about enjoying forest bathing on the Dulle Forest Trail that crosses the mountain?

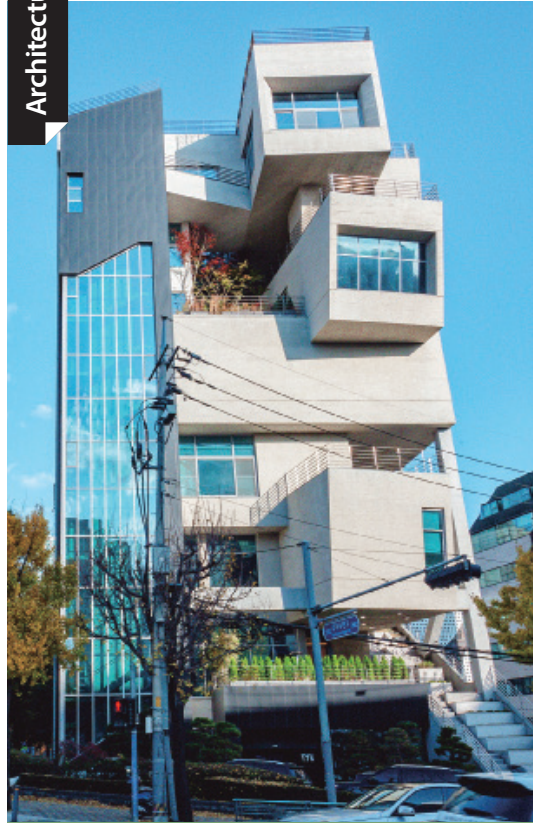
Eco-Friendly Park in the City

Irwon Eco Park

Irwon Eco Park, located in Irwon-dong, is an eco-friendly neighborhood park opened in 2017 as part of a cover-up park project within the Tancheon Water Recycling Center. Various sports facilities such as badminton courts, tennis courts, foot volleyball courts, and gateball courts, and green parks are in the park. In particular, the multi-purpose auditorium is widely used to hold daily sports, community gatherings, and various events, and the botanical garden is widely used to hold urban agricultural events and education. Reservations can be made by calling two weeks prior to the date of use.

📍 625, Gaepo-ro, Gangnam-gu, Seoul

☎ +82-2-3410-9738



📍 176, Nonhyeon-ro, Gangnam-gu, Seoul

... 2021 Beautiful Architecture Exhibition_Best Excellence Award

European Musicals in Korea

Building Sum

Building Sum is the headquarters of EMK Musical Company. This eight-story building with two underground floors had just been constructed in 2021. At first glance, the exterior, which is out of the formal beauty, seems to be arbitrary, but it hides a sophisticated architectural strategy. Private area of the building is secured through "external space floating in the air." The stairs exposed to the outside on each floor become the experimental stage for various events produced by EMK. Providing living conveniences to the public through freely arranged elements of the building is another hidden characteristic of the building.



Korean Cuisine in a 500-Year-Old House

Philkyungjae

It is not proper to introduce Philkyungjae as a mere Korean-style restaurant because of its historical significance. Philkyungjae is a 500-year-old old house built by Lee Cheon-su, great-grandson of King Sejong's fifth son, Gwangpyeong Daegun, where his descendants have lived for generations. It boasts the title as the first designated traditional building in 1987, and now serves as a restaurant specializing in royal cuisine, introducing the taste and beauty of Korea. Meals are by reservation only, and you can enter 30 minutes before the reservation time, so you can take time looking around the grounds of the old house. The room with the table and chairs is very old-fashioned. Even the traditional sliding doors and the view out the garden through the window across the white tablecloth create a seamlessly cozy atmosphere. The meal is refined, resembling the ambiance of a traditional house. The courses are well spaced, so you can feel the food with your eyes and mouth.

- 📍 205, Gwangpyeong-ro, Gangnam-gu, Seoul
- 🕒 10 AM-10 PM
- ☎ +82-2-445-2115



Urban Botanical Cafe

Sikmulgwan PH

-
- Ⓐ 24, Gwangpyeong-ro 34-gil,
Gangnam-gu, Seoul
 - Ⓜ 10 AM-7 PM (Hours may vary)
 - ☎ +82-2-445-0405

Sikmulgwan PH, a leader of the planterio cafe trend, is overwhelming from the first floor. Fresh green palm trees that must have come from a fairly hot country are taking over the glass greenhouse. Thanks to the potted plants on wheels, the positions of the plants change frequently. So, you can not only enjoy different spaces but also take a different picture each time you visit again. It is not only the positions of plants that change frequently. In the galleries on the 3rd and 4th floors, various special exhibitions such as photography, art, and experiencing art are held in various ways every time. The cafe's description as a "total cultural space" is absolutely fitting.

Outro





Events | Accommodations

Events



K-POP Concert



Party in Gangnam Gangnam Festival

Gangnam Festival is the biggest event hosted by Gangnam. Gangnam Festival has been recreated as a hybrid festival that combines online and offline arenas for two consecutive years after having been held online due to the COVID-19 pandemic. Although it varies from year to year, the festival hosts about seven programs on average. Don't miss out on the various entertainment from the Media Show held at the K-pop Plaza of COEX to K-pop Concerts on Yeongdong-daero where you can see performances of top-notch pop stars.

Media Show





Opera Gala Concert



Special Media Art Exhibition



Seonjeongneung Outdoor Musical



Gangnam Symphony Orchestra



Digital Commerce Fashion Show





Fun With the Audience

365 FUN & PAN Gangnam

365 FUN & PAN Gangnam is held annually from March to November, and features performances such as busking, dance, and trot contests held at major spots in Gangnam, such as Gangnam Station, Apgujeong Rodeo Street, and Garosu-gil in Sinsa-dong. About 280 performances have been held so far. In 2021, programs such as "Balcony Concert" were held to offer warm consolation to citizens who are tired of social distancing.



2021 내 집 앞 세계 영화제

내 집 앞에서 한 걸음만 나아가 세계영화를 즐기다

일정

2021년 11월 3일(수) ~ 11월 6일(토)
2021년 11월 10일(수) ~ 11월 13일(토)
*오류 8시 30분: 밴드 공연 / 오류 7시: 영화 상영

장소

양재천 영종 3교 공영장

* 공연도 영장은 신청방법에 따라 변경될 수 있습니다.
* 자세한 내용은 홈페이지를 통해 확인하실 수 있습니다.



www.gangnamfilm.com @2021gwff @2021GWFF

주최: 문화체육관광부, 서울특별시, 강남구청 문의: 강남구청 관광진흥과 ☎ 02-3423-5533

Local Screenings of Foreign Films

World Film Festival

World Film Festival screens foreign films of various genres in various places in Gangnam. It was motivated by the purpose of turning the entire area of Gangnam into a movie theater, and offering opportunities to enjoy diverse culture to local residents and tourists. From March to October, 16 films from around the world that hadn't been readily available, will be screened throughout Gangnam.



Art Meets Design

Gangnam Interior Design Week

Gangnam Interior Design Week is held at the end of April every year around the furniture street area in Nonhyeon-dong for 10 days. It is a golden opportunity to get one step closer to art and design. Various programs are held simultaneously at around 100 brand showrooms and special exhibition halls in the Hakdong-ro area.

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My Art Museum



Noblesse Collection



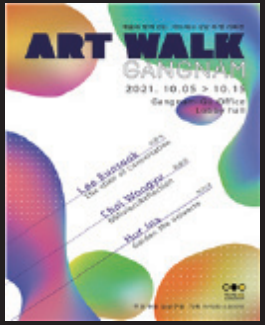
Espace Louis Vuitton Seoul



Opera Gallery



Songseun



**Gallery Tour On Foot
Gangnam Art Walking**

Gangnam Art Walking is a gallery tour that starts from the lobby of Gangnam-gu Office. Don't miss this opportunity to participate in a free walking tour guide around various galleries in Gangnam. The tour is made more spectacular even from the start where the lobby of Gangnam-gu Office's main building where it is sometimes turned into a small art museum for special exhibitions in collaboration with galleries. Gangnam Art Walking is held all year round, and reservations can be made via the Gangnam-gu Office website. Participating galleries include Songseun, Opera Gallery, 2GIL29 Gallery, My Art Museum, Noblesse Collection, König Seoul, and Espace Louis Vuitton Seoul, among many other.

@gangnam.go.kr



Accommodations



In the Heart of Tehran-ro **Grand InterContinental Seoul Parnas**

Planning a trip to Gangnam? Want to stay at a hotel near COEX in a prime location? Look no further! Grand InterContinental Seoul Parnas is located in the center of Teheran-ro, and is close to Starfield COEX Mall, Parnas Mall, department stores and duty-free shops. In 2020, the exterior and rooms went through a complete makeover, and you can choose from 550 rooms that reinterpret the traditional beauty of Korea in a modern way.

Ⓐ 521, Teheran-ro, Gangnam-gu, Seoul ☎ +82-2-555-5656



Vicinity of Bongeunsa Temple **InterContinental Seoul COEX**

InterContinental Seoul COEX has a more classic and solemn feel compared to Grand InterContinental Seoul Parnas. Even the view out the guest room has this vibe. Looking out the window, you can enjoy the peaceful scenery and see the traditional Korean architecture of Bongeunsa Temple from your room. It has a total of 654 rooms and 11 convention halls.

Ⓐ 524, Bongeunsa-ro, Gangnam-gu, Seoul ☎ +82-2-3452-2500



Premium Accommodation in Gangnam **Andaz Seoul Gangnam**

Andaz Seoul Gangnam is a luxury lifestyle hotel operated by Hyatt for the first time in Korea. The hotel offers top-class facilities from 241 rooms that harmonize traditional Korean aesthetics with modern interior to restaurants with five different cuisine concepts. It is directly connected to exit 3 of Apgujeong Station, and is also close to Gangnam Station as well as Garosu-gil in Sinsa-dong and Cheongdam-dong.

Ⓐ 854, Nonhyeon-ro, Gangnam-gu, Seoul ☎ +82-2-2193-1234



Grand Essence of Luxury Hotel **Josun Palace Seoul Gangnam**

Josun Palace Seoul Gangnam is the first hotel of the top-notch independent brand developed by Josun Hotels & Resorts, inheriting the heritage of the past 100 years. Every nook and cranny is immaculate. Luxurious vibes are everywhere from the hotel's Grand Reception to all the 254 rooms with an amazing cityscape view of downtown Seoul, and the five Gourmet Collections.

Ⓐ 231, Teheran-ro, Gangnam-gu, Seoul ☎ +82-2-727-7200



Spacious and Comfortable Rooms **Park Hyatt Seoul**

Park Hyatt Seoul is the second brand hotel in Asia after Park Hyatt Tokyo. Above all else, the biggest advantage is the spacious rooms. Its deluxe rooms boast ample space of 48 to 52 square meters, and you can enjoy the beautiful cityscape through the front glass window even in the bathroom, which occupies one-third of the total area of the room. Park Hyatt Seoul has a total of 184 rooms.

Ⓐ 606, Teheran-ro, Gangnam-gu, Seoul ☎ +82-507-1442-1234





List of Accommodations in Gangnam

Name	Address	Contact
Hotel Riviera Seoul	737, Yeongdong-daero	+82 2 541 3111
Hotel Samjung	150, Bongeunsa-ro	+82 2 557 1221
Hilltop Tourist Hotel	647, Nonhyeon-ro	+82 2 540 3458
Hotel Giant	459, Bongeunsa-ro	+82 2 546 0225
Hotel Sunshine Seoul	205, Dosan-daero	+82 2 548 8222
Hotel Prima	536, Dosan-daero	+82 2 6006 9114
Hotel La Casa Seoul	83, Dosan-daero 1-gil (West) 102, Appujeong-ro (East)	+82 2 6711 9000
Hotel Eliena	645, Nonhyeon-ro	+82 2 3443 5670
Novotel Ambassador Seoul Gangnam	130, Bongeunsa-ro	+82 2 567 1101
Lavita Hotel	712, Yeongdong-daero	+82 2 545 0015
Young Dong Hotel	144, Dosan-daero	+82 2 542 0112
Oakwood Premier	46, Teheran-ro 87-gil	+82 2 3466 7000
Ibis Styles Ambassador Seoul Gangnam	431, Samseong-ro	+82 2 3011 8888
Best Western Premier Gangnam	139, Bongeunsa-ro	+82 2 6474 2000
Tria Hotel	16, Teheran-ro 33-gil	+82 2 553 2471
AC hotel by Marriott Seoul Gangnam	10, Teheran-ro 25-gil	+82 2 2050 6000
Grammos Hotel	6-5, Teheran-ro 33-gil	+82 2 569 2121
Hotel Cullinan Yeoksam	11, Eonju-ro 87-gil	+82 2 562 3520
Hotel Shilla Stay Yeoksam	517, Eonju-ro	+82 2 2054 9000
Aloft Seoul Gangnam Hotel	736, Yeongdong-daero	+82 2 510 9700
H Avenue Hotel Yeoksam	12, Teheran-ro 29-gil	+82 2 508 6247
Hotel Denim	66, Nonhyeon-ro	+82 2 2058 1000
Richwell Hotel	13-10, Teheran-ro 37-gil	+82 2 553 6655
INN The City Business Hotel	13-8, Teheran-ro 37-gil	+82 2 564 8342
Jerry's Planet Hotel	13, Gangnam-daero 92-gil	+82 2 555 4204
Hotel Cappuccino	155, Bongeunsa-ro	+82 2 2038 9501
BENIKEA Gangnam Noblesse Hotel	6-13, Teheran-ro 25-gil	+82 2 558 1202
Stella Hostel	62, Seolleung-ro 90-gil	+82 2 556 4040
K-Grandhostel Gangnam 1	11, Gangnam-daero 112-gil	+82 70 8146 0008
Hotel Peyto Samseong	9, Teheran-ro 87-gil	+82 2 6936 9701
Hotel The Designers LYJ Gangnam Premier	113, Bongeunsa-ro	+82 2 567 4000
Gangnam Family Hotel	143, Bongeunsa-ro	+82 2 6474 1515
Stay Hotel Gangnam	15-4, Nonhyeon-ro 87-gil	+82 2 568 6200
Hotel Soulhada	5, Teheran-ro 10-gil	+82 2 3288 1100
Chloe Hostel	620, Gangnam-daero	+82 70 8146 7711
Hotel The Artist Yeoksam	11, Teheran-ro 29-gil	+82 2 569 4921
CAPACE Hotel	21, Eonju-ro 89-gi	+82 2 6205 3900
Dormy Inn Seoul Gangnam	134, Bongeunsa-ro	+82 2 548 5489
Hotel Uri&	20, Samseong-ro 96-gil	+82 2 500 2300
Hotel Cullinan Gaepo	74-1, Nonhyeon-ro	+82 2 2058 1558
Hotel Entra Gangnam	508, Dosan-daero	+82 2 500 1500
L7 Gangnam by LOTTE	415, Teheran-ro	+82 2 2011 1000
GLAD Gangnam COEX Center	610, Teheran-ro	+82 2 6474 5000
Owall Hotel	27, Eonju-ro 85-gil	+82 2 557 5001
Four points by Sheraton Seoul Gangnam	203, Dosan-daero	+82 2 2160 8900
Hotel Senne	533, Nonhyeon-ro	+82 2 2052 0551
Hotel Newv	6, Seolleung-ro 85-gil	+82 2 740 5000
Patio 7 Hotel	736, Nonhyeon-ro	+82 2 517 8833
Hotel Crescendo Seoul	428, Bongeunsa-ro	+82 2 6230 8800
Aiden by Best Western Cheongdam	216, Dosan-daero	+82 2 6711 1234
Hotel in 9	618, Yeongdong-daero	+82 2 311 9000
Hotel Riviera Anobli	419, Dosan-daero	+82 2 3442 7832
Shilla Stay Samseong	506, Yeongdong-daero	+82 2 2175 9000
Hotel Anteroom Seoul	153, Dosan-daero	+82 2 542 2300
White Linen House Hostel	40, Nonhyeon-ro 149-gil	+82 10 8500 9069

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