

Earthly luxury, rooted in Korean heritage,
curated by Hyang Soo





Hyang Soo

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Hyang Soo

It's more than a name; it's the feeling of deep connection to heritage, a nostalgic echo of timeless beauty – the very essence of our ultra-luxurious Korean journeys. We specialize in exclusive experiences that honor this spirit, guiding you through Korea's rich traditions and breathtaking nature with unparalleled sophistication. Every Hyang Soo journey is meticulously personalized, an exquisite exploration crafted around your desire for authenticity and elegance. Let us fulfill your yearning for connection with the past, wrapped in the ultimate luxury of the present. Experience Hyang Soo.





Luxury, Exclusivity, and Specialty

Welcome to **Hyang Soo**, Korea's most premium experience agency. We transcend the conventional role of a travel agency by delving deep into understanding who you are. Our mission is to extrapolate your desires into bespoke experiences that resonate with your unique taste. Every itinerary we craft is a labor of love, designed to deliver a once-in-a-lifetime journey through the heart of Korea.

But beyond indulgence, we recognize the synergy between pleasure and purpose. For those who wish to blend leisure with ambition, we seamlessly integrate **exclusive business engagements** into your journey. Whether it's orchestrating high-profile conferences with Korean conglomerates, intimate meetings with visionary startups, or curated tours of cutting-edge technology firms, we open doors to **unparalleled professional opportunities** that align with your aspirations.



A Korean Experience Designed By Hyang Soo

Hyang Soo will gift you an unparalleled special experience.



Zeitgeist, Heritage, and Authenticity

We artfully balance the old and the new, weaving Korea's latest cultural trends with profound connections to its rich history. This fusion provides a meaningful and immersive experience that touches the soul. Imagine engaging in thought-provoking dialogues with industry leaders by day and indulging in timeless cultural rituals by night. We ensure that every moment resonates with authenticity and relevance.

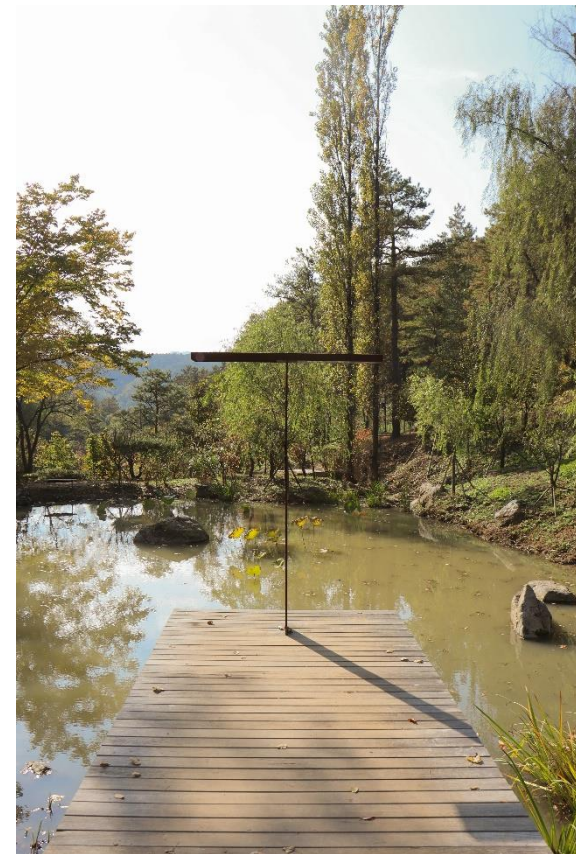
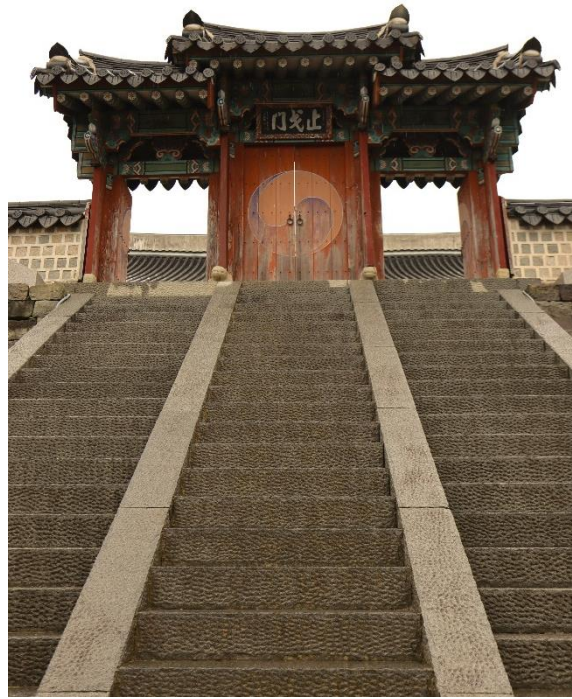
Exclusivity, Luxury, and Purpose

Due to demand and our commitment to meticulous planning, we take on only a select few clients each year. This exclusivity allows us to dedicate ourselves fully to crafting your perfect journey, ensuring unparalleled comfort and bespoke services—luxury imbued with taste, sense, and discretion.

Luxury for us isn't just about opulence; it's about creating meaningful connections. We understand that true sophistication lies in experiences that enrich both personally and professionally. Whether you're a visionary entrepreneur seeking inspiration or a connoisseur of culture yearning for deeper understanding, we tailor experiences that bridge enjoyment with enterprise.

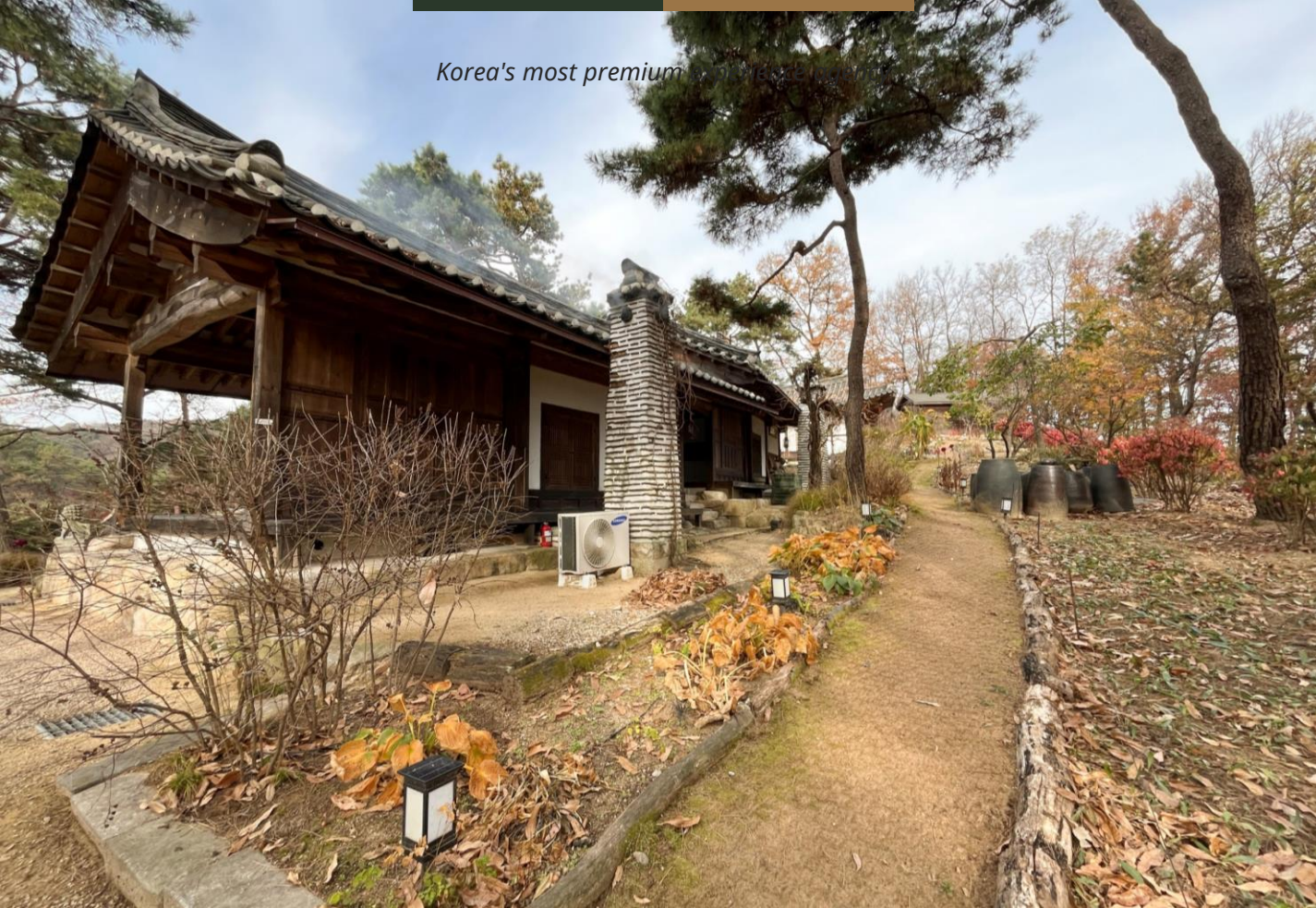


Experience
the unique beauty of Korea.

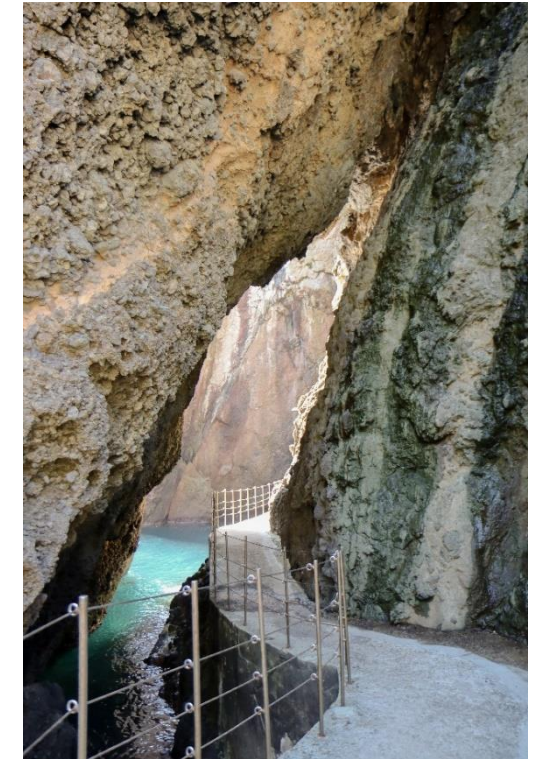


Enjoy the tranquility and
leisure of nature.

Korea's most premium destinations

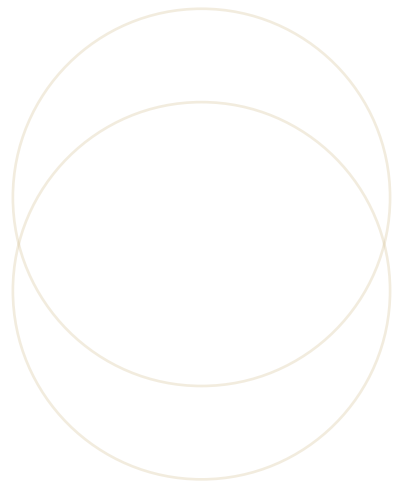


Experience
the grandeur of nature with
your own eyes.



Feel the memories intact in a
place that preserves the Korean
past.





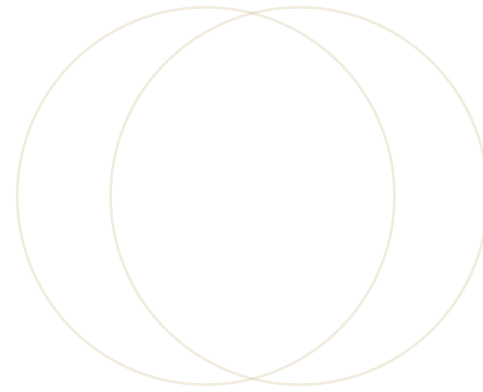
Hyang Soo Philosophy

What we offer is not just a journey,
But a story created just for you.

We adhere to the following principles

- **Exclusive Selectivity:** We serve only the most discerning clientele, ensuring each experience is uniquely exceptional.
- **Meticulous Precision:** Every detail is crafted with unwavering attention, delivering flawless and purposeful elegance.
- **Innovative Distinction:** We create unparalleled, bespoke experiences that transcend the ordinary and redefine luxury.
- **Visionary Insight:** Our unique perspective allows us to anticipate and fulfill our clients' deepest desires.
- **Supreme Excellence:** We commit to providing the finest, most unforgettable experiences, surpassing all expectations.





Past Clients

We have had the privilege of serving distinguished clients, including.

- Harvard Business School
- The Wharton School of the University of Pennsylvania
- USC Marshall School of Business
- Samsung Germany
- Columbia Business School
- Google
- High Net Worth Individuals from Europe and the US



Our Process

1. Bespoke Consultation

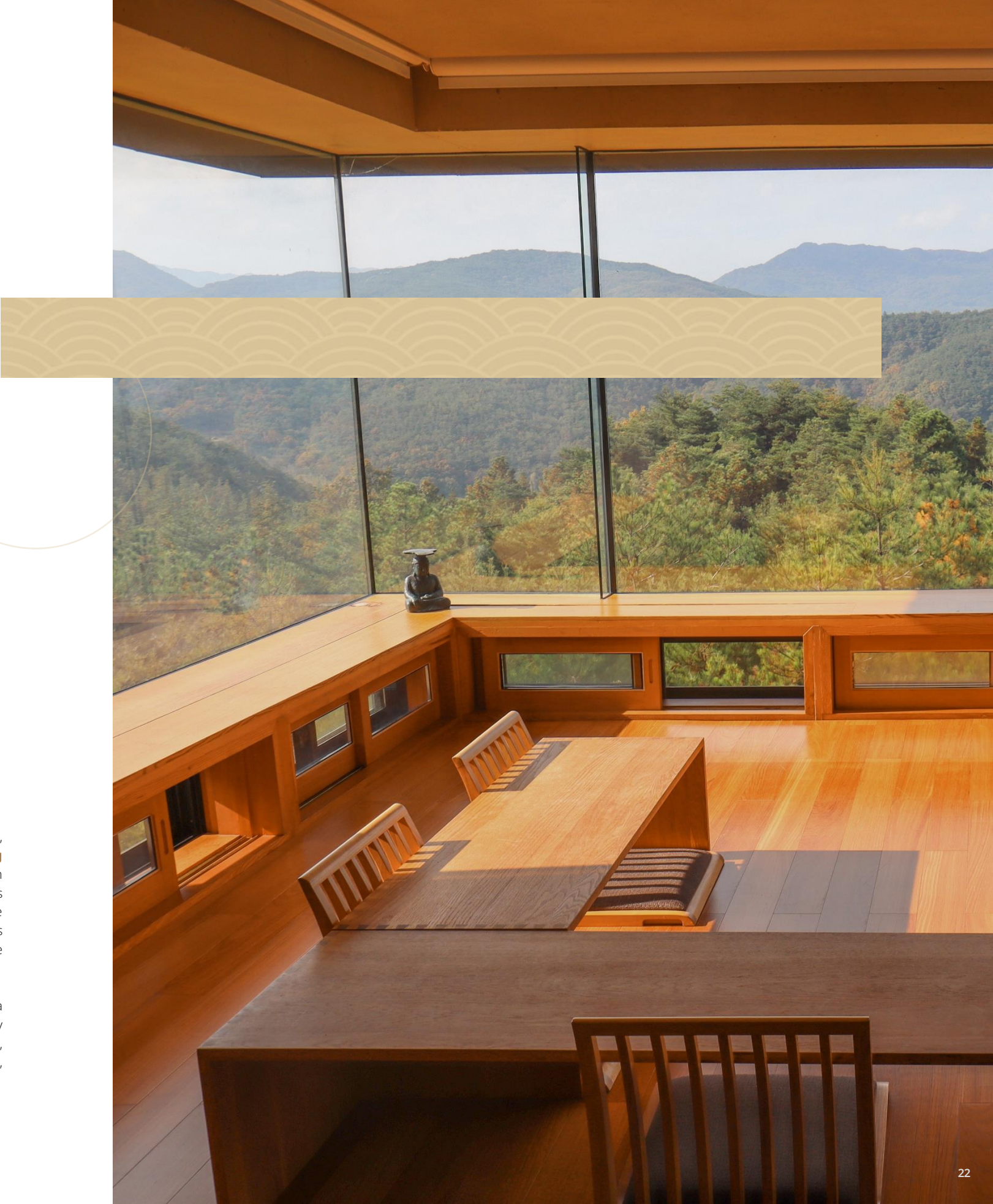
Your odyssey with **Hyang Soo** begins not with a mere conversation, but with an intimate **bespoke consultation**. In this private exchange, we delve deep into the tapestry of your world—your interests, passions, and the aspirations that define you. This is where we capture the essence of who you are, allowing us to curate an experience that doesn't just meet your desires but elevates them to realms unexplored.

Imagine unlocking doors to hidden sanctuaries, indulging in culinary masterpieces at undisclosed locales, and connecting with luminaries in art, fashion, and culture—all meticulously selected to resonate with your unique essence. You'll traverse facets of Korea that remain veiled even to the most discerning locals—the true **crème de la crème**.

2. Crafting the Experience

With the insights gleaned from our consultation, our team of elite planners embarks on **crafting your personal masterpiece**. This is not just an itinerary; it's a symphony of experiences harmoniously aligned to your rhythm. Every stroke is deliberate—from securing exclusive reservations at avant-garde restaurants to arranging private viewings at esteemed galleries.

We labor over every detail with the precision of a couturier, ensuring that each element is flawlessly tailored. The result is a bespoke journey blueprint, presented for your perusal, reflecting not just a trip, but a narrative waiting to unfold.





3. The Art of Refinement

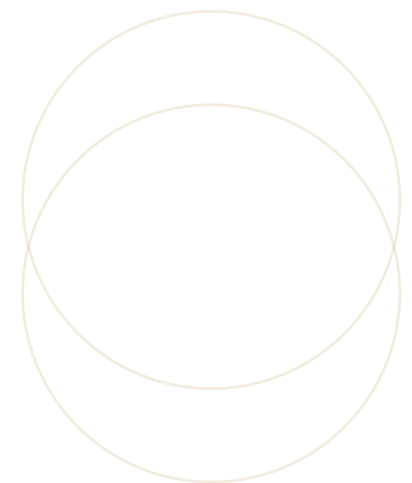
Perfection is found in nuance. We engage you in the **art of refinement**, fine-tuning your journey with an unwavering commitment to excellence. Your feedback guides us as we polish every facet, ensuring that the final composition is nothing short of perfection.

This collaborative dance ensures that your voyage is not just personalized but **intimately yours**—an embodiment of luxury that feels both effortless and profoundly satisfying.

4. The Grand Unveiling

When the moment arrives, surrender to the allure of an experience orchestrated to transcend the ordinary. From the instant you step onto Korean soil, every moment is choreographed to delight and surprise. **Sit back and immerse yourself** in the sublime, as the curtain rises on a journey where you are both the muse and the protagonist.

Our dedicated concierge attends to your every need with discreet precision, allowing you to revel in the opulence of time well spent. This is not just travel; this is living artfully.





Our Rate

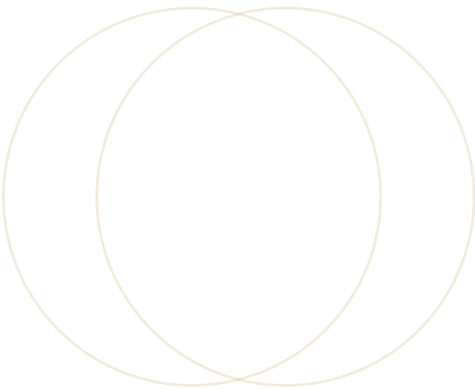
We provide a premium experience that goes beyond our rate.

Price

- **Starting at \$5,000 USD per day** (excluding inbound/outbound flights to Korea and insurance)
- **Minimum of 30 days preparation time** required.
- **Min. 1 hour of interview** is required to make sure we understand you.
- Operating **all seasons**, with recommended visits in **April/May** and **September/October**

Indulge in the Unparalleled

At Hyang Soo, we don't just offer trips; we craft legacies. Your story is interwoven with the rich tapestry of Korean heritage, presented through a lens of sophistication that only we can provide. It's an invitation to partake in something rare and exquisite—a sojourn that lingers long after the final farewell.



Bespoke Experiences

- **A Sacred Encounter with the Haenyeo:** An intimate, respectful immersion alongside the legendary Haenyeo women divers on Ulleungdo's coast, witnessing firsthand a profound, living heritage echoing generations of resilience and connection to the sea.
- **Ephemeral Beauty:** A Private Cherry Blossom Cycling Sojourn: A curated cycling journey through Seoul's most ethereal cherry blossom tunnels during their fleeting peak, accompanied by a private art historian or cultural docent to enrich the experience.
- **A Culinary Heritage Gala:** An unforgettable traditional Korean banquet, masterfully orchestrated and personally presented within an exclusive setting by one of the nation's most revered celebrity chefs.
- **Pulse of Modern Korea:** Elite K-Pop Dance Immersion: Exclusive, private instruction in the art of K-Pop dance, guided by the industry's most sought-after choreographers and trainers in their own studios.
- **Secrets of the Royal Kitchen:** A Master Chef Cooking Atelier: A personal masterclass delving into the subtleties of Korean gastronomy, hosted by a renowned culinary artisan in an intimate, elegant setting.
- **Summit of Influence:** Bespoke Seoul Business Conferences: Seamlessly executed, high-level business forums and conferences in Seoul, featuring sophisticated venues, flawless logistics, and access to exclusive networking circles.
- **Corporate Diplomacy:** Curated Industry Access: Facilitating privileged entry and bespoke itineraries for private delegations visiting Korea's leading industrial conglomerates and pioneering technology startups.
- **Celebration in Style:** Exclusive Nightclub Soirée: An exquisitely designed private birthday gala or celebration, hosted within one of Seoul's most prestigious and sought-after nightlife destinations.
- **An Evening of Transcendent Artistry:** Private Cultural Gala: A bespoke private gala weaving an elegant tapestry of curated performances, featuring world-class live jazz ensembles, contemporary Korean dance troupes, classical ballet, and chamber orchestras.
- **Hands of the Master: Private Ceramic Art Session:** A serene and exclusive session exploring the profound art of Korean ceramics, personally guided by a revered master craftsman within the intimacy of their private studio.
- **Sanctuary of the Soul:** An Exclusive Temple Retreat: A deeply resonant private temple stay, offering profound tranquility, guided meditation, and intimate tea ceremonies personally led by the serene presence of the head Buddhist monk.



Hotel Brand Partners

- Lotte Signiel
- Four Seasons
- Lotte hotel
- Shilla hotel

SIGNIEL

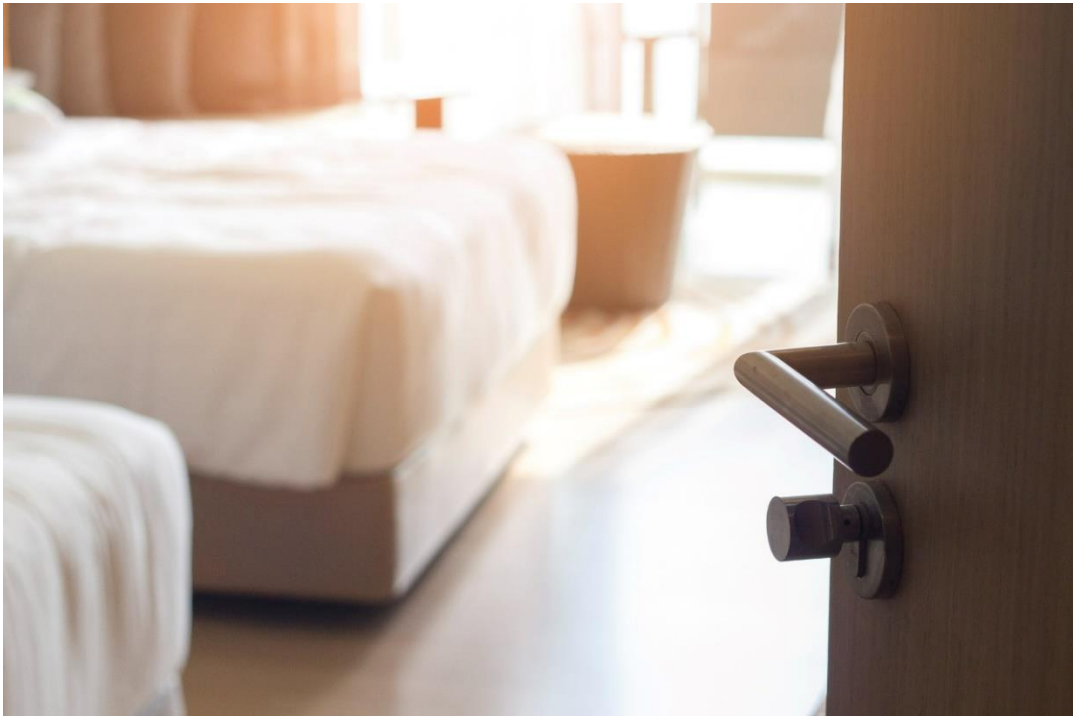
LOTTE HOTELS

THE SHILLA

HOTELS & RESORTS

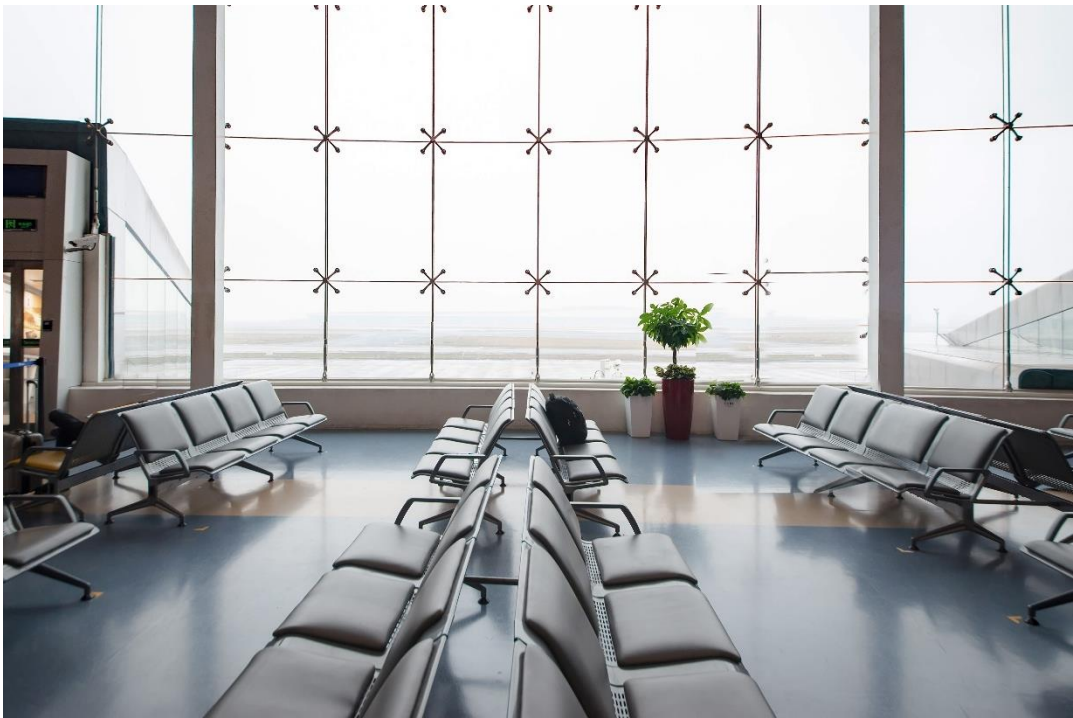


FOUR SEASONS



Private Flight Accomodations

We work with **Incheon** and **Gimpo** international airports directly for arrangements



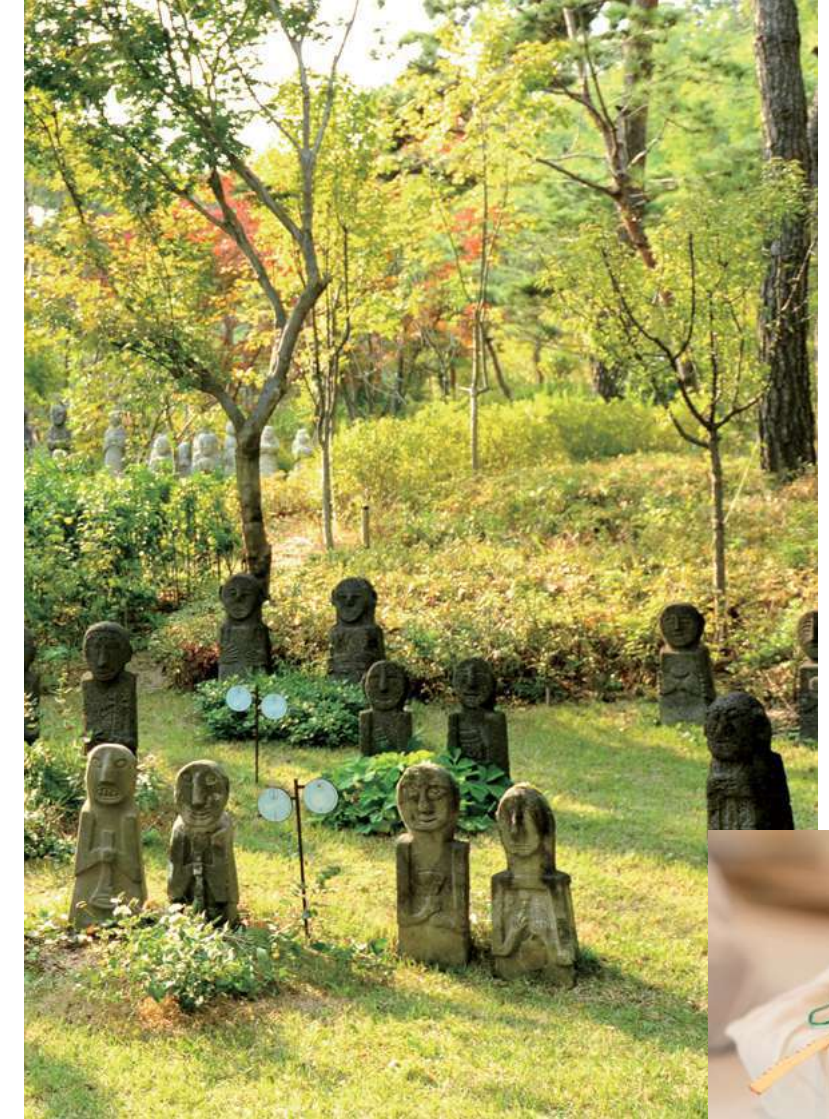
Land Transportation

Cars Rolls-Royce, Bentley, Mercedes Benz, Land Rover

High Speed Train KTX / SRT



Overview



Connecting with extraordinary cultural heritage

Korea boasts more than 5,000 years of ancient history and 500 years of pre-modern history during the Joseon Dynasty. The country rapidly industrialized when it was thrust into the modern global market and advanced economically. Today it stands as the 29th OECD member and is recognized as a democratic nation that protects the human rights of all citizens. Located in North-east Asia, the peninsula of Korea is surrounded by water on three sides and is comprised of 70% mountainous terrain. The rich history, culture, and geographic diversity attract travelers from all over the world, with approximately 17.5 million foreign tourists visiting Korea annually.

Hanoks (traditional Korea residence), palaces, fortresses, and numerous other cultural heritage sites are easy to find in Korea. From Bulguksa Temple and Seokguram Grotto in Gyeongju; Jongmyo Shrine, Changdeokgung Palace, and Royal Tombs of Joseon kings in Seoul; to Hahoe Village in Andong and Yangdong Village in Gyeongju, there are 14 UNESCO World Heritage Sites across Korea. Korea is also registered 20 items on the Intangible Cultural Heritage list, including *pansori* epic opera, *ganggangsullae* circle dance, *nongak* (traditional farm music), weaving of *mosi* (fine ramie) in the Hansan region, *gimjang* (tradition of making and sharing kimchi) and the Jeju *haenyeo* (women divers) culture. *Hangeul*, the written language of Korea, is also a registered UNESCO Memory of the World, crafted scientifically to take into account the principles of vocal chords. Even just a visit to Seoul will afford visitors a chance to experience the beauty of traditional culture.



Mountains and oceans —
Become immersed in the beauty of four seasons

Korea enjoys a four season climate with beautiful natural landscapes across the country. High in the east and low in the west, there are several impressive mountains, such as Mount Seoraksan. Small islands dot the southern sea coast, one of which being Hwasanseom Island that exemplifies the dazzling beauty of Jeju Island. Each season features a different charm. In particular, spring is a time of luscious flower fields and autumn is a time to take in gorgeous foliage across the country.

The four season climate has provided Korea with an abundant source of ingredients to make a diverse array of dishes for each season. *Doenjang* (soy bean paste) and kimchi are two famous Korean foods known across the world for their health-boosting attributes. Temple food has drawn much interest worldwide, as it includes no meat or pungent vegetables. Recently a number of Michelin starred temple food restaurants have garnered much attention from foodies and gourmands alike. Experiencing traditional Korean cuisine goes beyond just the food, and offers a glimpse into the table setting and other aspects of traditional Korean culture.

Most importantly, Korea is reputed as a safe and clean nation, and offers superior facilities and services. Visitors can enjoy traditional stay accommodations as comfortable as an international hotel chain, take a ferry, ride a yacht or enjoy a number of other tours available. Korea also draws attention for its top-notch medical services and is quickly becoming a hot medical tourism destination. This booklet has been carefully compiled to reflect the tastes of global tourists looking for a detailed guide to Korea. We hope you enjoy all that Korea has to offer from nature and culture, to traditions and technology—and tasty and delightful experiences!





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LUXURY ACCOMMODATIONS

TRADITIONAL STAY
HOTEL & RESORT



GURUME

As comfortable as a hotel

Catch a glance of traditional Korean aristocratic and literati culture in Andong, Gyeong-sangbuk-do Province. Visitors can see inside historic *hanok* villages, watch *talchum* mask dance drama, and experience other aspects of traditional culture. Gurume is a traditional lodging facility that delivers the comforts of the modern hospitality industry. The name "Gurum," which means cloud in Korean, is inspired by the idea of a quaint village on a cloud or on a green hill. The original structure of seven houses have been preserved, four of which are single-family homes and there are 11 guest rooms total. Guests can experience Andong on this lush forest hillside without missing any contemporary conveniences. The rooms are secure and safe, with private bathrooms, A/C, breakfast service, doorman service, safe deposit box, and a wealth of information about attractions in the Andong area. Breakfast is made from locally-sourced and seasonal ingredients, including cabbage for kimchi and meat for soy-stewed Korean beef. There are traditional teas and desserts at the café along with a restaurant and book café, on the 17,490m² campus. Enjoy these things along with the traditional exercise facilities, the forest around the cultural complex, or walk the Nakdonggang River without ever leaving the resort. The revival of this historic *hanok* village is made possible through the labor of the residents and resources of Andong, meaning that the region of Andong also benefits positively from this beautiful tourist spot.

INFO 054- 823-9001, gurume-andong.com

LOCATION Minsokchon-gil, Andong-si, Gyeongsangbuk-do Province



NAMWONYECHON BY KENSINGTON

A perfect restoration of pre-modern architecture

Human cultural assets Choi Gi-yeong, Lee Geun-bok, Park Man-su, and Yoo Jong pooled their talents to respectively restore the *daemok-jang* (wooden architecture), *beonwajang* (roof tiling), *ochiljang* (lacquering), and *tosu* (cementing) of Namwon Yechon, which was unveiled in the summer of 2016. The restoration followed traditional architecture methods precisely, using *hwangto* (red clay), bamboo, and seaweed. The floor is lined with flat stones topped with *hanji* (traditional Korean paper) and covered with a mat. The wood has an elegant gleam from the traditional finishing lacquer. Namwon Yechon has 22 guest rooms and each room is fitted with a large window or loft with a spectacular view outside so guests can interact. In the Baekje Period-style Buyongjeong Pavilion, programs for *hanji* fan making, rubber shoe making, and *hanji* pocket mirror making are offered, in addition to *hanbok* (traditional Korean clothing) by designer Hwang I-seul available for wearing and photographing in the Experience Hall. Guests also receive a medallion at check-in, which can be used for free admission to the Chunhyang Theme Park and Gwanghallu Pavilion.

INFO 063-636-8001, namwonyechon.com

LOCATION Gwanghanbuk-ro, Namwon-si, Jeollabuk-do Province





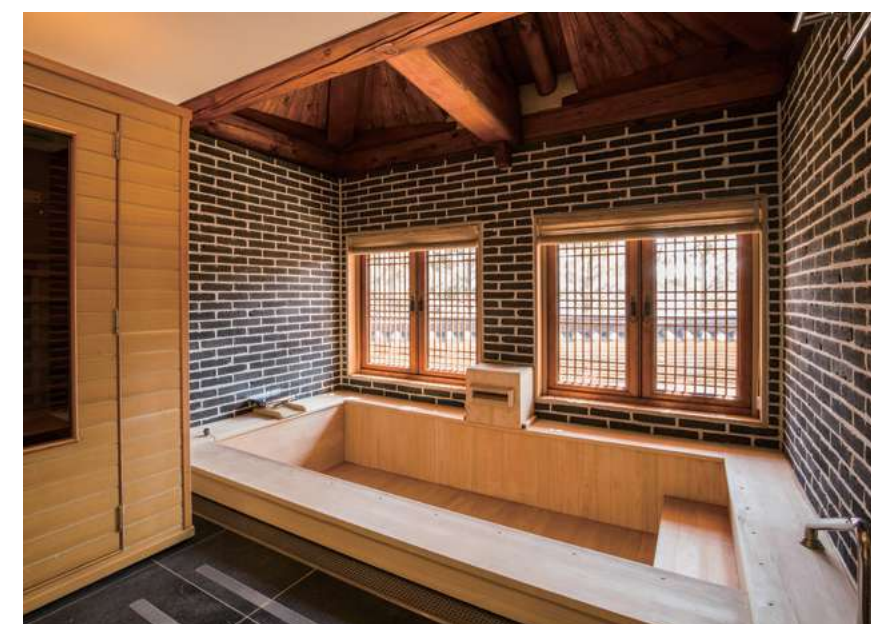
GYEONG- WONJAE AMBASSADOR INCHEON

Glimpses of Goryeo and Joseon
Dynasty architecture

Hanok hotel Gyeongwonjae Ambassador Incheon is located at Central Park in Songdo, Incheon. It was designed by leading Korean architects Choi Gi-young, Kim Seong-ho, and Lee Geun-bok, who respectively infused traditional *daemokjang* (wooden architecture), *chiljang* (lacquering), and *beonwajang* (roof tiling) methods from the Goryeo and Joseon Dynasties. The hotel is divided into two parts: "Gyeongwonjae" for guest rooms and "Gyeongwollu" for the banquet hall. Gyeongwonjae embodies the elegance of a *hanok* and the conveniences of a modern hotel. Soft light filters through paper windows, and the bed is positioned under exposed rafters. The *hanji* (traditional Korean paper) wallpaper and luxurious furniture craft such a perfect aesthetic that guests might not even need to visit a folk village to experience traditional culture. Each room also has a cypress wooden bathtub. Gyeongwollu is a two-storied pavilion constructed in the Goryeo style. The crested eaves contrast with the modern building jungle skyline. Guests can enjoy a number of à la carte dishes and traditional royalty course meals at the hotel restaurant, Sura.

INFO 032-729-1101, gyeongwonjae.com

LOCATION Technopark-ro, Yeonsu-gu, Incheon



RAKKOJAE

The beauty of traditional Korea in Seoul

Rakkojae *hanoks* stand in a square formation in the middle of Gahoe-dong, Seoul. When the original house built in 1880 was in danger of being demolished, a new owner purchased four surrounding *hanok* and created one large residence. Jeong Yeong-jin, a human cultural asset, was in charge of restoring the site and he carefully revived the classical atmosphere of the pavilions, pond, and main halls. Some noteworthy details include the *giwa* (traditional tiles), fences, chimneys, and *jangdokdae* (platform for traditional earthen pots). The *jjimjilbang* (Korean-style sauna) is highly popular with foreign guests. Rakkojae signifies a “space of reverence for history and rest for the soul.” The owner was inspired to bring an authentic traditional experience to foreign visitors, but understood the difficulties guests may have without modern conveniences, modifying each room with private bathrooms and shower facilities. In addition, all the comforts of a hotel including breakfast, laundry service, and cellphone rental are offered free of charge. Traditional Korean course meals are available by reservation and tea ceremony wares are provided in each room. Guests may stay in a natural jade *ondol* room (underfloor-heated room) or *hwangto jjimjilbang*, and try on a royal *hanbok*. Experiential programs like the Boksoondoga brand handcrafted *makgeolli* bath skin care, Korean teas and liquors, cooking classes, kimchi-making, and *gayageum* (traditional stringed instrument) playing are also offered for a small fee. There are three guest rooms and an annex for groups, and programs are offered at the Rakkojae Culture Lounge.

INFO 02-742-3410, rakkojae.com **LOCATION** Bukchon-ro, Jongno-gu, Seoul



CHI WOONJUNG

An exquisite selection of traditional handicrafts

Bukchon in Seoul is sometimes referred to as a city street museum for its relics, cultural assets, and folk material. This is the home of Chi Woon Jung, whose name derives from the pavilion where kings of old rested on their passage to and from the royal palace. Originally a single-family residence, architect Jo Jeong-goo was commissioned to renovate the site and it opened as a guest house to the public in 2011. Jo also designed the Ragung *hanok* hotel in Gyeongju, Gyeongsangbuk-do Province. Chi Woon Jung stands as attractive as a traditional Korean painting in Bukchon. Each room is fitted with antique furnishings personally collected by the owner, including ceramics by Kim Dae-hoon, *hanji* (traditional Korean paper) lanterns crafted by Jang Eung-bok, folding screens painted by Shim Sang-hoon, and fabric designed by textile designer Jang Eung-bok. There are a total of four guest rooms and the inner and outer *hanoks* face each other across the garden. Each room has a cypress wooden bathtub for ultimate relaxation. Programs for tea cake making, traditional sewing, and traditional Korean music performances are also offered. Catering is led by the master chef at the Korean cuisine restaurant Doore, and guests are welcome to request brief traditional Korean music performances or other cultural experiences during their stay.

INFO 02-765-7400, chiwoonjung.com

LOCATION Bukchon-ro, Jongno-gu, Seoul





SEAMARQ HOTEL

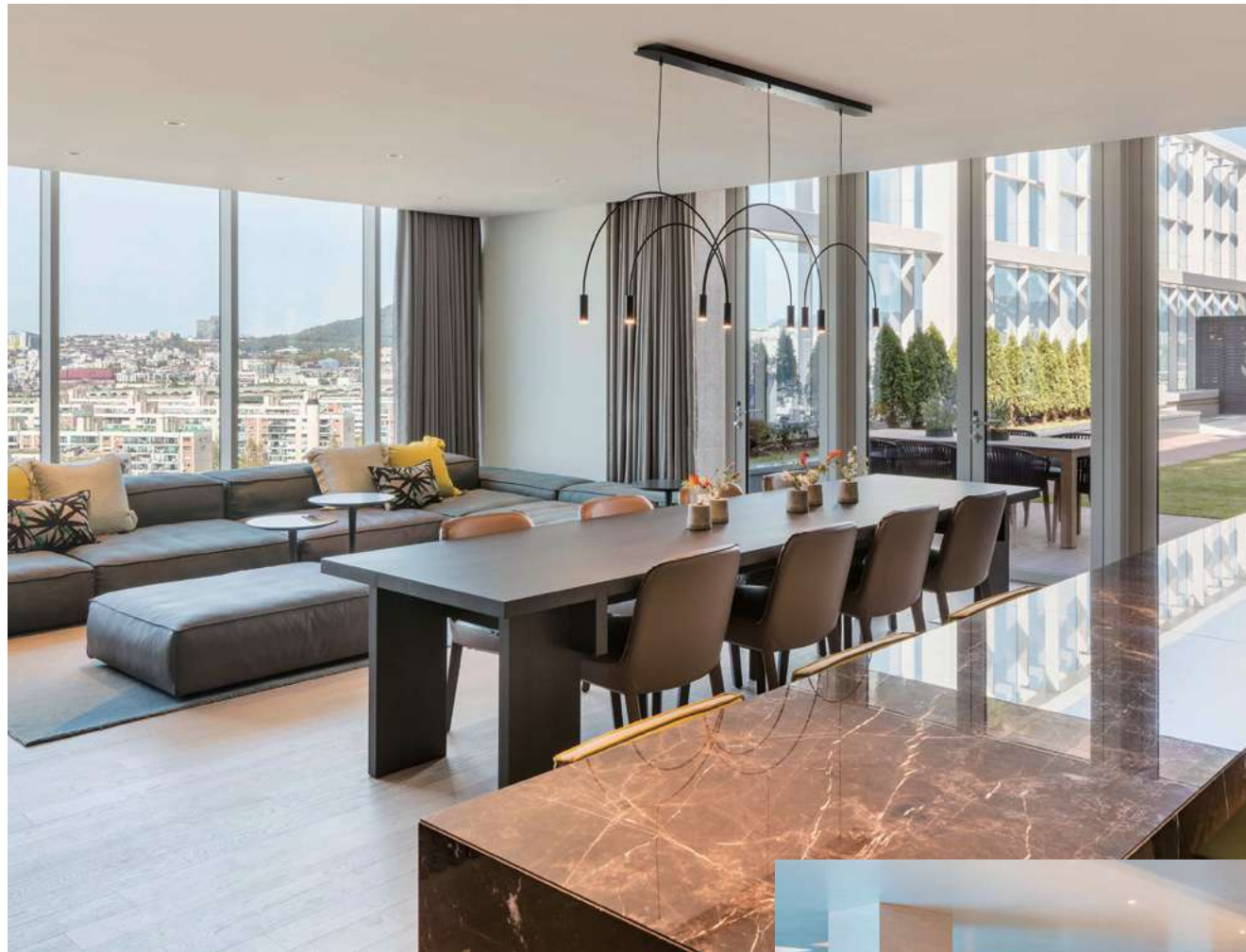
Watch the sunrise and sunset on the East Sea

The legacy of Hyundai Hotel, which once stood as the landmark of Gyeongpodae, closed its chapter in history and made way for Seamarq's opening in 2015. Internationally-renowned architect Richard Meier led the reconstruction of the hotel, and was honored Korean Architecture Awards for the environment friendly design. The hotel is outfitted with work by artists in the modern industrial art industry. Above the large lobby window hangs a gold ribbon light fixture by Ingo Maurer and below is a line of straight chairs designed by George Nakashima. The Le Corbusier sofa that became famous as an integral part of Steve Job's product release presentations can also be found in the hotel alongside a chair by Ludwig Mies van der Rohe, making the site look more like a trendy industrial art gallery rather than a hotel. Best of all, the beautiful and luxurious Hoanjae *hanok* suite at Seamarq is open to all. Nearly every room boasts a view of the waterfront that looks as if the hotel is floating in the ocean. Last but not least, guests will be charmed by the breathtaking view of the sunrise and sunset from the infinity pool, and Gyeongpoho Lake.

INFO 033-650-7000, seamarqhotel.com

LOCATION Haean-ro, Gangneung-si, Gangwon-do Province





ANDAZ SEOUL GANGNAM

Experience Gangnam luxury lifestyle

This luxury lifestyle hotel by the Hyatt Group was designed by Netherlands-based creative studio Piet Boon, who was inspired by Korean *bojagi* cloths (traditional Korean wrapping cloths) and *jogak-bo* patchwork. Without signature touches like *ondol* floor heating, roof tiles, or *changhoji* traditional Korean mulberry bark paper, the designers re-interpreted traditionality only using Korean colors. With 241 guest rooms, the hotel features gourmet alley Jogakbo and hosts special events at Beyond the Glass and Andaz Studio. The Summer House includes a fitness center and spa. It is ideally located with easy access to department stores, galleries, and trendy neighborhoods like Cheongdam-dong, Garosu-gil, and Gangnam Station for the full Gangnam lifestyle experience.

INFO 02-2193-1234

LOCATION Nonhyeon-ro, Gangnam-gu, Seoul





FOUR SEASONS HOTEL SEOUL

Three palaces within
a brisk walk

The internationally-acclaimed Four Seasons Hotels & Resorts opened its first Korea location in October 2015. Seated in Gwanghwamun, the very heart of Seoul, hotel guests can take a quick walk to a number of sites of cultural significance, including Gyeongbokgung Palace, Seoul Museum of History inside Gyeonghuigung Palace, and the National Museum of Modern & Contemporary Art, Deoksugung within the Deoksugung Palace. Four Seasons Hotel Seoul's décor highlights the distinct beauty of local aesthetics with contemporary themes inspired by Korea in the lobby and guest rooms. Seven restaurants and bars and the three-storied Four Seasons Club Seoul add world-class luxury to the experience of staying in one of the 317 spacious guest rooms, including 42 suites. In particular, the Palace View Executive Suite is consistently in high demand for the floor-to-ceiling windows that flood the interior with a panoramic view of Gyeongbokgung Palace. Four Seasons Hotel Seoul also has the only spa in Korea that was given four stars by the Forbes Travel Guide. The purifying experience of the spa is highly popular, adding secret techniques of traditional Korean medicine to classic therapy packages. Tucked away in the basement is the Charles H. Bar, themed to resemble a bar from the 1920s American Prohibition era. The concept of the bar certainly is unique in comparison to other flashy hotel bars and pubs. It is even an adventure to find the entrance! Taste the new twists on drinks left behind by Charles H. Baker, the forgotten cocktail icon.

INFO 02-6388-5000, fourseasons.com/kr/seoul

LOCATION Saemunan-ro, Jongno-gu, Seoul



SHILLA HOTEL

The Diplomats' Hotel

Shilla Hotel is highly frequented by foreign diplomats visiting Korea, and it has also been the venue for the IOC Session Seoul, the World Economic Forum, and other major international events. Under the motto of "Where every day is the best day," the hotel was re-born as a lifestyle hotel in 2013, complete with an executive lounge, outdoor swimming pool, and other luxurious facilities. In addition, other services like the door to door escort service and the Mercedes-Benz S500 series airport limousine service were also upgraded. The hotel also is the home to Michelin 3-star Korean cuisine restaurant La Yeon, Chinese cuisine restaurant Palsun, and other eateries to please high-class gastronomes.

INFO 02-2233-3131, shillahotels.com

LOCATION Dongho-ro, Jung-gu, Seoul



PARK HYATT SEOUL

Relish the Seoul cityscape

The Park Hyatt Seoul is a wonderful spot to take in the Seoul city skyline with floor-to-ceiling windows in most guest rooms. The hotel boasts 147 standard guest rooms and 38 suites. On-site restaurant Cornerstone serves up Italian home cooking and over 500 wines, The Lounge entices diners with modern Korean cuisine and traditional liquors, and record bar The Timber House serenades with the pleasing analog sounds of vinyl records. Connected to Samsung Station, this location offers easy access to Jamsil and Gangnam.

INFO 02-2016-1234 **LOCATION** Teheran-ro, Gangnam-gu, Seoul



SIGNIEL SEOUL

Premium hotel accommodations in
a megatall skyscraper

The 123-floor, 555m Lotte World Tower stands as the tallest tower in Korea and the fifth tallest in the world. Floors 76-101 are home to the Signiel Seoul hotel, overlooking Seokchon Lake, Hangang River, and downtown Seoul. The night panoramic view of the mesmerizing cityscape is visible from all rooms. The hotel earned a reputation as a gourmet hotel for restaurant Stay by Yannick Alleno—the chef with the most Michelin stars in the world—and Michelin 1-star Korean restaurant Bicena. The evian@SPA in Signiel Seoul is only the third location in Asia, following Tokyo and Hanoi. Lotte World Tower is also where visitors come to experience Seoul Sky, the highest observatory in Korea, as well as other dynamic attractions like the Lotte World Aquarium.

INFO 02-3213-1000, lottehotel.com/signielseoul

LOCATION Olympic-ro, Songpa-gu, Seoul





HOTEL & RESORT



RYSE, AUTOGRAPH COLLECTION

Hotel becomes hip

Hongdae, the streets of twentysomethings, meets the Marriott brand, which operates over 30 boutique hotels all over the world. It has all the class Korean people go wild for: world-class architect firm Michaelis Boyd that designed Berlin’s Soho House, bakery café Tartine of San Francisco, cocktails of top notch bartenders from bar Le Chamber of Cheongdam, Michelin star chef David Thompson’s Thai restaurant, and more. It’s a hotel you can enjoy without staying. Designed by an acclaimed global team of interior designers, the Artists Suites also garner plenty of attention.

INFO 02-330-7700, rysehotel.com

LOCATION Yangho-ro, Mapo-gu, Seoul



CONRAD SEOUL

Hilton’s luxury brand hotel

Featuring the best panoramic views of Seoul city night lights, sunrises, Hangang River, and the city skyline. A Hilton luxury brand hotel, Conrad Seoul has topped Condé Nast Traveler magazine’s Top Hotels in Asia list for two consecutive years. Spread out over 38 floors, the 434 guest rooms offer different views of Hangang River, city scenery, and parks. The hotel is connected to IFC Mall, which boasts a multiplex movie theater, fashion brand shops, and a variety of restaurants for luxurious relaxation.

INFO 02-6137-7000, conradseoul.co.kr

LOCATION Gukjegeumyung-ro Yeongdeungpo-gu Seoul





ANANTI COVE

Coastal resort town in Gijang, Busan

Where is it possible to read a book, shop, and strengthen your immune system in a specialty clinic, all while having pets boarded in one location? At Ananti Cove, which is an integrated luxury resort on the coast of Gijang, 15 minutes by car from Haeundae, Busan. The members-only Ananti Penthouse and Private Residences, along with the Hilton Busan Hotel and associated public facilities are gathered here in one convenient location. There are 15 lifestyle shops located in the shopping complex. The Eternal Journey space hosts book talks, nighttime reading programs, kids' books, and also has an artwork shop inside. There's a hot spring in Water House, an immunity-boosting clinic at Dr. O & Ananti Private Clinic, and a pet supply and hotel service at Howlpet. Guests can enjoy chef Lee Yeon-bok's Chinese cuisine at Mokran, Italian dishes by chef Kim Ji-woon at Volpino, and more.

INFO 051-604-7000, ananti.kr **LOCATION** Gijang-gun, Busan



ART VILLAS

A dream house built by world-famous architects

Renowned Korean and international architects got together in Jeju Island to build this house of dreams. The natural surroundings attract and spark curiosity. Architect Seung Hyo-sang constructed the facade in concrete, inserting massive windows facing the water and the mountains so that guests can enjoy the view through every season. The design is minimal like an Eastern-style painting and the beauty lies in its simplicity. Dominique Perrault, architect of the glass pyramid in the Louvre Museum plaza, revealed a unique house that was shaped like ocean waves. Architect Lee Jong-ho, leader of the Park Soo-geun Memorial Hall design, presented an open-air room as a way of communicating with nature. Kuma Kengo, University of Tokyo professor and architect of the Nagasaki Prefectural Art Museum, retained the strong and flexible beauty of the island under a rounded roof. The roof covered with volcanic stones seems to have replaced the peaks of Jeju. The rhythm of the three-dimensional sculpted fabric feels like it revives the rugged terrain. Beyond being a resort, guests enjoy private villas that are constructed like high art galleries. Escape buildings and walk up the wooden stairs through the cypress tree forest, or climb a hill covered in silver grass.

INFO 064-731-9000, lottejejuresort.com

LOCATION Saekdaljungang-ro, Seogwipo-si, Jeju Island





THE SHILLA JEJU

Jeju's finest hotel with class and culture

Since 1990, The Shilla Jeju has stood on the coastal bluff of Jungmun Beach. With 429 guest rooms, including 38 suites, each room offers stunning panoramic views of blue ocean waters or Mount Hallasan. Scattered around the hotel are over 400 works by renowned artists, including Salvador Dali, Lee Wal-jong, and Tschang-yeul Kim. Take a dip while catching a flick on the big screen, or enjoy the heated pool for a nighttime swim, try out glamping, or go on a winery tour. A separate adults-only pool is also available. Guests can enjoy ingredients sourced from Jeju Island at Korean restaurant Chunji, Japanese restaurant Hinode, or six other dining locations on the premise.

INFO 064-735-5114, shilla.net/jeju

LOCATION Jungmungwangwang-ro, Seogwipo-si, Jeju Island



PODO HOTEL

A private hotel resembling a bunch of grapes

Of all the manmade structures on Jeju Island, Podo Hotel is the most integrated into the natural landscape. The hotel was custom designed by Itami Jun, an architect who was honored with the Ordre des Arts et des Lettres and the Asian Award for Culture and Landscape of Settlements, and it offers premium customized service for a select number of guests. The entire structure is reminiscent of thatched-roof houses and takes on the shape of a bunch of grapes from a bird's eye view. Hallasan Mountain regally stands behind, and the ocean greets the anterior of the hotel in the middle of the mountain zone. All of the ingredients in the made-to-order meals are sourced the day they are served and aragonite hot springs are available in every guest room. Itami Jun also left behind Biotopia and Bangju Church on Jeju Island. Biotopia is a resort-style residential space that harmonizes light and shade. It is accessible only by residents and Podo Hotel guests. The facility also hosts three museums: Rock Gallery, Wind Gallery, and Water Gallery. Bangju Church is based on the Biblical motif of Noah's Ark, appearing to rest on top of a shallow pool of water that surrounds the structure.

INFO 064-793-7000, thepinx.co.kr **LOCATION** Seogwipo-si, Jeju Island



WAON

Inside a traditional Jeju stone house

Feel the warmth of the trees and stones, of the dirt and grass in these Jeju stone houses that now serve as single-family pensions. The complex has three spaces: Greeting House, Comfort House, and Therapy House. The lobby is located inside Greeting House, and Comfort House features a bedroom, living room, kitchen, and small bathtub in an open floor plan. Therapy House offers guests a large hot bath and dry sauna for perfect relaxation. Waon feels like a visit to a cozy countryside house with modern conveniences, like voice control for the lights, temperature, blinds, and music.

INFO 0504-0904-2348, waon.co.kr **LOCATION** Jocheon-eup, Jeju-si, Jeju Island





SOUTH CAPE SPA & SUITE

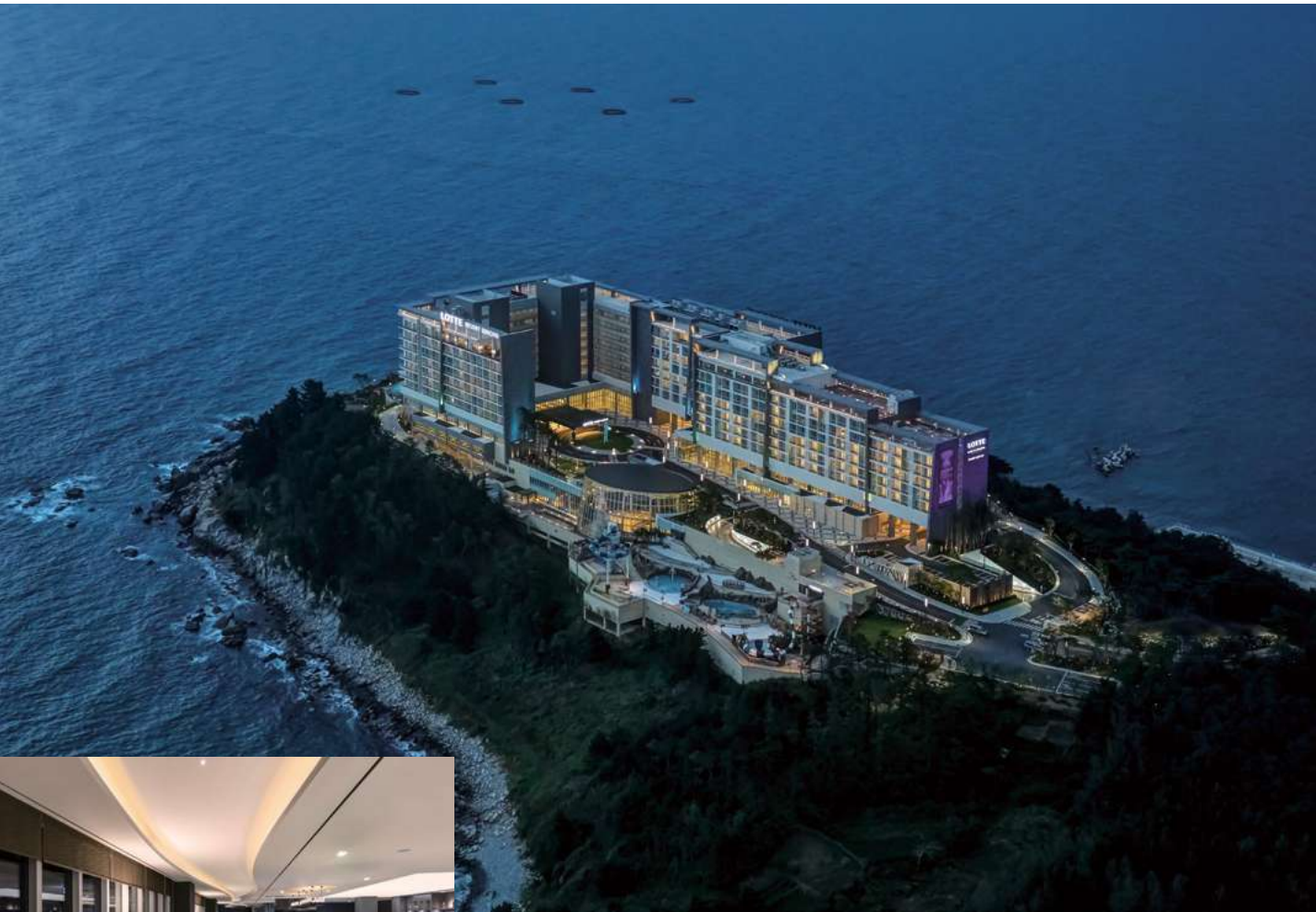
Enjoy the gift of nature

Situated on an island just over Namhae Bridge in Gyeongsangnam-do Province is South Cape Spa & Suite, a 7-star hotel surrounded by the best that nature has to offer. Designed by young and upcoming architects Jo Byeong-soo and Jo Min-seok, this stunning hotel looks like a piece of art. Top landscape architect Jeong Yeong-seon harmonized the shoreline, mountains, and hills so beautifully that the natural views from the windows replace the need for additional artwork in the rooms. South Cape transcends stability, relaxation, and healing with ultimate healing through activity. Enjoy analog music in the music library, do yoga in the great outdoors, walk along the coast, relish the rich flavors of local seasonal ingredients, or golf in natural surroundings. The golf course follows the natural cape line along the coast, and the fairway overlooks Dadohae and the open waters. Guests may request an English-speaking caddy in advance for golf rounds.

INFO 1644-0280, southcape.co.kr

LOCATION Changseon-myeon, Namhae-gun,
Gyeongsangnam-do Province





LOTTE RESORT SOKCHO

Enjoy the blue panorama view
from your room

The architecture, characterized by illustrating the beauty of the regional nature that connects from Seorak Mountain to the seaside, topped the award in the architecture category of the 2017 Korea Construction Award. As every guestroom is surrounded by the sea from three sides, visitors can enjoy the stunning ocean view of Sokcho, while also taking advantage of the exclusive infinity pool among all the resorts in the East Sea. Guests can walk through the "Scent of Sea," a trail that became public on the 65th anniversary of the North-South Armistice Agreement, to enjoy the astonishing view of the East Sea.

INFO 033-634-1000, lotteresortsokcho.com

LOCATION Daepohang-gil, Sokcho-si, Gangwon-do Province



GOURMET

TRADITIONAL KOREAN FOOD
CONTEMPORARY GOURMET
CAFE & BAR

*Restaurants shown with Michelin stars are based on 2020 listings.



SEOKPARANG

A hanok in the royal villa

Seokparang is an annex to Seokpajeong, a villa of Dae-wongun from the late Joseon Dynasty. It has been transformed into one of the most stylish *hanok* restaurants in Seoul, where it is easy to enjoy superb views of traditional *hanoks* that are hard to come by in the city. Royal cuisine includes delicacies such as Daegu dumplings, fowls roasted with seven kinds of herbs, fresh fish and steamed vegetables, along with *gujeolpan* (platter of nine delicacies). Currently, Seokparang is an outdoor restaurant and has moved from its original site in Ogin-dong, the birthplace of Empress Sun-jeonghyo. Guests can enjoy a meal overlooking the garden or climb up to the wooden staircase to see the entire premise at a glance. Notice the walkways and walls made of stone, which have been piled up one by one. At the end of the wall, there is a stone gate. Walking through this secret passageway, reveals a wonderful landscape. Likewise, the ambient night scene is also an impressive sight to see.

INFO 02-395-2500, seokparang.co.kr

LOCATION Jahamun-ro, Jongno-gu, Seoul

GOTGAN

★ Michelin Star

The philosophy of
nature in food

TRADITIONAL KOREAN FOOD

Gotgan is located on the 50th floor of the Federation of Korean Industries building, the powerhouse of Korean economic development. Earning a Michelin 2-star rating in both 2017 and 2018, the restaurant is part of THE SKYFARM, a collective of restaurants with a “back to the land” philosophy of integrating agricultural practices into culinary art. In 2016, Gotgan was awarded two Michelin stars for its authentic replication of pre-modern aristocratic culture. Korean food researcher Lee Jong Kook keeps tradition alive in the food served at Gotgan. Seeing how people of the past used to eat sparks interest in the ingredients, agriculture, and land. The chefs cultivate rare crops at Gotgan and develop a collection of seasonal dishes that show off the best of nature. With as little cooking and added flavors as possible, the chefs use only 50-year-old soy sauce, five-year-old vinegar, and other fermented seasonings. The tableware and ambiance also live up to the elegance of the food for a full sensory experience. The Michelin Guide 2020 gave Gotgan one star. Reservation is required.

INFO 02-2055-4447, theskyfarm.co.kr

LOCATION Yeoui-daero, Yeongdeungpo-gu, Seoul



GAON

★★★ Michelin Stars

Korean food, spirits,
and tableware

Gaon is a Korean restaurant operated by Korean pottery brand Kwangjuyo Group's dining arm, Gaon Society. The restaurant opened in 2003 and earned a Michelin 3-star rating for four consecutive years from the first Michelin Guide Seoul publication in 2017. Following in the footsteps of his father, Kwangjuyo Chairman Jo Tae-kwon aspires to bring traditional pottery back to modern tables in daily life. He not only produces beautiful pottery true to tradition, but he also dedicated himself to further promoting traditional cuisine and liquors. Guests encounter the essence of Korean gastronomy culture through the food, liquor, and tableware used at Gaon. Head chef Kim Byoung Jin sets a royal table with seasonal dishes traditionally served to kings that embody Korean mountains, streams, and ocean waters. He sources nothing but the best ingredients and explores their natural tastes in his aromatic and delicious Korean cuisine. The beauty of Korean aesthetics can be seen in the beautifully crafted pottery. Enjoy the ambiance of an authentic traditional Korean meal down to the serving etiquette and tableware. Open noon to 2:30 PM and 5:30 PM to 11:00 PM. Closed on Sundays. Reservation required.

INFO 02-545-9845, gaonkr.com **LOCATION** Dosan-daero, Gangnam-gu, Seoul

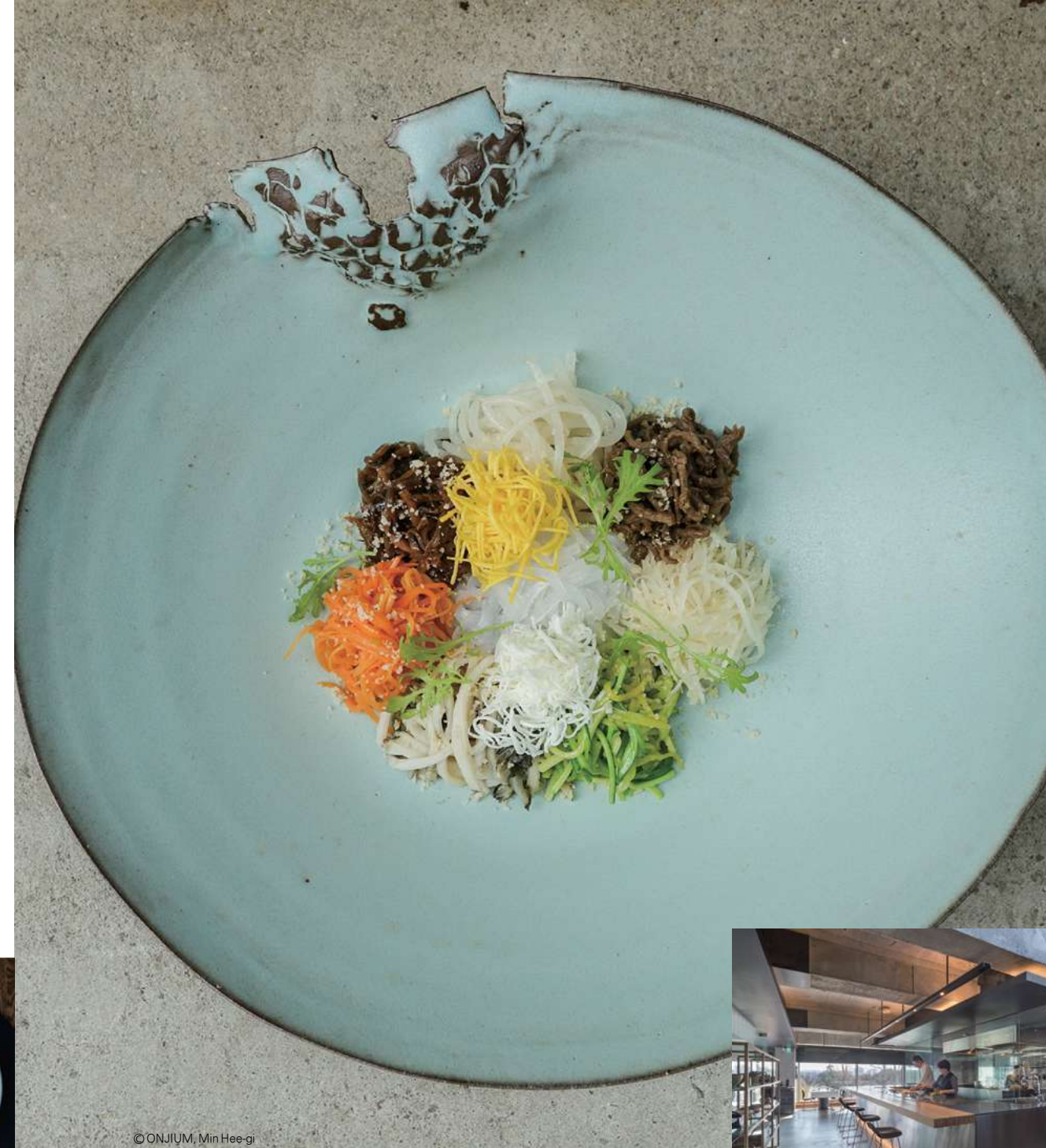
BAEKSA

From noodles to fine dining

Baeksa is heaven for foodies recently opened by Chef Lee Jong-kook. Customers can taste noodles on the first floor, select from a variety of foods from all seasons on the second, and enjoy fine dining on the third. Chef Lee Jong-kook is a highly influential figure in Korean fine dining. He has often been credited with giving new direction to Korean cuisine and once said, "I would not trade spring chives for meat," suggesting that he uses seasonal ingredients to bring out authentic flavors. Baeksa 104 is famous for *jang* (traditional Korean sauce), such as the 50-year-old soy sauce, 30-year-old *gochujang* (red pepper paste), and five-year fermented vinegar. The noodle shop is located on the first floor of the building because Baeksa was where people used to wash clothes and eat noodles. The noodles made of organic wheat are served with main dish and dessert. The menu changes according to availability of seasonal ingredients. The third floor is where the chef himself prepares private dinners for VIPs. Delight in the skills that made this Michelin 2-star restaurant famous. A visit to Baeksa is rounded off with Korean interior design adorned with pottery like the Moon Jar, Dongjasuk, and stones from Jeju Island, in addition to the tasteful indoor garden. The restaurant earned a Michelin star in 2019.

INFO 02-747-0104

LOCATION Seongsbuk-ro, Seongsbuk-gu, Seoul



© ONJIUM, Min Hee-gi



© ONJIUM, Yoon Joon-hwan

ONJIUM

★ Michelin Star

Royal cuisine by chef

Jo Eun-hee

OnjiuM is a traditional culture research institute with a culinary studio that features royal Joseon cuisine by founder and chef Jo Eun-hee. The institute strives to bring fading traditional tastes back to the modern kitchen and pass this knowledge onto future generations. Diners can savor the unique flavors of *tangpyeongchae* (mung bean jelly salad), Jinju-style *galbi-jjim* (braised short ribs), and *haesamjeung*—prepared sea cucumber, *jokpyeon* (jellied cow trotters), abalone, and *neungi* mushrooms. Opening in 2018, OnjiuM received one Michelin star in both 2019 and 2020.

INFO 02-725-6610 **LOCATION** Hyoja-ro, Jongno-gu, Seoul



KWON SOOK SOO

★★ Michelin Stars

A modern analysis of traditional Korean culture

Cooking and eating channels are enjoying a golden age in Korea. Broadcasting companies embarked on a mission to discover the most talented cook, and Chef Kwon Woo Joong made the list each time. After studying culinary in university, Chef Kwon worked as a head chef in Japan and the United States, before working in the restaurant business in Korea. By 2015, Chef Kwon eventually opened a modern Korean-style restaurant called Kwon Sook Soo, making seasonal dishes with rare ingredients from all over the country. From 2017 to 2020, the restaurant has maintained two Michelin stars. It is interesting to note that the traditional culture of *doksang* (table for one diner) is often used when serving food. Kwon Sook Soo utilizes form of food service in a modern way. The term “sook soo” comes from an old saying used to describe a proficient cook. Whether a sauce, paste, pickled fish, or unleashing modern cuisine with a traditional essence, it is this unique characteristic that sets Kwon Sook Soo apart from others.

INFO 02-542-6268, kwonsooksoo.com

LOCATION Apgujeong-ro, Gangnam-gu, Seoul



LA YEON ★★★ Michelin Stars

Four years strong as a Michelin 3-star restaurant

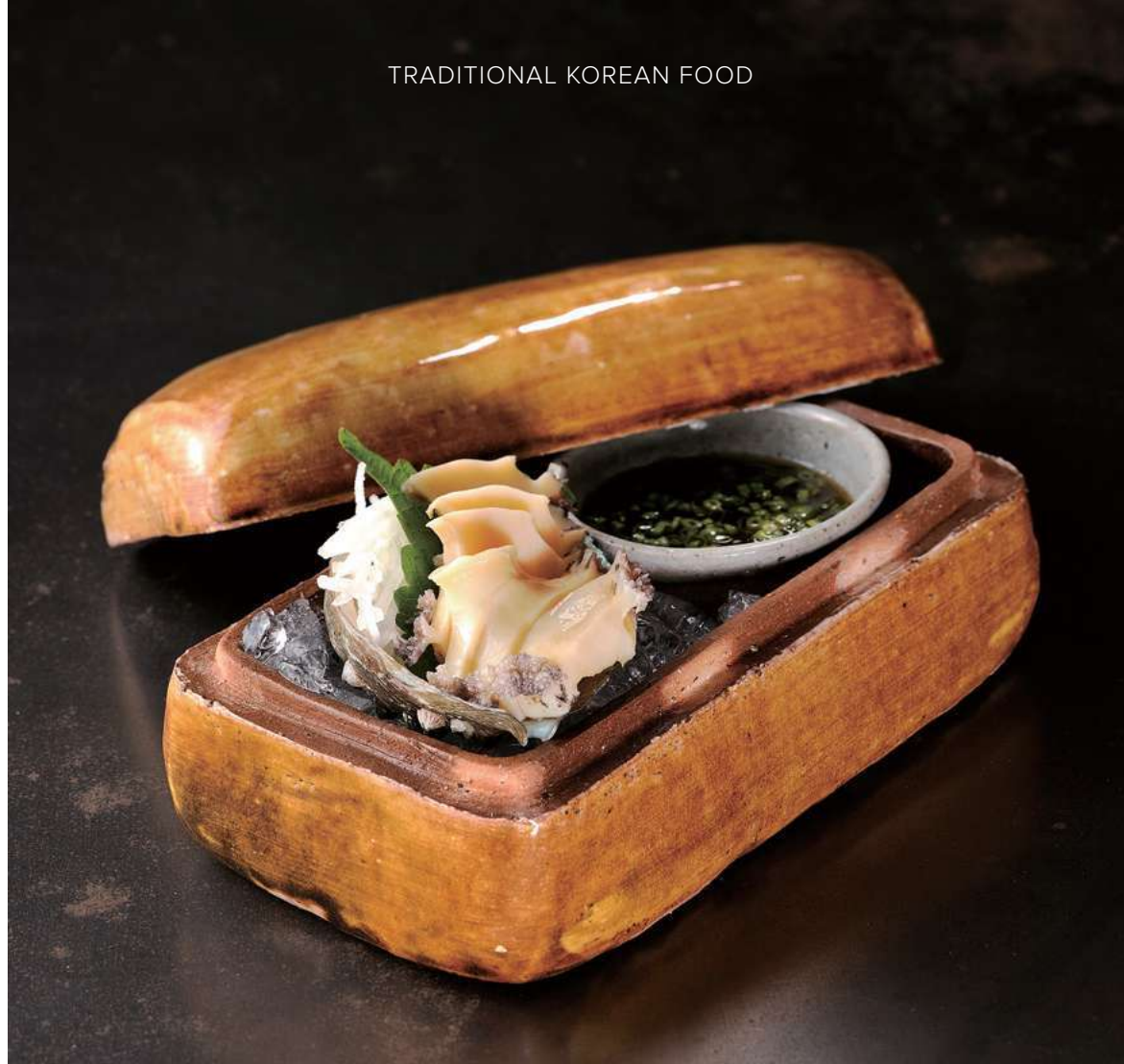
La Yeon is highly acclaimed for its modern interpretation and advancement of Korean food, and was the first Michelin 3-star restaurant in Korea. La Yeon is located on the 23rd floor of the Shilla Hotel in Seoul, and focuses on having the best Korean meal through its concept of delicacy and taste. In fact, La Yeon meant "a formal feast" during the Silla period. Adding freshness with the finest seasonal ingredients in the country, La Yeon has sought to re-interpret the menu of authentic Korean-style recipes with a more contemporary twist. The most representative menu consists of *gujeolpan* (platter of nine delicacies) made with ingredients from the eight provinces of Korea with a bowl of soup made with the finest *hanu* (Korean beef) sauce. The restaurant also reproduces and uses traditional crafts such as silverware, dishes, and porcelain. In La Yeon's case, it uses white porcelain to emphasize the simplicity of Korean beauty. For gourmets, experiencing La Yeon firsthand is worthy of a trip to Seoul alone.

INFO 02-2230-3367, shilla.net/seoul

LOCATION Dongho-ro, Jung-gu, Seoul



TRADITIONAL KOREAN FOOD



POOM SEOUL ★ Michelin Star

The taste and style of Noh Young-hee



Poom Seoul, which is run by food stylist and chef Noh Young-hee, features classy and modern food and ambiance. Dishes eaten by the Joseon Dynasty elite are revived and prepared for a sophisticated, contemporary clientele. Since its opening, word spread that the restaurant is an excellent place to welcome foreign visitors, and maintained its Michelin star from 2017 to 2020. “Poom” means both dignity and sincerity. The menu and course sequence are carefully arranged to maximize harmonization between flavors and dishes. The healthy repertoire of meals on the menu are prepared with only the best ingredients and spices. The summer menu consists of Croaker fish, while the autumn menu focuses on organic pine mushrooms. The menu changes monthly, offering tastes of each season. A separate menu for vegetarians is also available. Located on Namsan Mountain in Seoul, the view is excellent and the interior of the restaurant has Noh Young-hee’s personal touch and style. The establishment also sells tableware and other accessories that are both practical and communicate the beauty of Korean aesthetics. Reservation is required. Closed on Sundays.

INFO 02-777-9007, poomseoul.com

LOCATION Duteopbawi-ro, Yongsan-gu, Seoul

HANSIK GONGGAN ★ Michelin Star

Where Asia’s top woman chef Cho Hee-sook cooks

Referred to as “mentor of chefs” and “godmother of Korean cuisine,” chef Cho Hee-sook is at the forefront of fine Korean dining. She was also tapped as Asia’s Best Female Chef of 2020. While preserving the core of Korean cuisine in a very Korean dining venue, Cho never hides behind sauces. Diners can taste the years of research on seasonal vegetables and flavor harmonization in her dishes. Reinterpreting royal cuisine dishes like seafood pine nut rice porridge, chef Cho makes traditional foods like seaweed chips and side dishes with seasonal ingredients. The location looking down at Changdeokgung Palace is unmatched.

INFO 02-747-8140 **LOCATION** Yulgok-ro, Jongno-gu, Seoul



© Hansik Gonggan



CONTEMPORARY GOURMET



MOSU SEOUL

★★ Michelin Stars

Contemporary cuisine that
captured America

Michelin-starred chef Sung-jae Ahn's career took off in San Francisco, and in 2017, he moved his restaurant Mosu to Seoul, serving up contemporary cuisine using Korean ingredients. He believes that the most personal food is the most universal, and he incorporates his experiences and memories into his dishes. One signature dish, Burdock Bark, came from the memory of his parents slicing the root thinly, removing the bark, and grilling it. Sommelier Jinbeom Kim enjoys pairing wines from his exclusive wine list.

INFO 0 2-793-5995

LOCATION Itaewon-ro, Yongsan-gu, Seoul



EVETT

★ Michelin Star

Creative dining by an
Australian chef

Australian chef Joseph Lidgerwood loves Korean ingredients and culinary culture so much that he created a 10-course tasting menu with soy sauce, doenjang soybean paste, and pickled vegetables. The renowned chef has had pop-up restaurants across the world in New York, Hong Kong, Yangon, Seoul, and Everest base camps. In years past, he used to travel once a month with other chefs to different countries and learning about local ingredients and cooking techniques, and of all the cities and cuisines, he was so fascinated by Korean food and culinary culture that he opened Evett in Seoul. The restaurant uses indigenous Korean spring herbs like gomchwi and dureup with local sea urchin roe and other local seafood from the East Sea. Each food is also carefully paired with a traditional liquor.

INFO 070-4231-1022,
restaurantevett.com

LOCATION Dogok-ro, Gangnam-gu, Seoul





JOO OK

★ Michelin Star

Chef Shin Chang Ho's
modern Korean cuisine

This modern Korean restaurant was opened by chef Shin Chang Ho, who combines French and Italian cooking with his experience at Nobu Miami into novel dishes. Joo Ok started as a small eatery in Cheongdam-dong in 2016 and relocated to the third floor of The Plaza Hotel in 2019. The dishes served here reflect each season and feature quintessential Korean fermented staples, like *jang* condiments and vinegars. Hands down, the perilla seed oil pressed from his mother-in-law's farm and 30-plus house-made vinegars are the restaurant's secret ingredients. Seasonal produce and seafood, along with local *hanwoo* beef, pork, and chicken round off the wonderful flavors at Joo Ok, which lives up to its name that means "beautiful and precious."

INFO 010-4461-1193 **LOCATION** Sogong-ro Jung-gu Seoul

BANYAN TREE FESTA BY MINGOO

A star chef's casual European cuisine

Namsan Banyan Tree Club & Spa's Festa dining re-opened as Festa by mingoo, a new eatery by Michelin 2-star restaurant Mingles owner-chef Kang Min-goo. Chef Kang worked for many years in America and Spain, and he worked as the youngest executive chef in the Bahamas. Festa by mingoo differs from Korean cuisine restaurant Mingles in its casual European cuisine. Hanwoo Bolognese Pasta and Lobster Rice are among the unique dishes served. Rooms are also available for private parties.

INFO 02-2250-8170

LOCATION Jangchungdan-ro, Jung-gu, Seoul





SPACE O
Dining that embodies food stories

Space O is where modern Korean cuisine, traditional liquors, and famous teas come together in Culture Talk, a program on food. Wando seaweed chips and Gangneung soft tofu tapas, and mountain herbs and perilla seed oil salad are two examples of unique Korean dishes. The space also offers Korean cooking classes and meditation classes with traditional tea, walks around Insadong and Bukchon, and a cultural history exploration program. Located on the Insadong Nine Tree Premier Hotel rooftop.

INFO 02-737-4222 **LOCATION** Insadong-gil, Jongno-gu, Seoul



BORN AND BRED
NEW LOCATION
Hanwoo omakase for foodies

For 40 years, Born and Bred has been the prime distributor of top-quality hanwoo Korean beef. And over the past seven years, the company has been particularly acclaimed across borders for its hanwoo omakase offering. During the meal, a grilling specialist serves the table with freshly grilled meats. A-la-carte items are available in the open hall for casual dining, and rooms are serviced with a variety of hanwoo cuts and dishes in a private dining setting. A special hanwoo omakase is prepared for private dining parties, including 18 cuts (500-600 g) of top-quality hanwoo per guest.

INFO 02-2294-5005, bandb.co.kr
LOCATION Majang-ro, Seongdong-gu, Seoul



HYUNDAM- WON GRILL

Private hanwoo course meal

HyunDamWon Grill is helmed by chef Jang Ji-ho of the Michelin 3-star restaurant Kashiwaya in Osaka, Japan. This restaurant serves hanwoo course meals, but only accepts one reservation per day. The staff sources the best ingredients daily and incorporates the flavors into Korean and Japanese fusion dishes. Including special cuts, a total of seven types of hanwoo are served omakase style. The chef's special beef course meal positively offers a new hanwoo experience.

INFO 02-6925-3127, hdwgrill.co.kr **LOCATION** Eonju-ro, Gangnam-gu, Seoul

HAAP

Food too beautiful to eat

Haap is a café that sells traditional Korean snacks. The term Haap means "to join," and while the Chinese character is different, it can also mean a traditional bowl with a lid. Haap's chef Shin Yong Il has studied rice cakes in Korea, desserts in France, has worked as an ambassador chef, and has also served as chef in Korea. The recipes are based on a classical foundation and updated in both taste and minimalistic plating to suit modern tastes. The *yakgwa* (traditional honey cookies) are made without frying as per traditional recipes; *injeolmi* (Korean rice cakes) are sprinkled with soybean powder, castella, and sesame seeds; *baesu* (boiled pear preserved with honey) is made with extra care; and *patbingsu* (shaved ice) is topped with red beans grown at Haap. In particular, *juak* (rice pancake) is a sweet dessert made by adding rice wine to glutinous rice, a dessert so popular that people come from all over the world just to taste it. The *yakgwa* are sold in fine individually packages and wrapping in white cloth inside white boxes. Many Japanese tourists have come to visit Haap specifically for this purpose. Haap is located in the main Hyundai Department Store and their its desserts are also sold at Ko Mul in the Samseong-dong Trade Center shop. There is also a café located in Cheongdam-dong.

INFO 010-9727-8190 **LOCATION** Apgujeong-ro, Gangnam-gu, Seoul / Yulgok-ro Jongno-gu, Seoul



O'SULLOC 1979

Adding craftsmanship to
the nature of Jejudo

The café designed by the British architect David Chipperfield and owned by green tea brand O'Sulloc is located on the first floor of the new Amore Pacific building. The brand name O'Sulloc 1979 commemorates the year 1979 when Jejudo Island transformed from wild lands to green tea plantations. The space well expresses the history and flavor of tea culture. It is made up of materials that resemble stones and the wind of the island, while possessing elegance through collaboration with Korean ceramic artists in making tea utensils. The afternoon tea set which comes in white porcelain is recommended. The gallery within the building and various restaurants in the basement are also worth paying a visit.

INFO 070-5172-1171, osulloc.com

LOCATION Hangang-daero, Yongsan-gu, Seoul



CONRAD SEOUL VVERTIGO

Find nature on a rooftop garden

Rooftop bar Vvertigo is located on the ninth floor of the Conrad Seoul, surrounded by high-rises. Offering brunch, lunch, dinner menu—and, of course, a menu for alcoholic drinks—Vvertigo is a casual restaurant-slash-bar boasts warm, natural lighting and a trendy planterior design for an impressive indoor and outdoor ambiance. Signature cocktails include the cotton candy-shaped Blossom and ice cream bar-shaped Vvertigo Popsicle, along with craft beer created by the Conrad hotel chef.

INFO 02-6137-7766 **LOCATION** Gukjegeumyung-ro, Yeongdeungpo-gu, Seoul



VISTA WALKERHILL SEOULRE:BAR

The night view of Hangang River that will blow your mind

Re:Bar, located in the Walkerhill Hotel which boasts a natural environment, is well known for the exquisite night view of Hangang River in an open space. The signature Urban Garden cocktail adds a nature-friendly twist to classic cocktail. The bar is famous for having the longest bar table in Korea which extends 18 meters long, where guests can enjoy the signature cocktail, craft beer and a variety of drinks. There is a separate VIP room available, and house DJ performances are held every Thursday, Friday, and Saturday.

INFO 02-2022-0333, walkerhill.com **LOCATION** Walkerhill-ro, Gwangjin-gu, Seoul



TRADITIONAL CULTURE

MUSEUM & PALACE
EXPERIENCE & PERFORMANCE
SHOPPING



NATIONAL MUSEUM OF KOREA

Where history and culture live to breathe

The National Museum of Korea, which first opened in October 2005, is the nation's representative museum which boasts its global scale and displays over 300,000 artifacts. Visitors can enjoy various collections of different eras, ranging from humble hand axe from the pre-historic times to modern collections. In particular, visitors should not miss the Goryeo blue porcelain and paintings from the Joseon Dynasty. In addition, there are Korean restaurants such as Gyeongcheonsa Pagoda and Geoul Mot conveniently located in the museum. The central stairway in the museum is an amazing spot where you can take great photos of the N Seoul Tower. The museum also offers trails with ponds and traditional pavilion made of wood to take a walk.

INFO 02-2077-9000, museum.go.kr

LOCATION Seobinggo-ro, Yongsan-gu, Seoul



HORIM MUSEUM SINSA ANNEX

Exhibitions of ancient Korean art cultural heritage

Since opening in 1982, Horim Museum has proliferated the historical value and beauty of ancient art. The museum owns over 17,000 pieces of earthenware, ceramics, paintings, records, and metalwork—of which 62 pieces are state-designated cultural property. The Sil-lim-dong main museum stores iconic Korean cultural assets from prehistoric artifacts to Goryeo celadons, Joseon grayish blue-powdered celadons, white porcelain, and paintings. Heralding the value of cultural spaces in urban settings, the newly opened Sinsa Annex focuses on ceramics and comb-pattern pottery. Special visiting exhibitions are held here three or four times each year.

INFO 02-541-3523-5, horimmuseum.org/sinsa

LOCATION Dosan-daero, Gangnam-gu, Seoul



KOREA FURNITURE MUSEUM

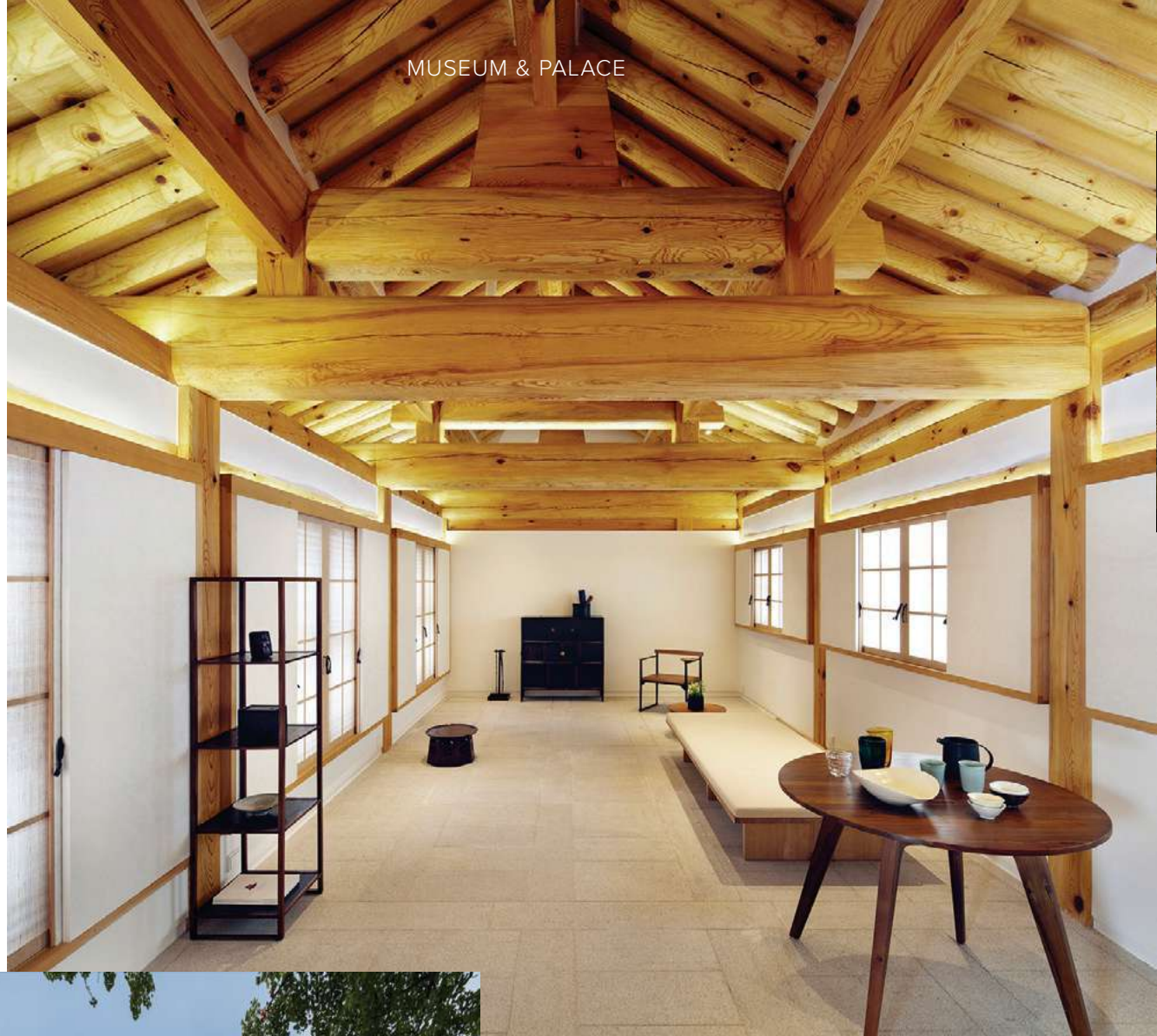
The Korean elegance that captivated global figures

This museum was selected by CNN as the nation's most beautiful museum in Seoul. The breakfast for first ladies during the 2010 G20 Summit and 2016 Korean-France strategic meetings were held here, too. Xi Jinping, the General Secretary of China and celebrities such as Brad Pitt and Victoria Beckham have visited the museum during their visit. The restored 10 traditional Korean houses including the Gungjip house built by restoring the Changgyeonggung Palace and the store house of the cousin of Empress Myeongseong, along with over 2,000 pieces of the 18th and 19th century Korean traditional wooden furniture are stunning. The view where the city of Seoul can be seen in a single sight is also another benefit. Reservations have to be made in advance, and the tour is led by the docent of museum which runs for an hour.

INFO 02-745-0181, kofum.com

LOCATION Daesagwan-ro, Seongbuk-gu, Seoul





MUSEUM & PALACE



KOREAN STONE ART MUSEUM

The look and feel of stone

Director Cheon Sin-il traveled the world in search of stone works and founded the Korean Stone Art Museum with his collection. The 18,000m² site contains over 1,200 historical stone carvings, pagodas, and Buddha statues, some of which were recovered from Japan. The animal sculptures were believed to bring good fortune. Guardian statues were also placed at the entrances of villages to ward off evil and misfortune. A sense of Korean wit can be seen through these statues: the guardian of fertility displays accentuated sex organs and the guardian of longevity has no teeth. The museum also has a variety of paintings across the ages and embroidered pieces reminiscent of the Joseon Dynasty when it used to be imperative for women to learn needlepoint. Look closely at the expressions on the stone faces. The stone garden is always fun to explore in different weather for a new perspective on the pieces.

INFO 02-986-1001, koreanstonemuseum.com

LOCATION Daesagwan-ro, Seongbuk-gu, Seoul



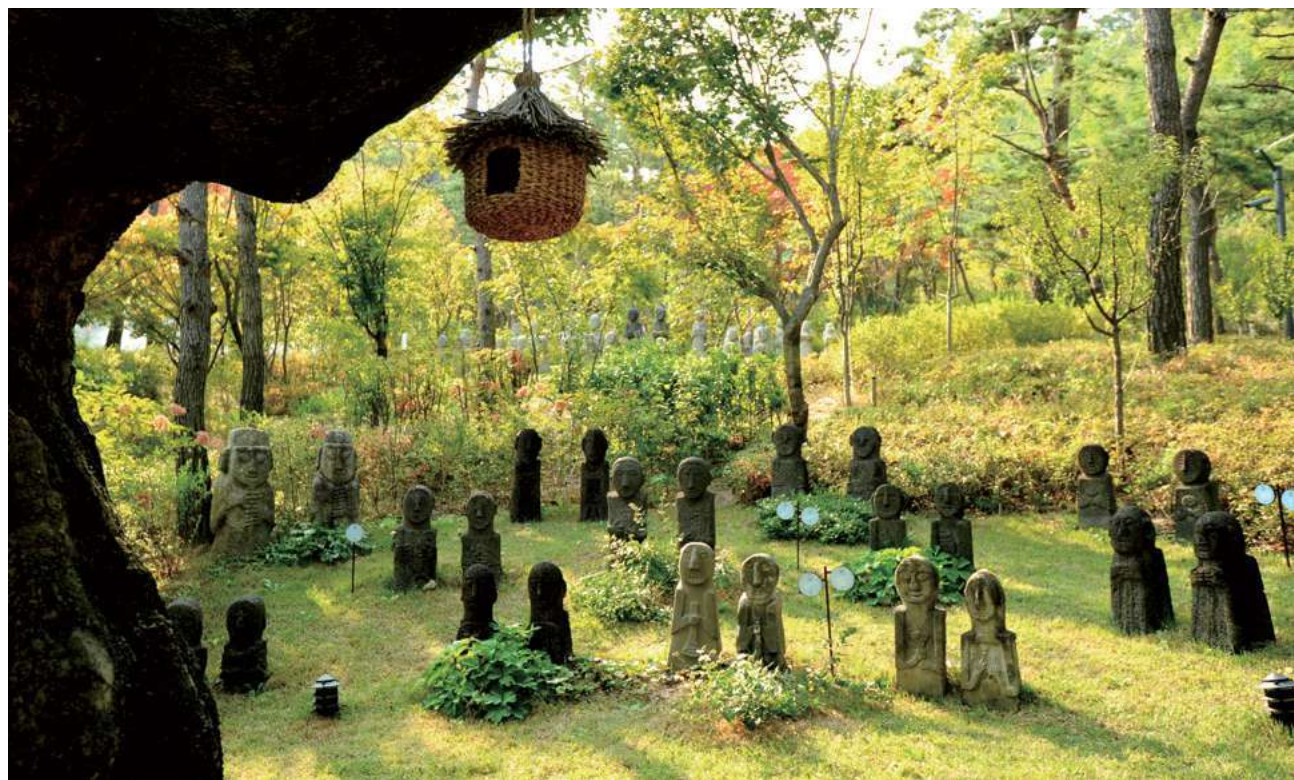
ARUMJIGI

Making traditional culture a beautiful lifestyle

Arumjigi is a non-profit private organization also called "Culture Keepers Foundation." Arumjigi's mission is to uphold and sustain traditional Korean culture with creativity. The organization has long worked to preserve and restore natural and culture assets, with design initiatives including improvement of palace sign design, trimming the grounds around shade trees, and preservation and utilization of traditional hanok houses. An exhibition is hosted one or two times each year, featuring traditional masters, modern artists, and designers who explore the spirit and culture of premodern times and creatively derive inspiration for their works. The building, which is a confluence of modern architecture and hanok elements, also embodies the Arumjigi identity.

INFO 02-741-8375, arumjigi.org

LOCATION Hyoja-ro, Jongno-gu, Seoul





GYEONGBOK- GUNG GYEONG- HOERU

The central attraction of nature
harmonized in Gyeongbokgung Palace

The location of Gyeongbokgung Palace, the royal palace from the Joseon Dynasty, is the desirable site according to feng shui studies. Gyeonghoeru, where visitors can enjoy the view of Mt. Bugaksan and Mt. Inwangsan, is one of the most beautiful attractions in the palace. It holds the meaning of the king and courtiers meeting in the name of virtue, and it served as the place for entertaining foreign guests and delegations. For a limited period, guests can visit the place at night, allowing the visitors to enjoy the night view of Gyeonghoeru. A professional tour guide can be assigned upon request for special admission.

INFO 02-3700-3900, royalpalace.go.kr

LOCATION Sejong-ro, Jongro-gu, Seoul



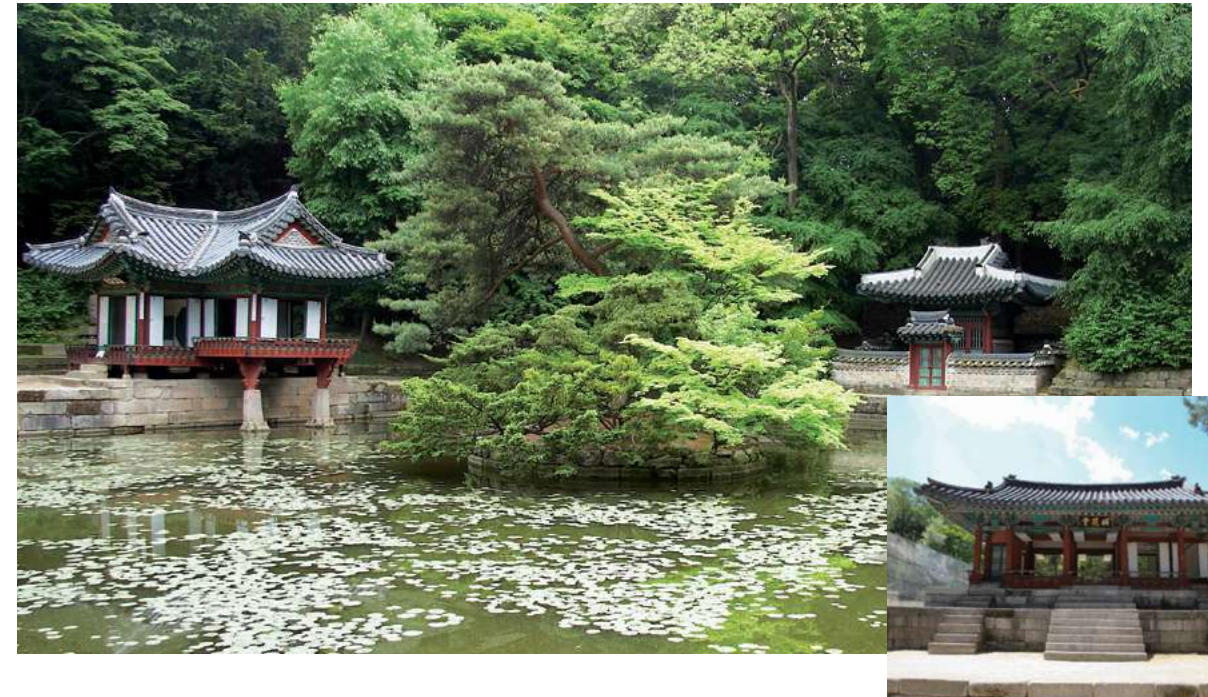
CHANG- DEOK GUNG SECRET GARDEN

The finest example of Korean
garden culture

Changdeokgung Palace, owing to its historical value, above the architecture and gardening aesthetics harmonized with natural scenery, is considered the essence of traditional Korean architecture and gardening. Being the backyard of Changdeokgung Palace, Secret Garden, as per its name, is a hidden garden where no one but the king could enter. Its arbor, pond, stones boast an exquisite harmony with separate tours for it. Reservations can be made online, or first-come first-served tickets sales at the gate. Tours last 90 minutes. Guides in English, Chinese, and Japanese are available. Night tours are also offered sporadically.

INFO 02-3668-2300, cdg.go.kr

LOCATION Changgyeonggung-ro, Jongno-gu, Seoul



MORE UNESCO WORLD HERITAGE SITES IN KOREA

- **JONGMYO SHRINE** A shrine for the king and queen to conduct ancestral rites. Jongno-gu, Seoul.
- **BULGUKSA TEMPLE & SEOKGURAM GROTTO** Structures believed to be from the eighth century Unified Silla period. Gyeongju, Gyeongsangbuk-do Province.
- **HWASEONG FORTRESS** A fortress built by scientific methods. Suwon, Gyeonggi-do Province.
- **NAMHANSANSEONG FORTRESS** A classic example of a 17th-century fortress in East Asia. Gwangju, Gyeonggi-do Province.
- **BAEKJE HISTORIC AREAS** Famous for Baekje Buddhist temples and ruins, grottos, and other architecture. Buyeo & Gongju, Chungcheongnam-do Province; Iksan, Jeollabuk-do Province.
- **GYEONGJU HISTORIC AREA** Beautiful sculptures, towers, palaces, and royal tombs from Silla. Gyeongju, Gyeongsangbuk-do Province.
- **ANDONG HAHOE FOLK VILLAGE & YANGDONG VILLAGE** Villages that preserve the structure of Joseon Dynasty villages. Andong & Gyeongju, Gyeongsangbuk-do Province.
- **ROYAL TOMBS OF THE JOSEON DYNASTY** Royal tombs with beautiful landscapes and Confucian relics. Scattered across Korea.
- **JEJU VOLCANIC ISLAND & LAVA TUBES** Featuring Seongsan Ilchulbong Tuff Cone and other natural wonders as the most exotic cave in Korea. Jeju Island.
- **DOMEN SITES** Large prehistoric rocks that tell about the heritage and social structure of the Bronze Age in Korea. Gochang, Jeollabuk-do Province; Hwasun, Jeollanam-do Province; Ganghwa, Incheon.
- **HAEINSA TEMPLE JANGGYEONG PANJEON, THE DEPOSITORIES FOR THE TRIPITAKA**
- **KOREANA WOODBLOCKS** Built in the 15th century, the Panjeon is architecturally significant for its natural ventilation, and temperature/humidity control. Hapcheon, Gyeongsangnam-do Province.
- **SANSA, BUDDHIST MOUNTAIN MONASTERIES IN KOREA** Tongdosa Temple, Buseoksa Temple, Bongjeonsa Temple, Beopjusa Temple, Magoksa Temple, Seonamsa Temple, and Daeheungsang Temple form a network of temples founded between the seventh and ninth centuries, and serve as homes for the Korean Buddhist culture and tradition.
- **SEOWON, CONFUCIAN ACADEMIES IN KOREA** Meeting rooms and education centers for Neo-Confucian Joseon officials. The 9 Confucian academies include: Dosanseowon, Sosuseowon, and Byeongsanseowon in Gyeongsangbuk-do Province, Dodongseowon in Daegu, and Museongseowon in Jeollabuk-do Province.



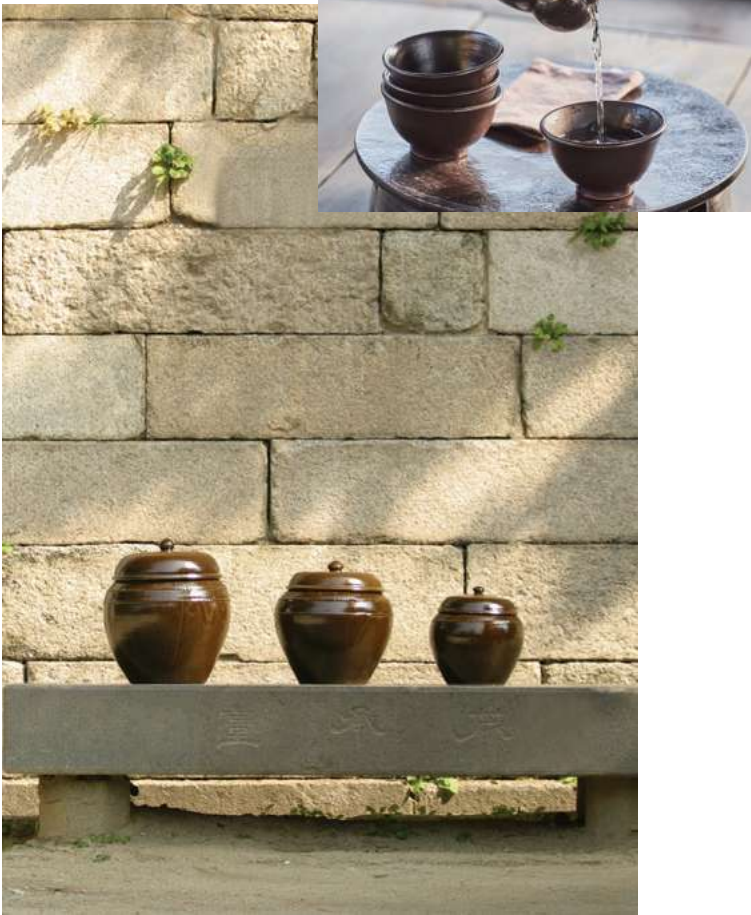
JINGKWANG CULTURE

Wild herbal tea and traditional pottery

In a small village called Beolgyo in Jeollanam-do Province is a graceful *hanok*. Once in danger of being demolished, the *hanok* was transported from Seoul to its current location where the late Han Sang-hoon created Jingkwang to educate the public about traditional Korean handicrafts. His whole life was dedicated to preserving not just this *hanok*, but also pottery and the traditional tea ceremony. Wild mountain greens are parched in a traditional cauldron for a roasted tea flavor. Jingkwang pottery is also available for purchase. Moreover, Jingkwang pottery has not only made it into galleries, but also is recognized for its beautiful craftsmanship by UNESCO and has also been exhibited in Paris, Berlin, and other global hubs. The pottery is made inside the traditional-style dirt house, which also includes an exhibition hall. Experience a traditional tea ceremony and register in advance to try your hand at making traditional snacks.

INFO 061-857-5064, 02-722-3409 (Seoul Hall), jingkwang.co.kr

LOCATION Boseong-gun, Jeollanam-do Province



JINKWANSA TEMPLE

A temple famous for food

The Culinary Discovery Tour is a one-week journey across the world to Europe and Asia on a private jet to experience food cultures. The short Korea section of the trip was represented by Jinkwansa Temple, which had been chosen from numerous establishments. The Tour was curious to try the special recipes of the monks of Jinkwansa Temple. The food has no artificial additives, and the ingredients are fresh. There are five vegetables that are forbidden in Buddhist cuisine—garlic, green onion, chives, and wild chives—which keeps food from smelling pungent. There is also no meat used, and beans become a staple ingredient. Handmade food like rice cakes, tofu, fermented soybean paste, *gochujang* (Korean chili paste), and soy sauce make the dishes highly savory. Offerings can be made on Sundays at lunchtime and three-month courses on how to make temple food are also available.

INFO 02-359-8410, jinkwansa.org

LOCATION Jingwan-gil, Eunpyeong-gu, Seoul



NATURE DYEING CULTURE CENTER

The beauty of natural dyeing

The Nature Dyeing Culture Center in Naju, Jeollanam-do Province is the largest facility related to natural dyeing in Korea. In pre-modern times, grass that grew by Yeongsangang River in Naju called “jjok” was used in natural dyeing. This is also the home of Important Intangible Cultural Property, “yeomsaekjang.” The museum features cloth and clothing dyed in the traditional five colors (blue for east, white for west, red for south, black for north, orange for central). Visitors can use traditional dyes at the experience center and purchase the dyes and dyed products.

INFO 061-335-0091, naturaldyeing.or.kr

LOCATION Naju-si, Jeollanam-do Province

HADO FISHING VILLAGE EXPERIENCE

The central community of *haenyeo* women divers

Jejudo is a southern island of Korea. Hado, Jejudo is a village that holds the history of Jejudo's maritime culture and scenery. Tokki Island, which was designated a natural monument, presents the Hado-ri Migratory Birds' Habitat, and the Haenyeo Museum, where you can look into the lives of *haenyeos*. The *haenyeo*, a symbol of Jejudo femininity, was enlisted as a UNESCO World Heritage. *Haenyeos* dive into the ocean and collect goods without oxygen tanks. They represent the livelihood of Jejudo women, and Hado is where that culture lives in. *Haenyeo* farming experience activities are also available, with a reservation. *Haenyeos* will instruct you as you dive into the sea to catch goods including shells, sea urchins, octopi, and sea cucumbers. Even more, you can enjoy activities like fishing and sea goods collection.

INFO 064-783-1996, seantour.com/village/hado

LOCATION Gujwa-eup, Jejudo Island



TAEKWONDOWON

Taekwondo performances and events

Taekwondo is the representative martial arts form in Korea. The Taekwondowon in Muju, Jeollabuk-do Province operates the Taekwondo Museum and Experience Center, Taekwondo Arena T1, and overnight stay facilities. The museum houses over 5,000 relics related to taekwondo, bringing history to life. In the Experience Center, augmented reality stations use motion sensors to synchronize body movements in a virtual tournament. There are also classic taekwondo demonstrations and a narrated taekwondo performance, entitled *The Chunhyang*. This performance highlights the dynamic and powerful nature of classic taekwondo set to musical elements. Some of the experience exhibits are regularly scheduled. Taekwondo gymnastics, taekwondo zumba, tile breaking and other experiential classes are held once a week.

INFO 063-320-0114, tkdwon.kr **LOCATION** Muju-gun, Jeollabuk-do Province



KIM DUK-SOO SAMULNORI

An exciting percussion theater performance

Master Kim Duk-soo is the leader of *samulnori* culture in Korea. *Samulnori* originates from farm music that used percussion instruments like drums, *janggu*, and *kkwaenggwari*. *Samulnori* differs from *pungmul nori* in that there is no dancing or acting. The single pitch instruments begin with slow rhythms and gradually increase in speed until it almost sounds out of control, creating the same feeling in the audiences' minds. *Samulnori* has become rooted in Korean society and is basis for the catchy Red Devils "dae-han-min-guk" chant and the internationally-acclaimed *Nanta* performances.

INFO 041-832-0190

LOCATION Oksan-myeon, Buyeo-gun, Chungcheongnam-do Province





NATIONAL GUGAK CENTER

Relish natural sound in Pungnyu Sarangbang

The National Gugak Center carefully selects and promotes *gugak* (traditional Korean music) performances, and manages exhibits on traditional instruments and audio/visual materials on traditional music at the Museum of Gugak. Yeakdang, Umyeon-dang, and Yonhee Pungnyu Sarangbang are the three main performance halls at the Center. The Yonhee Pungnyu Sarangbang actually consists of two stages: the outdoor Yonhee Art Theater and the indoor Pungnyu Sarangbang, where shoes must be removed before sitting on the traditional floor cushions that replicate a traditional *sarangbang* room. Without amplifiers or speakers, the audience can enjoy a perfectly unadulterated, organic sound of traditional music. Regular performances are scheduled from Wednesday to Saturday year-round. Classes and programs are offered in English for foreign guests.

INFO 02-580-3300, gugak.go.kr **LOCATION** Nambu Beltway, Seocho-gu, Seoul



KOREA HOUSE

Simcheong
with a modern flair

Korea House is a cultural space located where a Jiphyeonjeon, or the gathering place of literati, used to exist during the Joseon Dynasty. The structure was built as a guesthouse in the 1950s and later opened to the public. A variety of initiatives here promote Korean culture, including traditional cuisine and cooking courses, traditional weddings, and performances. *Korea Simcheong* is a traditional performance produced by the Korea Cultural Heritage Foundation. Holograms intensify the stage and narrative of the traditional performance. The performance is narrated in Korean, English, Japanese, and Chinese for foreign visitors.

INFO 02-2266-9101-3, koreahouse.or.kr **LOCATION** Toegye-ro, Jung-gu, Seoul

NATIONAL THEATER OF KOREA

Where tradition and modernity coexist

Located at the foot of Mt. Namsan the theater was established in 1950 as the first national theater in Asia. In 2012, the National Repertory Season began, and the theater emerged as a pioneer of modern creative works with a traditional base. Collaborating with the National Changguk Company, National Dance Company, and National Gugak Orchestra, the season presents fine repertoire and outstanding productions abroad via National Theater (NT) Live. It also invites international productions from the theater's global network to perform in Korea, hosting these productions as special traditional *madangnori* outdoor performances. Inside the theater, the Performance Arts Museum exhibits Korean performing arts history and related materials. Korean performance arts courses and experiential lectures are also offered for foreigners.

INFO 02-2280-4114, ntok.go.kr

LOCATION Jangchungdan-ro, Jung-gu, Seoul



JEONGDONG THEATER

A theater for true show lovers

The United States has Broadway, England has West End, and Korea has Jeongdong Theater. This theater is the first of its kind in Korea to embrace the spirit of Wongaksa Temple on stage. The temple theater was built in 1908 for *pansori* and other theatrical performances. The Jeongdong Theater now leads the way to refining repertoire based on traditional subjects. *The Palace* and *Silla:EMILE* are two modernized traditional works, and *Ga-on* and *Jeontong-ing* feature traditional themes. Other programs like the Stonewall Project outdoor theater series and Art Garden in Lunch Time aim to bring healing through arts for office workers. Jeongdong Theater is on Jeongdonggil Street, with other historical sites like Jeongdong Church, Paichai Park, and Paichai Hakdang School.

INFO 02-751-1500, jeongdong.or.kr **LOCATION** Jeongdong-gil, Jung-gu, Seoul



WOLJEONGSA TEMPLE STAY

Meditating in the fir forest of Mt. Odaesan

The templestay at Woljeongsa Temple deep in Mt. Odaesan is particularly special thanks to the fir tree trail and Seonjaegil Trail nearby. In pre-modern times, fir trees were planted around temples for their fire-preventing properties and tendency to grow straight upright. One thousand years ago, nine fir trees were planted at the main gate and multiplied to become the 1,700-tree forest seen today. In 2011, the forest won first prize at the National Beautiful Forest Competition of Korea. Before arriving at the temple, it is nice to take a walk with the forest guide on Saturdays. A stroll after sunset is both serene and peaceful. Seonjaegil is a 9km-long forest trail that connects Woljeongsa Temple and Sangwonsa Temple. Monks and their followers used to tread this path, and it is the perfect course to listen to the sounds of nature and meditate on valley rocks. For those who cannot participate in a whole temple stay, consider the temple life program, which allows visitors to choose two programs such as making Buddhist prayer beads, sampling Buddhist snacks with monks, meditating, meditating on a forest walk, making lotus lanterns, and taking a tour of the Buddhist museum. Interpretation in English, Chinese, and Japanese is available.

INFO 033-339-6606, woljeongsa.org/templestay

LOCATION Pyeongchang-gun, Gangwon-do Province



NAKSANSA TEMPLE STAY

A temple on a cliff facing the East Sea

Naksansa Temple is known as a sea temple for its location on a scenic cliff overlooking the East Sea. The Goddess of Mercy answer the prayers of all who pray here. The temple is also famous for the breathtaking sunrise, the 16m-tall Bodhisattva statue facing the sea (Haesu Gwaneumsang), and Hongnyeonam Hermitage where the cave of Gwaneum is visible in the water. Hongnyeonam Hermitage is where red lotus flowers grow in the water after the masters have seen Gwaneum in the cave. In 2005, a major fire left the original structure unusable and it was reconstructed. The Naksansa Temple Stay program is comprised of two tracks: experiential and relaxation. The theme of the program is “dreams,” and bluebirds have been spotted around Hongnyeonam Hermitage as if in search for a dream. Naksansa Temple has been designated as an official templestay location for foreign visitors during the PyeongChang 2018 Olympic Winter Games, and will offer a “foreign guests only” section and add one staff member to assist foreign visitors.

INFO 033-672-2417, naksansa.templestay.com

LOCATION Yangyang-gun, Gangwon-do Province



BULGUKSA TEMPLE STAY

A UNESCO World Heritage Site

Bulguksa Temple has been listed as a UNESCO World Heritage Site and is the temple that best exemplifies the Buddhist culture of the eighth century. The temple is also where the famed Seokgatap and Dabotap pagodas are located. The stairs at the Anyangmun Gate and Jahamun Gate particularly display the power of the Silla Dynasty and culture. The templestay at Bulguksa Temple is an opportunity to learn about Buddhism and the dignified Silla culture. The relaxation program allows visitors to adjust their own schedules with exception to times for offering and Buddhist services. The experiential program affords guests the opportunity to learn about the cultural assets at the temple, and take walks after the evening service around the pagodas. The temple stay residence is located just outside the main temple.

INFO 054-746-0983, bulguksa.templestay.com

LOCATION Gyeongju-si, Gyeongsangbuk-do Province



HANYANGDOSEONG, THE SEOUL CITY WALL

Harmony of an old fortress and new culture

Cities in Europe tend to separate the old from the new, but in Seoul, pre-modern structures and contemporary buildings stand side by side to create a unique cityscape. Yi Seong-gye, the first king and founder of the Joseon Dynasty, established the city of Hanyang (modern day Seoul) as the capital city. The royal palace and shrines were erected first, and then a protective fortress connecting Bugaksan, Inwangsan, Namsan and Naksan mountains was constructed. The 18km fortress around Hanyang was rebuilt and reconstructed several times throughout Joseon Dynasty. Presently, visitors can walk the fortress wall from Seodaemun and enjoy a spectacular view of Seoul. The four tours across Seoul pass by the four major gates of the fortress: Changuimun Gate, Hyehwamun Gate, Gwanghwamun Gate, and Sungnyemun Gate. Each region takes approximately one and a half hours to two hours to walk, and Course 2 and Course 3 are said to be easier than the others. Visit the Jongno-gu District web-site for more information and to reserve a walking tour guide.

INFO Jongno-gu District Office 02-2148-1864, Jung-gu District Office (Namsan Course 3) 02-3396-4623, tour.jongno.go.kr **LOCATION** Within Seoul



CHUNG SO-YOUNG'S SIKIJANG

Collection of handpicked kitchenware

Sikijang means an artisan that makes kitchenware, and a storage that stores kitchenware, at the same time. Sikijang is a place with a specialized crafts shop, gallery, and studio, displaying and selling crafts of original sensation and craftsmanship of young artists. It focuses on precious household goods, rather than those mass-produced and easily consumed items such as general purpose pottery, tables, or glasses. Recommended for those who cherish the happiness from kitchenware created with devotion.

INFO 02-541-6480, sikijang.com

LOCATION Samsung-ro, Gangnam-gu, Seoul



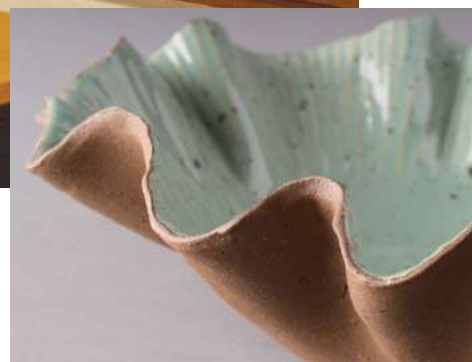
VIIN COLLECTION

Utility and tradition

Fabric brand of designer Kang Geum-seong. The name Viin originates from *Sejabin*, which was used to refer to the princess back in the Joseon Dynasty. Viin depicts Korean traditional handicraft's elegant and high-end shades of life in a modern fashion. Products are earnestly handsewed with natural materials like ramie or silk. These sensational and unique goods including quilt-type blankets, blankets with ramie and laces, pillows, aprons will prove to be the best gifts and souvenirs.

INFO 070-8881-5760, viin.co.kr

LOCATION Jahamun-ro, Jongno-gu, Seoul



YIDO

Space for everyday pottery culture

Yido, located in Bukchon Hanok Village, is a pottery cultural complex led by ceramic artist Lee Yun-shin. Yido Ceramics are exhibited here alongside diverse daily collections by Korean ceramicists. Aside from selling ceramics, Yido Café's excellent baristas serve up coffee at Yido Ceramics, works by external artists are displayed in Yido Atelier, and pieces from Yido Ceramic's premium living brand Yi,privée are also displayed. The Yido Concert, conducted with musicians bimonthly, also catches attention.

INFO 02-722-0756, yido.kr

LOCATION Changdeokgung-gil, Jongno-gu, Seoul



SHOPPING



CHO EUN SOOK ART & LIFESTYLE GALLERY

Crafts for a graceful life

A gallery that exhibits a variety of contemporary artworks including paintings, woodcrafts, metal, art furniture, and with emphasis on ceramics, since its establishment in 2008. Its main character is to suggest a lifestyle, rather than being just a space for exhibition. It makes art friendly to those who weren't, showing art designs applied to everyday households, including the styling with tables and Korean food, party tableware, candlestands, and present packaging. They sell household craftworks such as ceramic plates, dining tables, silverware, and are popular by word-of-mouth, among those who look for gifts on special occasions like weddings or holidays, owing to their delicate packaging.

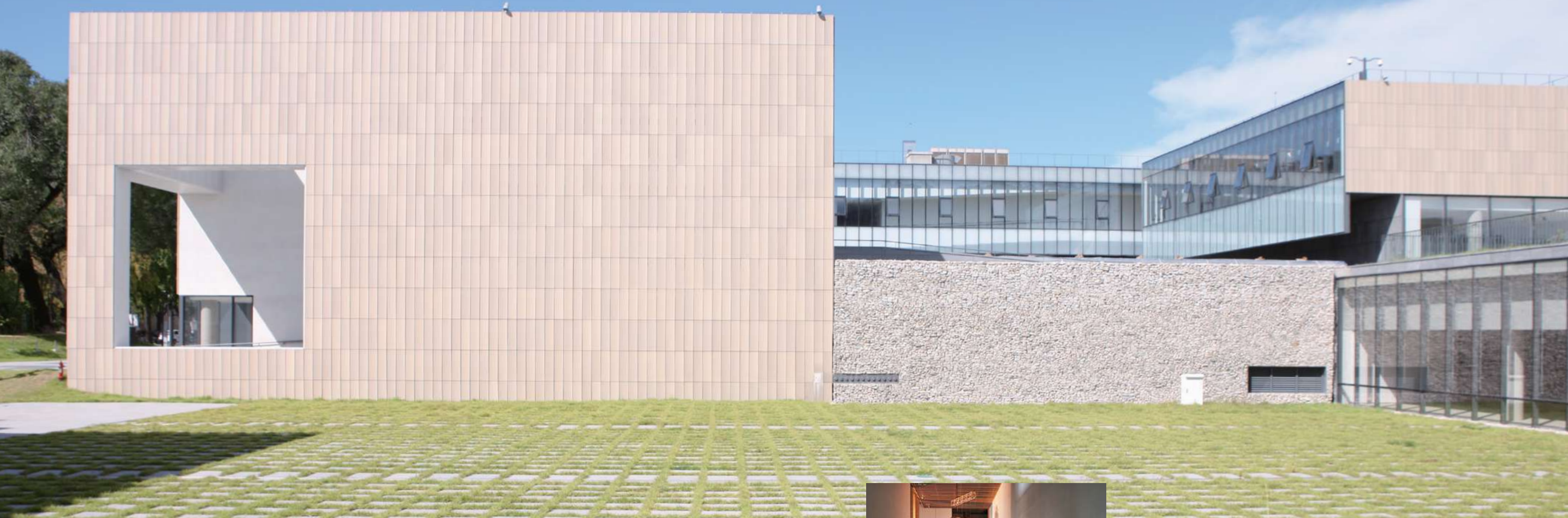
INFO 02-541-8484, choeunsookgallery.com

LOCATION Apgujeong-ro, Gangnam-gu, Seoul



CONTEMPORARY CULTURE

MUSEUM & GALLERY
ARTIST STUDIO
K-CULTURE & SIGHTSEEING
LEISURE & TRENDY EXPERIENCE



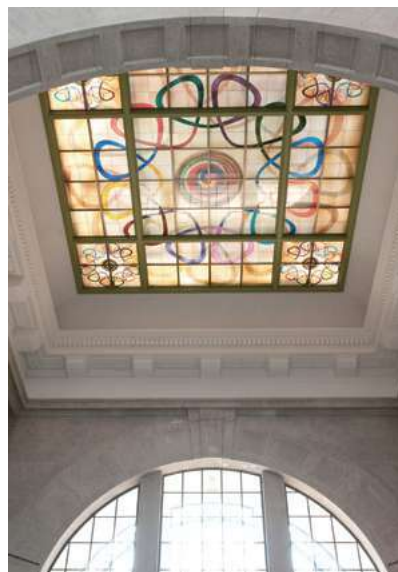
NATIONAL MUSEUM OF MODERN AND CONTEMPORARY ART, SEOUL

A museum with a view

The National Museum of Modern and Contemporary Art has three branches in Gwacheon, Deoksugung Palace, and Seoul. The Seoul branch, opened in 2013, encompasses the surrounding environment like Gyeongbokgung Palace and Inwangsan Mountain, and modern buildings such as Jongchinbu and the Defense Security Command. The famous landscape painting, *Inwang jesaekdo*, can be seen from above in the art gallery when looking down toward Gyeongbokgung Palace. The museum is open to all. The museum has a gallery, eight exhibition halls, several audio-visual rooms, and Seoul Box, an open space. Various exhibitions that show the flow of contemporary art and permanent exhibitions display contemporary Korean art, including cross-media installations of movies, performances, and educational exhibits. Above all, the installation art gallery is especially popular. The museum closes on public holidays and New Year's Day (Jan. 1), and is open on Fridays and Saturdays until 9 PM.

INFO 02-3701-9500, mmca.go.kr **LOCATION** Samcheong-ro, Jongno-gu, Seoul





CULTURE STATION SEOUL 284

From modern architecture to a multipurpose
cultural space

Former Seoul Station served as the center of traffic and interaction in the modern history of Korea, and it was restored and opened as Culture Station Seoul 284 in 2011. The name Culture Station Seoul 284 conveys the notion of the historic site where the number 284 was assigned the old Seoul Station building. Preserving the characteristics of the historic site, a variety of experimental programs including fashion exhibitions and alternative markets are held. Adjacent to the station, Seoulo 7017, which transformed the Seoul Station overpass into a park, passes by. When walking through the overpass, Culture Station Seoul 284 architecture can be seen in a single view.

INFO 02-3407-3500, seoul284.org **LOCATION** Bongrae-dong, Jung-gu, Seoul





© KyungsubSin, 2015



PKM GALLERY

A prolific gallerist in the international art market

PKM Gallery puts on clever contemporary art exhibitions featuring Korean and international artists. For over 30 years, President Park Kyung-mee has made her name as an energetic gallerist in the international art market flow. The gallery, which re-opened in 2015, has a 5.5-meter-high ceiling and is divided into a main hall and annex, from which a sweeping view of Samcheong-dong can be seen at a glance. Café-slash-restaurant PKM Garden also stays connected to the art with a menu personally assembled by the curator to fit the exhibitions.

INFO 02-734-9467, pkmgallery.com

LOCATION Samcheong-ro, Jongro-gu, Seoul



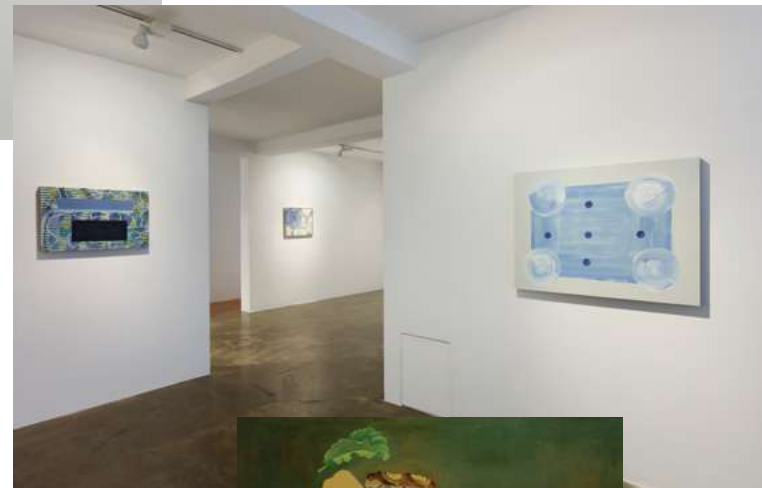
LEE EUGEAN GALLERY

Introducing the flow of
modern art

Lee Eugene Gallery opened in 2011, and it introduces a variety of artistic genres to represent modern art, including painting, sculpture, photography, and video works along with pieces of furniture, folk art, design, and architecture. The re-purposed house in which the gallery lives is where owner Lee Eugene spent her childhood. Rather than a cold gallery atmosphere, the space is warm and welcoming. The space also runs Art Club, an academy program that trains gallery-goers to have a more discerning eye while enjoying art. Artists, designers, architects, and cultural planners rotate to discuss cultural arts.

INFO 02-542-4964, leeeugeangallery.com

LOCATION Apgujeong-ro, Gangnam-gu, Seoul



SONGEUN ARTSPACE

Investing in the future of modern
Korean art

Under the umbrella of the SongEun Art and Cultural Foundation, cultural arts space SongEun ArtSpace pushes ahead toward the future of modern Korean art, discovering and supporting emerging artists. The space has worked to balance exhibitions of Korean and international artists since its opening in 2010. It is known for highlighting lesser-known global artists in Korea or inviting artists and curators from specific nations to introduce the modern art and cultural flow in their respective countries.

INFO 02-3448-0100, songeunartspace.org

LOCATION Apgujeong-ro, Gangnam-gu, Seoul

KOO HOUSE MUSEUM

An art museum like home

A contemporary art and design museum founded by an art collector. The venue is based on the concept of "home" to bring out the ways art and design can bring joy to life. Ten home spaces—including living room, study, and lounge—feature all genres of modern art like painting, sculpture, photography, installation, and video works. Over 400 pieces of furniture, lighting, mirrors, and other design pieces are also scattered throughout. The collection transcends border and genres, with big names from David Hockney to Damien Hirst, Ugo Rondinone, Do-ho Suh, and Choi Jeong-hwa. The building was designed by architect Minsuk Cho, the 2014 Venice Biennale Golden Lion recipient.

INFO 031-774-7460, koohouse.org

LOCATION Sejong-myeon, Yangpyeong-gun, Gyeonggi-do Province



BONTE MUSEUM

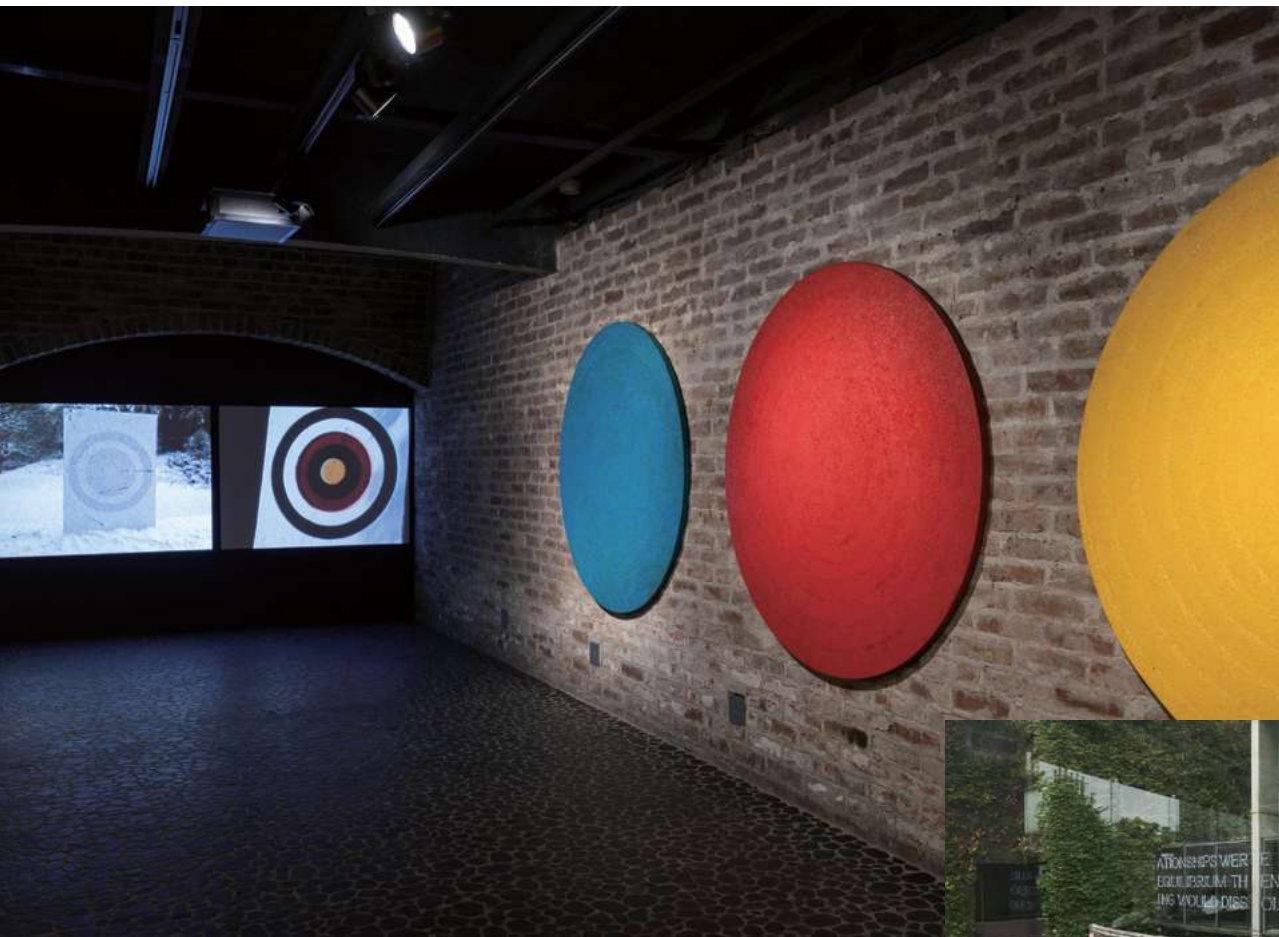
The best of traditional Korean crafts

Bonte Museum in Seogwipo-si, Jeju Island exhibits traditional and modern handicrafts. Architect Tadao Ando designed the museum to preserve the natural slope on which the museum sits, and famous pieces by world-renowned artists like David Gerstein, Jaime Plensa, and Rotraut Klein-Moquay are scattered around the exterior premise. The name of the museum is shorthand for "original form," and the museum aims to explore traditional Korean crafts and the beauty of human nature. There are four exhibition halls: Hall 1 displaying elegant wooden works, Hall 2 with works by acclaimed artists like Nam June Paik along with Tadao Ando's meditation room, Hall 3 featuring a Kusama Yayoi permanent exhibition, and Hall 4 for traditional burial ceremony items and accessories. The items exhibited offer a glimpse into daily life in pre-modern Korea. Sit at the museum café and admire the view of the lake and Sanbangsan Mountain in the distance.

INFO 064-792-8108, bontemuseum.alltheway.kr

LOCATION Seogwipo-si, Jeju Island





ARARIO MUSEUM IN SPACE

Collections of world-class contemporary art

Arario Museum in Space is a contemporary art museum run by Kim Chang-il, a top business executive and world-renowned art collector who has over 3,700 works from Korea and abroad. The permanent exhibition, Arario Collection, displays works of modern art over a 35-year period. The museum building used to belong to SPACE, an architectural office, and the architectural concept of symbiosis is most evident in the structure. Tiles decorate the exterior to harmonize with Changdeokgung Palace and nearby *hanoks*, and the facade features ivy branches to integrate with natural surroundings. The Arario Museum has two locations: Seoul and Jeju Island. “A Museum within a Museum” is a project in which artists stay at Arario Museum in Seoul or Jeju Island to create new works.

INFO 02-736-5700, arariomuseum.org

LOCATION Bukchon-ro, Jongno-gu, Seoul



MUSEUM SAN

A peaceful rest on a walking trail

Situated 720m above sea level, Museum SAN is a combination of Tadao Ando's exposed concrete and “artist of light and space” James Terrell's works. The museum was included in the “100 Must-visit Attractions in Korea” selected by the Korea Tourism Organization for two years in a row. It was also dubbed the “dreamlike museum like no other” in the *Financial Times* and was on the Four Destination Museums You Must Visit Before You Die by Singaporean *The Artling*. At 700m long, visitors follow the original, undisturbed trail to the Welcome Center, Flower Garden, Water Garden, Main Hall, Stone Garden, and James Terrell Hall. Square, triangular, and circular “no shape”-shaped spaces form the Main Hall, designed to look like a box within a box. The architects wished to connect the sky and the earth through people. Whatever the season, the view of the garden is always refreshingly phenomenal.

INFO 033-730-9000, museumsan.org

LOCATION Wonju-si, Gangwon-do Province





ATELIER OF CERAMICISTS CHOI HONG-SUN & KWAK KYOUNG-HWA

One couple's workspace

The works produced by these artists are beyond unique. Choi Hong-sun's *Gihyeongdo* series is only expressed on the front of moon jars, and only showing part of the image forces the viewer to imagine the whole. With a foundation in traditional pottery, Choi uses his contemporary sensibility and takes an interest in connecting the traditional with the modern. In contrast, Kwak Kyoung-hwa creates art at the meeting point of pottery and painting. *Let It Flow* is a changing installation work of expressing water on a 2D surface. As the atelier is the artists' private space, guests must email prior to visiting.

INFO didikwak12@gmail.com

LOCATION Ilsanseo-gu, Goyang-si, Gyeonggi-do Province

THE NAECHON

The woodworking shop
where Kuma Kengo
and Tadao Ando visited

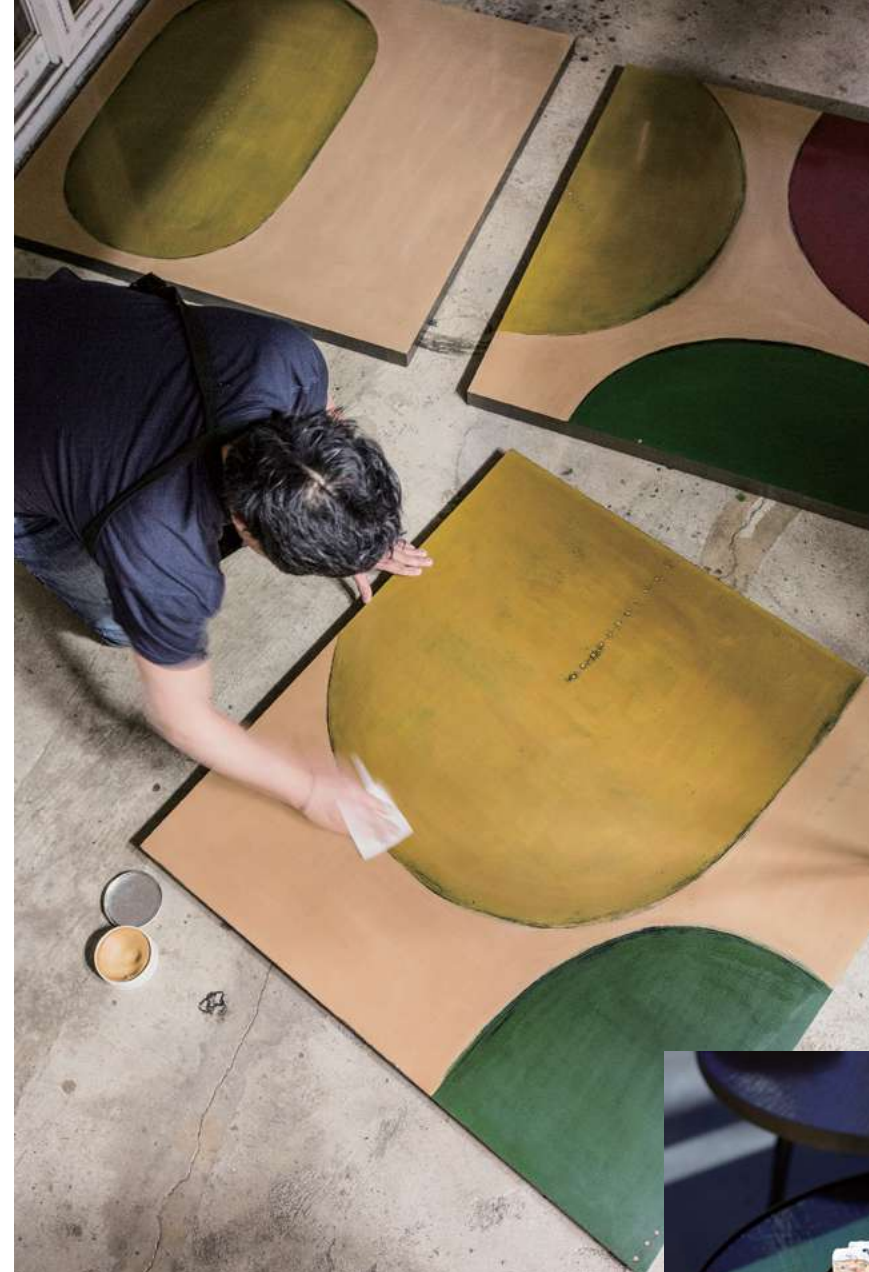


ARTIST STUDIO

A painter trained in Western art took up traditional Korean architecture and set up a woodworking shop in the countryside. Lee Jeong-seob has been working here at The Naechon in Hongcheon-gun, Gangwon-do Province since 2002 making furniture and homes in the secluded mountain valley. The Naechon workshop is located on a hill where the temperature and humidity of the workshop are controlled, and a number of residences are located at the foot of the hill. The houses look as if they form a village. The quality of the wood even impresses other woodworkers, and all of the materials to construct the houses are environment friendly. The new houses exude a pleasant wood fragrance upon entering. The designer is a firm believer that places where people live should not cause them any harm. The simplicity of the furniture made at The Naechon reminds us of the beauty of Joseon Dynasty furnishings. Korean and foreign designers and architects visit the secluded workshop from time to time and often return, saying they were fascinated with the dignity and precision of the work. Tours of The Naechon are available by reservation. After looking around at the furniture and homes, you can also attend a talk about trees by globetrotter and The Naechon woodwork artist Kim Min-sik.

INFO 033-433-5583, thenaechon.com

LOCATION Hongcheon-gun, Gangwon-do Province



HANNAM ATELIER

Huh Myoung-wook's studio and café

Huh Myoung-wook is a photographer, painter, and folk artist. Using myriad materials, he creates works that are not defined by genre lines. Recently he has become focused on traditional lacquering. Huh mixes natural dyes with lacquer to create paint, and he paints everything from table wear to a model of an atom. With white mother-of-pearl eyes, the objets that Huh creates are both traditional and unique. Hannam Atelier is where the artist exhibits his work and runs a small café that serves up drinks and desserts on cups, plates, and trays that he personally lacquered.

INFO 02-792-5620 **LOCATION** Itaewon-ro, Yongsan-gu, Seoul





DDP

Landmark where past and present co-exist

The location of Dongdaemun Design Plaza (DDP) is a historical and cultural place where there were historical sites such as Seoul fortresses of the Joseon Dynasty and Dongdaemun Stadium. Opening in 2014, the landmark received much attention as globally renowned architect Zaha Hadid led the design. The inner space made of 45,133 pieces of aluminum panels resembles a wave-like spaceship is indeed interesting. Oulim Square, where there are various things to enjoy such as street performances and food trucks, and a permanent exhibition of traditional Korean artifacts titled Gangsong Cultural Exhibition. In addition, trendy exhibitions of top designers like Jean Paul Gaultier and Louis Vuitton are also available. The famous wholesale fashion market Dongdaemun Market is also located nearby.

INFO 02-2153-0000, ddp.or.kr

LOCATION Eulji-ro, Jung-gu, Seoul





K-CULTURE & SIGHTSEEING



PANMUN- JEOM

The tragedy of war and
division

Korea remains the only divided nation in the world. Panmunjeom is where the tragic history of war can be witnessed firsthand. The Armistice Agreement was signed on July 27, 1953 at Panmunjeom, which is located on Tongillo approximately 50km north of Seoul. The meeting place is an 800-meter space called the Joint Security Area (JSA). As the only region jointly patrolled by the UN and North Korea, the area falls out of jurisdiction of both Koreas. All persons are required to obtain authorization from the National Intelligence Service (NIS) to visit Panmunjeom, with tours occurring three times a day for approximately 30-45 individuals. Identification is verified at the checkpoint on Unification Bridge, and the bus drives visitors through the JSA and to the Unification Security Exhibition Hall. The tour includes visits to Freedom House, Peace House, The 3rd Tunnel, and Dora Observatory. Gaeseong Industrial Complex in North Korea can be seen from Dora Observatory.

INFO 111 (National Intelligence Service, NIS)

LOCATION Paju-si, Gyeonggi-do Province

PAJU DMZ GONDOLA

The peace gondola gliding over
the DMZ

In 1972, on the southern end of the Imjingang River, a tall pavilion called Imjingak was built for displaced people. When the Nuri Peace Park was finished in 2005, Imjingak became a symbol of reconciliation, harmony, peace, hope, and unification. On weekends, various cultural arts programs are held at the park, and there are many sculptures and other sights to see. Unlike Panmunjeom, there are no requirements for entry to the Paju DMZ Gondola, which conveniently links Imjingak and Imjingang River starting in 2020. After a 850-meter-long ride to the top, visitors can walk to Camp Greaves, the oldest US military camp that offers a glimpse of modern American military architecture.

INFO 031-952-6388, dmzgondola.com

LOCATION Munsan-eup, Paju-si, Gyeonggi-do Province





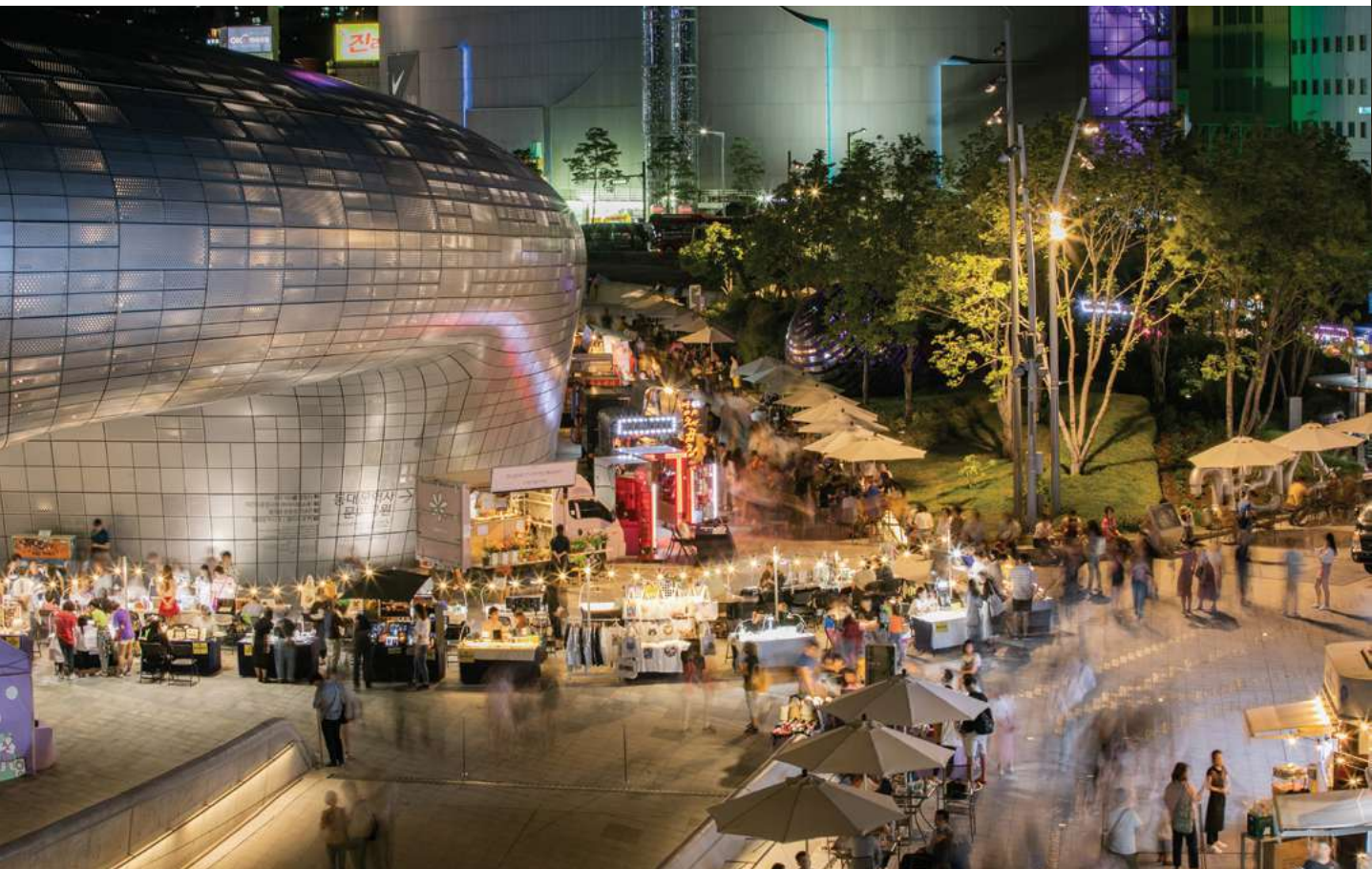
K-CULTURE & SIGHTSEEING

SEOUL BAMDOKKAEBI NIGHT MARKET

Seoul nights continue on

Appearing at night and vanishing by sunrise like a dokkaebi goblin, Seoul Bamdokkaebi Night Market runs each year from April to October at Yeouido Hangang River Park, Banpo Hangang River Park, DDP, and Cheongyecheon Stream. The market is a one-stop shop for food trucks with global eats, handmade crafts, special products, diverse cultural performances, and experiential programs. Every weekend in May there is also Oil Tank Culture Park, where seasonal markets like Seoul Christmas Market is held at Seoul Plaza around the holidays.

INFO 120, bamdokkaebi.org **LOCATION** All over Seoul



GWANGJANG MARKET

Scenery of the traditional Korean market

Korea's first everyday market with 100 years of history. *Hanbok* and drapery, and the food district with more than 90 diners are the best known. Recent visits of foreign celebrities including director Tim Burton and chef Gordon Ramsey, are adding fuel to its global popularity. You can also enjoy the food alley that sells *mayak gimhap* and mung bean pancakes from food carts, *yukhoe*, and whole rotisserie chickens. Dongdaemun Fashion Town and Cheonggyecheon are also nearby, making sightseeing more colorful.

INFO 02-2267-0291, kwangjangmarket.co.kr

LOCATION Changgyeonggung-ro, Jongno-gu, Seoul



STEVENS HORSE RIDING CLUB

Enlisted in World's Top 100
Riding Clubs, Germany

A predominant riding club best known for its instruction team with 10 years of experience condensed. Asian Games medalist and national Olympics athlete Park Su-won leads the club with a progressive French training system. Its exclusive membership, the one and only offering around the globe, grants access to worldwide riding lessons. Also offers affiliated medical, beauty, spa services, and premium services such as direct shuttles.

INFO 031-631-5572, ssacclub.com

LOCATION Hobeop-myeon, Icheon-si, Gyeonggi-do Province



RAIL CRUISE HAERANG

A train like a hotel

There is now a way to get to all the iconic attractions and food meccas of Korea in one short trip. Haerang is Korea's first rail cruise providing a luxurious and efficient way to see the country. Each guest room feels like a five-star hotel and the restaurant, Sunrise, caters a delicious variety of eats. The Four Seasons lounge also has a library of magazines, smart pads, and games, and also live performances. There are three major courses. The first is Seoul-Suncheon-Busan-Cheongdo-Donghae-Chu-jeon-Seoul over three days and two nights. Aside from this, there are week-long tours across the country and one-night courses to the eastern or western regions. At each stop, passengers ride an exclusive bus to see the sights and enjoy local cuisine. Interpreting guides accompany non-Korean speakers to provide premium, diversified services.

INFO 1544-7755, railcruise.co.kr



HYUNDAI YACHTS CLUB

Korea's premium yachting culture

If you are looking for a leisurely, premium yachting experience, the Hyundai Yachts Club is highly recommended. Hyundai was the first Korean company to manufacture a luxury yacht, and also runs the Jeongok Marina and VIP lounge THE RIVER in Seoul to promote yachting culture. From sunset cruising to fishing tours, the yacht training and maritime academy provides services for wedding photography and engagement proposals, small parties, wine parties, birthday parties, and more. Additionally, a yacht school is run by yacht associations and clubs, and it has helped bring experience programs and training courses to Korea.

INFO 031-8047-5084, hdyachts.com

LOCATION Hwaseong-si, Gyeonggi-do Province



MORE YACHT CLUBS

- SEOUL MARINA CLUB & YACHT** The yacht club on the Hangang River in Seoul offers a variety of programs for cruiser yachts, meetings and seminars, and rental boats. 010-5532-0084
- THE BAY 101** A cultural complex in Haeundae, Busan offering public yacht tours, luxury yacht tours, and leisure sports programs. 051-726-8888



PUBLIKA ATELIER

European classics meet
modern life

Publika Atelier takes vintage couture and refurbishes the styles for modern-day life. This custom brand has designed for celebrity weddings and awards. The clientele includes Korean and foreign celebrities, professionals, and high-ranking officials, with preference for soon-to-be wed couples. Achromatic palettes are used on classic European lines. High-quality fabrics like *loro piana* are used in all layers of the clothing down to the buttons and the client's body shape and taste are carefully considered. The brand is known most for its fantastic craftsmanship by master tailors who detail pieces by hand.

INFO 02-512-4877

LOCATION Dosan-daero, Gangnam-gu, Seoul

DIVINE HANDS

Making just 50 suits per month

Divine Hands is a custom men's suit brand that aims to make beauty nothing but divine. Tradition is important to the master tailors, who painstakingly craft pieces to bring out the personalities and tastes of each client. Only 50 suits are made each month, each cut from top Italian and American fabrics like Cerruti, Scabal, and Joshua Ellis. After measurements are taken, each suit is fitted twice to perfect the style. Top Korean actors like Ryu Jun Yeol and Park Bo-gum suit up here. Reservation before visits is required.

INFO 02-541-8461

LOCATION Dosan-daero, Gangnam-gu, Seoul





THE THIRD MIND STUDIO

Photographs that look like art

The Third Mind Studio is run by Kim Boha, producing artistic photos for advertisements, album art, and magazines. Under the motto, "Photos touch the heart," the dreamlike colors and bold poses result in photos that are both lyrical and dramatic. Korean celebrities highly regard the studio not only for breaking away from typical wedding photography, but also for forging a new style of natural and personal photographs. The Third Mind Studio began in 2003, using the latest technology and systems, sets, and skilled photographers for personalized photos. There are 14 studios across Korea, and the brand is popping up in Asian hubs like Beijing and Hong Kong.

INFO 02-516-5947, the3studio.com

LOCATION Eonju-ro, Gangnam-gu, Seoul

MASTER

MASTER

HEO HO'S HEO'S SILK

Silk made by traditional weaving techniques

Hamchang is where silkworms live and silk textiles came about. Silk has been a valuable textile since ancient times, and the natural threads are woven into fabric using traditional techniques that result in a glossy finish and smooth texture. However, with the advent of nylon, the traditional silk market was hard hit and survived on sales for funerals. Fifth-generation family business owner Heo Ho of Heo's Silk uses traditional looms and weaving tools. He has developed over 100 types of silk. The sales floor and production center are also an exhibition space about traditional silk production and process. Heo also runs an experiential program and teaches visitors how to dye fabrics using natural colorants.

INFO 054-541-3730, hcsilk.ivyro.net

LOCATION Hamchang-eup, Sangju-si, Gyeongsangbuk-do Province



PARK GANG-YONG'S NAMWON LACQUERED ART

Traditional lacquer with antibacterial benefits

Lacquer is a natural finishing paint that comes from lacquer trees. If lacquer is applied to wood, a solid layer coats the surface and prevents bacteria from changing the composition of the wood over time. However, the process to produce lacquer is long and chemical-based substitutes replaced natural counterparts. Director and lacquerer Park Gang-yong of Namwon Lacquered Art is Intangible Cultural Property No. 13 in Jeollabuk-do Province. Using the lacquer on ancestral rites table wear, Park modernizes the enterprise by creating wooden containers with a variety of colors and techniques. Experiential lacquering programs are available.

INFO 063-631-5725 **LOCATION** Yochon-ro, Namwon-si, Jeollabuk-do Province





YOO CHOON-BONG'S DONGGOKYO CERAMICS

Connecting the Goryeo celadons

The hometown to celadons, Gochang was the prime producer of wares beginning in early Goryeo Dynasty. Head Yoo Choon-bong of Donggokyo Ceramics continues this line of Gochang porcelain, including pieces in the Gosu style originating from Gosu-myeon. The Pottery Experience Center at Gochangseong Fortress offers chances for the public to learn how to create ceramics from master Yoo Choon-bong. A three-day, two-night "Dirt and Fire: A Ceramics Journey for the Soul" program shows tourists the history, culture, and tourist attractions in Gochang, along with arranging lectures, kiln site visits, and experiential programs.

INFO 063-562-0188 **LOCATION** Gochang-eup, Gochang-gun, Jeollabuk-do Province



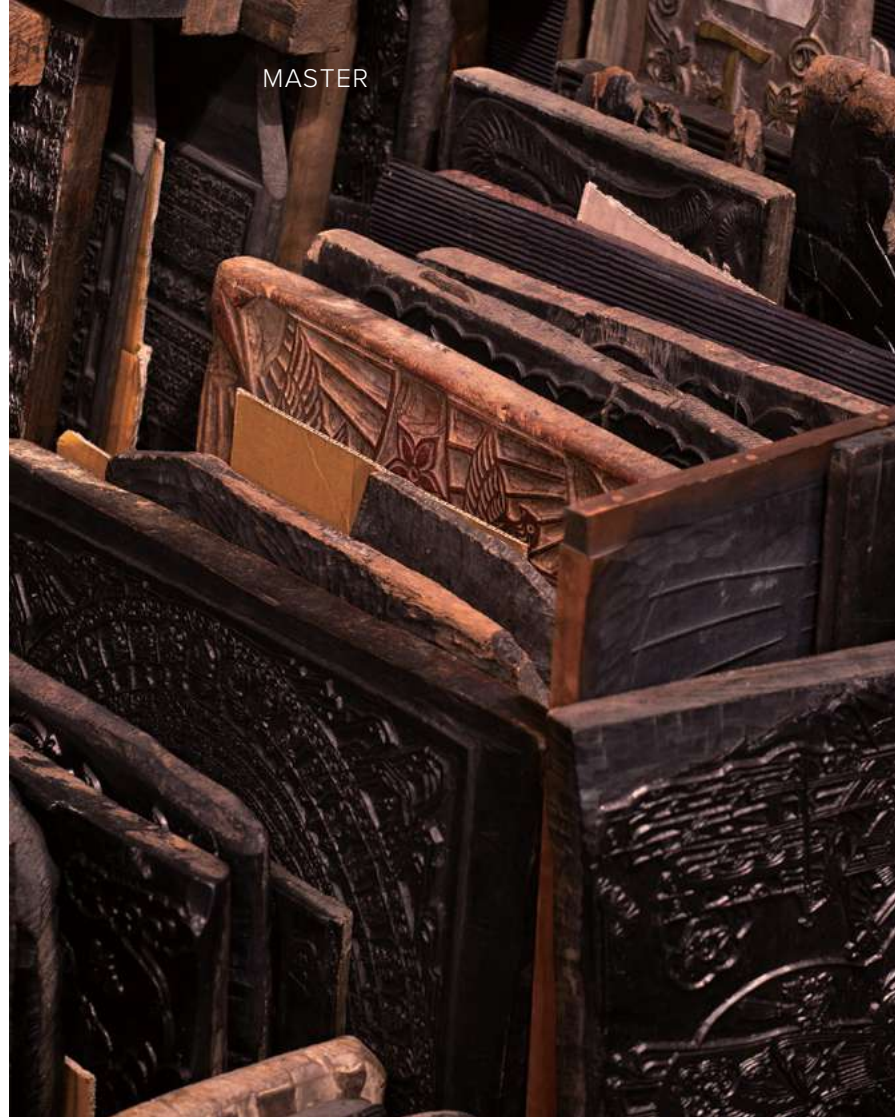
HEO JIN-GYU'S ONGGIGOL CERAMICS

Onggi pots with a modern flair

In ancient times, onggi pots were daily wares for commoners. People made hangari crocks to store jang condiments and kimchi, along with table ware and other accessories. Ceramicist Heo Jin-gyu was born in an onggi village and started making onggi pots in elementary school. Over the next 40 years, he continued to make the pots and refined his own modernized style using traditional clay throwing methods. His practical creations also boast incredible design, garnering high praise in Korea and beyond. At Onggigol Ceramics, visitors can experience grilling in an onggi, preserving salt in an onggi, or making a whale-shaped earthenware plate.

INFO 010-5580-2255 **LOCATION** Onyang-eup, Ulju-gun, Ulsan-si, Gyeongsangnam-do Province





HAN SEON-HAK'S THE MUSEUM OF ANCIENT ASIAN WOODBLOCK PRINTS

See ancient block prints from across Asia

Next to Wonju Myeongjusa Temple is the Museum of Ancient Asian Woodblock Prints, which is run by the chief monk. In 1996, director Han Seon-hak went on a pilgrimage to China, which opened his eyes to collecting. Searching high and low from Insadong to Janghanpyeong in Seoul to Tibet, Mongolia, and Japan, Han built his collection of ancient art. In 1998, Myeongjusa Temple was founded, and in 2003, he opened the museum with the ancient block print artifacts collected from different Asian countries. The collection consists of over 6,000 pieces, including woodblocks from the acclaimed Illustrated Guide to the Five Moral Imperatives book that was printed in the Joseon Dynasty. Here, visitors can listen to explanations by history scholars, mull over woodblock prints, and even partake in a temple stay.

INFO 033-761-7885, gopanhwa.com

LOCATION Sillim-myeon, Wonju-si, Gangwon-do Province



KIM YEONG-JO'S CHEONGMOK GALLERY

Drawing images with fire

Korean Intangible Cultural Asset No. 136 *nakhwa* fire poker master Kim Yeong-jo draws images using irons with hot charcoal on paper or wood canvases. With each swipe of the iron, the strokes left behind are not black, but a warm brown. Similar to an ink brush, the iron and coals mimic shading in an ink-and-wash piece. These *nakhwa* fire pokers were once simply souvenirs sold at popular tourist sites. But now, master artist Kim Yeong-jo threw himself into research with scholars, gaining recognition as he sought out literature and images of paintings to mimic and refine his craftsmanship. The Cheongmok Gallery is Kim's workshop and exhibition hall, which also offers free *nakhwa* experiential programs.

INFO 043-542-3989 **LOCATION** Boeun-eup, Boeun-gun, Chungcheongbuk-do Province



MASTER



ANSEONG MACHUM BRASSWARE WORKSHOP

High-quality bacteria-resistant
tableware

The traditional brass bowls are made of copper mixed with tin for a superior sterilizing effect. If brass spoons are placed into dangerous foods, the degree of color change signifies the toxicity. Anseong brass bowls used to be made specifically for the literati families of Seoul. Brassware was confiscated during the Japanese colonial era and melted down to make weapons, and artisans often retreated to the mountains to make their brass products in secret. Important Intangible Cultural Heritage Kim Soo-young, son of the late Kim Sun-soo, now runs a brass-making studio with his son. Their works were exhibited at the Gwangju Biennale and in London, and the artists created a brass container for luxury brand Vacheron Constantin. These items are also popular wedding gifts between soon-to-be wed families. The museum on site displays the production process and over 1,000 pieces of brassware from Kim Soo-young's personal collection.

INFO 031-675-2590, vincent1205.blog.me

LOCATION Jungang-ro, Anseong-si, Gyeonggi-do Province



CHO KWI- BOON'S EUMSIK DIMIBANG

A taste of Joseon Dynasty cuisine

Dudeul Village in Yeongyang, Gyeongsangbuk-do Province earned its name from its location on "Dudeul Hill." The Jang Gye-hyang Cultural Experience Education Center, Eumsik Dimibang Experience Hall, and a book café are located in the village. Approximately 340 years ago, Jang Gye-hyang, wife to a scholar-official, became the first woman to write a cookbook. The author painstakingly recorded detailed instructions for cooking and fermenting foods that would be helpful to future generations. As the 13th daughter-in-law to Jang Gye-hyang, who penned the *Eumsik Dimibang* cookbook, Cho Kwi-boon is working to proliferate the book's recipes. Some of the unique dishes include fish fillet dumplings, cod fish skin crisps and other regional food only found in the Gyeongsang region. Visitors can experience a traditional meal at the experience hall but must register in advance.

INFO 054-682-7764, yyg.go.kr/jghcenter/jhg_intro

LOCATION Yeongyang-gun, Gyeongsangbuk-do Province



KIM YONG SE'S SHINPYEONG BREWERY

Lotus-infused alcohol

Shinpyeong opened for business in 1933 and weathered the mass closings of other traditional breweries during industrialization. Kim Yong-se inherited the family business and runs the brewery while adding his own touches, like white lotus wine. *Gokcha* is a temple liquor that seems less like alcohol and more like tea, and *baekryeongokcha* is infused with lotus flowers and leaves. The Shinpyeong *baekryeongokcha* was selected as the Cheong Wa Dae (the Blue House) banquet hall toasting wine in 2009, and also took home a bronze medal at the 2013 International Wine & Spirits Competition (IWSC). The White Lotus Brewery Cultural Center sits adjacent to the brewery and offers a K-style tour of the facilities. Visitors can make *makgeolli* (rice wine), take a *makgeolli* sommelier class, or take part in programs on liquors, fermentation, and taste testing. Programs are available only for groups of 15 or more. English interpretation is also available.

INFO 041-362-6080, koreansul.co.kr

LOCATION Dangjin-si, Chungcheongnam-do Province



PARK HEUNG-SUN SOLSONGJU

Pine-scented liquor

Gaepyeong Village in Hamyang, Gyeongsangbuk-do Province is a quintessential Joseon Dynasty literati enclave. A walk along the 500-year-old *hanok* village reveals the historic homes of Jeong Yeo Chang in addition to 60 other structures over 100 years old. Park Heung-sun, the wife of Jeong Yeo Chang's 16th grandson's wife, currently runs all operations at the brewery. Solsongju is a special liquor made from pine needles. It graced the table at the 2007 North-South Korean Summit and was recognized as a traditional liquor across the world. The liquor also won a gold medal at the 2016 Belgium Monde Selection International Liquors Competition. Visitors can taste test, make cocktails, and try traditional soju. Visitors must reserve a time to participate in the programs. Traditional drink tasting, cocktail making, and old-fashioned soju events are held at the Solsong Cultural Center.

INFO 055-963-8992, mgwkorea.com

LOCATION Hamyang-gun, Gyeongsangnam-do Province

KIM YOUNG SEOP'S JOONG WON DANG

The drink to mark the start of farming

South Korea began as an agricultural society. *heongmyeongju* is an alcohol that was enjoyed on the first day of farming season in pre-modern times. The glutinous rice, yeast, and wheat mix is fermented for 100 days. During Joseon Dynasty, it was believed that *cheongmyeongju* could clear the mind. Kim Young-ki reinstated the tradition after prohibition during the Japanese colonial era, and his son, Kim Young Seop, is an intangible cultural asset and bearer of the tradition today. The brewery is located on the southern coast of Chungju, Chungcheongbuk-do Province. Visitors can make traditional alcohol and taste test, along with make customized ceramic cups. Programs run for groups of four or more.

INFO 043-842-5005, cheongmyeongju.com

LOCATION Chungju-si, Chungcheongbuk-do Province



LEE JONG-GI'S LIQUOR CULTURE MUSEUM, LIQUORIUM

Liquor artifacts from around the world

Liquorium is a liquor culture museum opened by Korea's first whisky master blender Lee Jong-gi. He personally blends his signature cocktails, including Passport, Something Special, and Windsor. Researching fruit and grains like rice and barley, Lee also developed an omija rosé wine called OmyRose and his own omija distilled liquor named Goundal, or Beautiful Moon. Liquorium offers alcohol brewing experiential programs, courses on wine etiquette, and other educational programs.

INFO 043-855-7333, liquorium.com

LOCATION Jungangtap-myeon, Chungju-si, Chungcheongbuk-do Province



PARK JAE-SEO'S ANDONG SOJU DISTILLERY

Distilled spirits aged with clean water and rice

Fans across the world are curious to know what is inside the green bottles in Hong Sang-soo's films and Korean dramas. It is soju, the most widely-known liquor in Korea today. Traditionally, soju was a medicine, or spirits reserved for the royal court. Andong soju dates back 700 years to the Goryeo Dynasty and is one of the top three Korean liquors. Unlike diluted soju sold in stores, Andong soju is made from clean water and rice, and is distilled slowly, producing a rich fragrance and clean flavor. Park Jae-seo is a master craftsman of the famous 500-year-old Andong soju recipe, which distills the liquor one time more than other distilleries. Visitors can taste test, make cocktails, and bottle fermented liquor. Programs run for groups of 15 or more. English interpretation is also available.

INFO 054-856-6903, andongsoju.modoo.at

LOCATION Andong-si, Gyeongsangbuk-do Province



LEE HA-YEON'S BONGURI KIMCHI

Experience kimchi making

Bonguri Korean restaurant owner Lee Ha-yeon was declared a Kimchi grand master by the Korean Food Grand Master in 2014. Good enough to open an entire restaurant revolving around the fermented food, she learned her skills from looking over her mother's shoulder. Lee then established a kimchi factory and devoted herself to research, pouring over ancient records and documents and reproducing traditional kimchi varieties made with seasonal ingredients. Bonguri Kimchi offers kimchi-making and healthy meal-making experiential programs and long-term cooking courses.

INFO 031-521-9052 **LOCATION** Wabu-eup, Namyangju-si, Gyeonggi-do Province





KIM SHI-YOUNG NOGO GALLERY

Black pottery from a traditional kiln

The Nogo Gallery in Hongcheon, Gangwon-do Province is the workshop of artist Kim Shi-young who creates black pottery. Nogo is the name of the peak directly behind the studio. He has perfected the art of controlling fire for over 30 years to create an original art form with a distinct color and form. In 2017, *Moon Jar* was auctioned off at a high price. Likewise, the artist has collaborated with global brands like Glenlivet Whiskey and Indian Premier's Black Tea, and his work is on display around the world at the French Guimet Museum, the British Victoria & Albert Museum, and more. Governments of Spain, Thailand, and Japan also use the pottery for official gifts. The gallery contains a sculpting workshop, three gallery halls, tea rooms and gardens, and second generation works. Visitors can create pottery alongside the master and enjoy a tea ceremony hosted by the artist's daughters with tea cups that have served the ceremonies for over 15 years. Kim Shi-young was awarded the Order of Cultural Merit of Korea in 2019.

INFO 033-434-2544, kimsyyoung.com

LOCATION Hongcheon-gun, Gangwon-do Province



TCHAI KIM YOUNG JIN

Original designs based on tradition

Tchai Kim Young Jin is a custom *hanbok* brand. Tchai was derived from the Korean word “chai” that means “difference,” as a tribute to the difference in approach and detail of the design. There is a famous painting titled “Portrait of a Beauty” by Sin Yun-bok from the 18th century and the *hanbok* in the painting inspired the artist’s motifs. With experience as a designer for Louis Vuitton, Kim Young Jin respects the lines of a classic *hanbok* and transforms the pieces into fashionable modern wear. The haute couture designs are not restricted to traditional fabrics used for *hanbok*, and include French lace in the custom-tailored skirts and *jeogori* (*hanbok* jacket), and under garments. Her second brand, tchaikim, focuses on daily wear that utilizes the sensitive shapes of *hanbok* in Western garment patterns. The Hannam-dong, Seoul showroom is housed in a 30-year-old building that is decorated by the designer, and also is the location of her workshop. The interior and handicrafts displayed offers a glimpse into the artist’s lifestyle.

INFO 02-333-6692 (Hannam), 02-336-6696 (Yeonhui),
tchaikim.co.kr

LOCATION Dokseodang-ro, Yongsan-gu, Seoul / Samcheong-ro,
Jongno-gu, Seoul

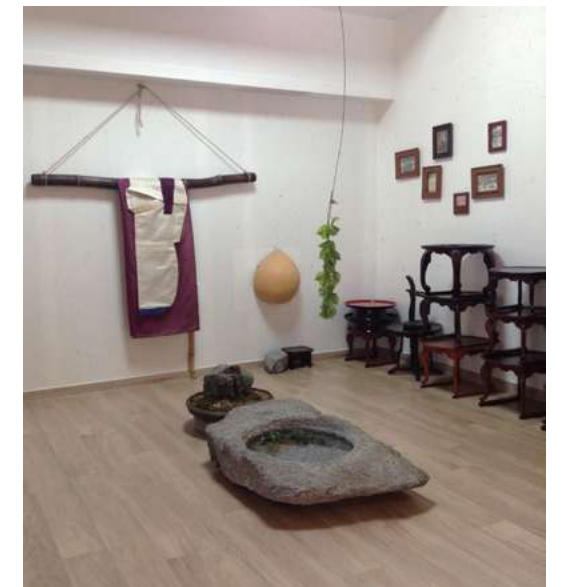


HYO JAE BY LEE HYO JAE

A master of lifestyle and ritual

Lee Hyo-jae is a second generation traditional lifestyle and hanbok expert who uses *bojagi* (traditional wrapping cloths) and makes recommendations on aprons, towels, covers, and baby clothing as a lifestyle icon. She even advises on food served at various hotels and resorts. She is well known among the young generation for her sensible and stylish housekeeping. Recently, the *hanok* hotel Awon rebranded itself as a hotel with traditional formal meals. The Hyo Jae Cultural Hall in Gwanghwamun, Seoul offers classes on ceramics, tea ceremony while wearing *hanbok*, and cooking with Hyo Jae. The showroom in Samcheong-dong displays high-quality traditional lifestyle items from aprons to wedding *hanbok*.

INFO 02-720-5393 **LOCATION** Shinmun-ro, Jongno-gu, Seoul





HIGH-END WELLNESS

RELAX WITH NATURE
HEALTH & HEALING SPOT

HONG SEONG-HUN'S ORGELBAU

The one and only pipe organ maker in Korea



The pipe organ is one of the oldest instruments in classical music. Hong Seong-hun, a rare pipe organ maker of Korean nationality, apprenticed the meister course at the house of Johannes Klais, which has 120 years of tradition. The Orgelbau, located in Yangpyeong, Gyeonggi-do Province, is the first pipe organ manufacturer in Korea established by Hong Seong-hun. Pipe organs, unlike other instruments, are known to sound well only if it harmonizes with the architecture of where it resides. You will experience an amazing harmony at his Orgelbau.

INFO 031-775-2507 **LOCATION** Yangseo-myun, Yangpyeong-gun, Gyeonggi-do Province



YEONGNAM ALPS

Nine breathtaking mountains in Yeongnam region

The Yeongnam Alps refers to nine 1,000-meter-tall mountains located in the southeastern region of the Korean Peninsula, spread across Ulsan, Milyang, Yangsan, Cheongdo, and Gyeongju. The Yeongnam Alps range is also home to Tongdosa Temple, Unmunsa Temple, Seoknamsa Temple, Pyochungsa Temple, and a number of other cultural heritage sites. Ganwoljae is a light trekking trail that beginners can ascend in just six hours, and it is a wonderful spot to catch the best views of the mountains and Ulju-gun. Befitting the majestic mountains, many interesting legends are passed down in the region.

INFO Yeongnam Alps Welcome Center 052-204-2931, yeongnamalps.kr

LOCATION Ulju-gun, Ulsan-si, Gyeongsangnam-do Province

DAMYANG JUKNOKWON (BAMBOO FOREST)

Sounds of bamboo in the forest

Traditional Korean culture that is close to nature, song, and dance is referred to as Pungryu. Damyang is a city of bamboo that is proud of its Pungryu culture of art appreciation. The Damyang Juknokwon looks fortified from the outside but is empty inside, full of dense groves of tall bamboo that grow straight up. Compared to other types of trees, bamboo generates significant levels of negative ions. A leisurely walk through the 2.4 km of path takes approximately one hour and lifts the spirits. In summer, it is a special experience to hear the sound of the bamboo leaves rustling as the wind chases away the heat.

INFO 061-380-2680, juknokwon.go.kr

LOCATION Damyang-eup, Damyang-gun, Jeollanam-do Province



SUNCHEON BAY WETLANDS

World's five coastal wetlands and
calming reed gardens

Among the world's five coastal wetlands, the wetlands of Suncheon Bay are where ocean and river waters meet and create vast mud flats and reed fields. In fall, silver reeds reach their peak, and in winter, photographers and tourists stay hot on the trail to catch rare migratory birds. Climbing up to the observatory, a beautiful landscape unfolds from the mud flats of Suncheon Bay to the reed colonies. Board a boat tour under the Mujin Bridge and explore Suncheon Bay on the waterway.

INFO 061-749-6052, suncheonbay.go.kr

LOCATION Suncheonman-gil, Suncheon-si, Jeollanam-do Province





JEJU BIJARIM FOREST

Forest of natural monuments

In the Jeju dialect, *got* means forest and *jawal* means bush. Together, *gotjawal* signifies the diverse plants that grow atop land formed following a volcanic eruption. Bijarim, a Jeju *gotjawal*, is home to 2,800 nutmeg trees ranging from 500 to 800 years old. The entire forest has been designated as a natural monument. Two walking courses, one shorter and one longer, comprise the Bijarim Exploration Course over volcanic ash and clay that is easy to walk on. On either course, visitors will pass the New Millennium Nutmeg Tree that is over 800 years old and two entwined trees called the Love Nutmeg. Visit on a rainy day for even more picturesque scenery.

INFO Bija Forest Management Center 064-710-7911

LOCATION Gujwa-eup, Jeju-si, Jeju-do Island



TONGYEONG CABLE CAR

Beautiful Tongyeong Port and Dadohae at a glance

The southern coast of Korea, where Tongyeong is located, has an area of islands called Dadohae, and views of the coast from the Tongyeong Mount Mireuksan are breathtaking. Take the 1,975-meter-long cable car—the longest in Korea—and reach the Mount Mireuksan observatory in just ten minutes. At the summit, there is a dizzying transparent skywalk for visitors to brave. Ride the cable car back down the mountain and enjoy the scenery before hopping onto a luge cart for a thrilling conclusion to the excursion.

INFO 1544-3303, cablecar.ttdc.kr **LOCATION** Balgae-ro, Tongyeong-si, Gyeongsangnam-do Province



HWADAM BOTANICAL GARDEN

A forest for the five senses

Hwadam Botanical Garden is a 1.35 million m² arboretum located 40 minutes outside of Seoul in Konjiam Resort in Gyeonggi-do Province. With a name meaning “Sharing truths,” the LG Evergreen Foundation opened Hwadam Botanical Garden to preserve the natural ecosystem for the benefit of the public. There is a wide diversity of trees, insects, and birds living in the forest, and is the location of the largest pine tree sanctuary in Korea. Over 20 themed gardens with approximately 4,000 types of plants are on display in the Moss Center, along with the Freshwater Fish Eco Center and Insect Eco Center. The 5.2km walking trail is also accessible by monorail for children and elderly visitors to enjoy. There are sights to see during every season, like azaleas, cherry blossoms, peach blossoms, and apricot blossoms in spring; hydrangeas, water lilies, and lightning bugs in summer; moss and birch tree gardens in the fall. Closed from December to March. Reservations may be made on the website.

INFO 031-8026-6666, hwadamsup.com

LOCATION Gwangju-si, Gyeonggi-do Province



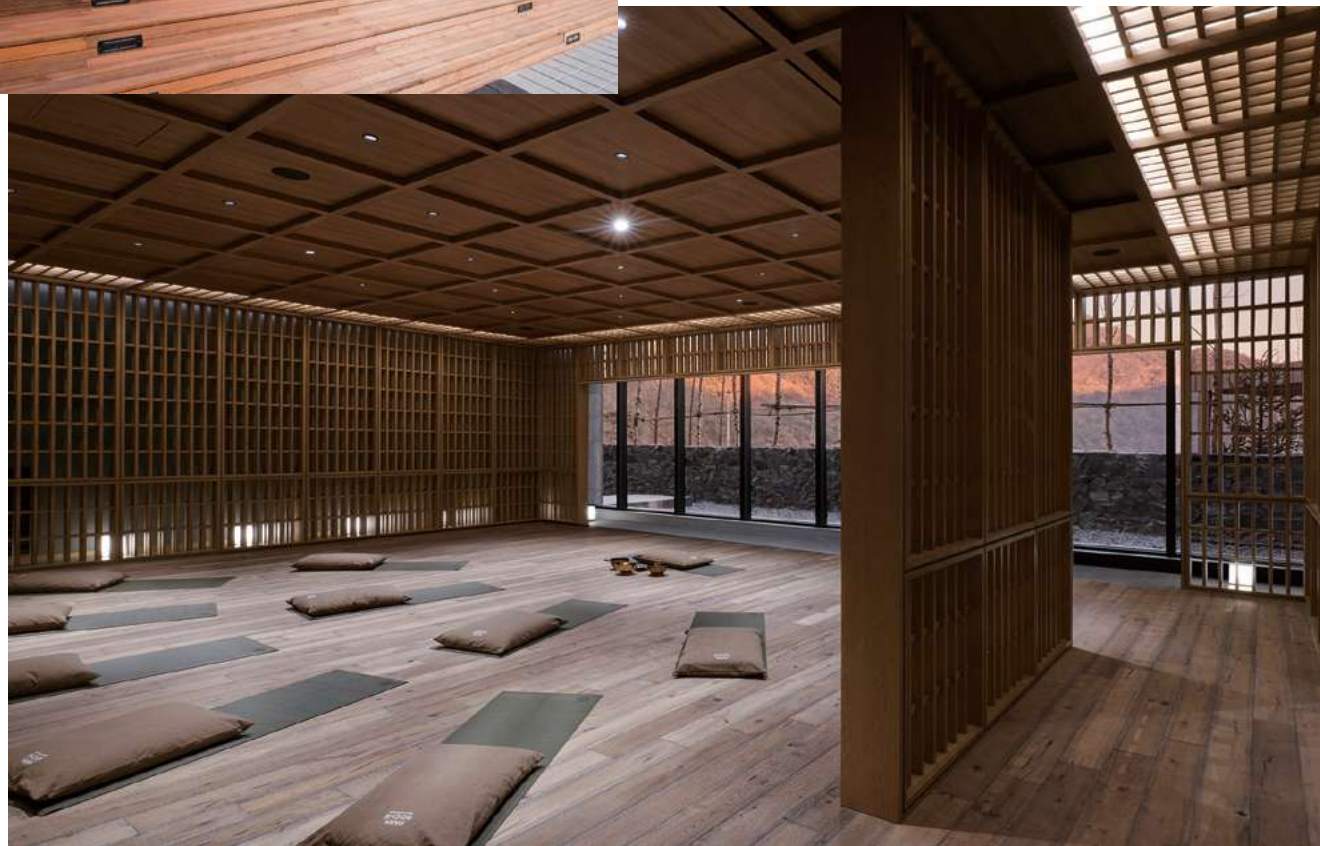
PARK ROCHE RESORT & WELLNESS

Enjoy quality rest and wellness

A resort tucked away in nature between lush valleys and mountains. With its “Body Full, Mind Full, Spirit Full” slogan, the resort offers a variety of daily wellness programs including yoga, meditation, and pilates. Check out the customized services for deep sleep available at the top-notch relaxation facilities like the library, aqua club, and jacuzzi. The Ministry of Culture, Sports, and Tourism and the Korea Tourism Organization (KTO) also selected this resort as part of the “Top 33 Wellness Tourism Spots.”

INFO 033-560-1111, park-roche.com

LOCATION Bukpyeong-myeon, Jeongseon-gun, Gangwon-do Province





SEOLHAEWON

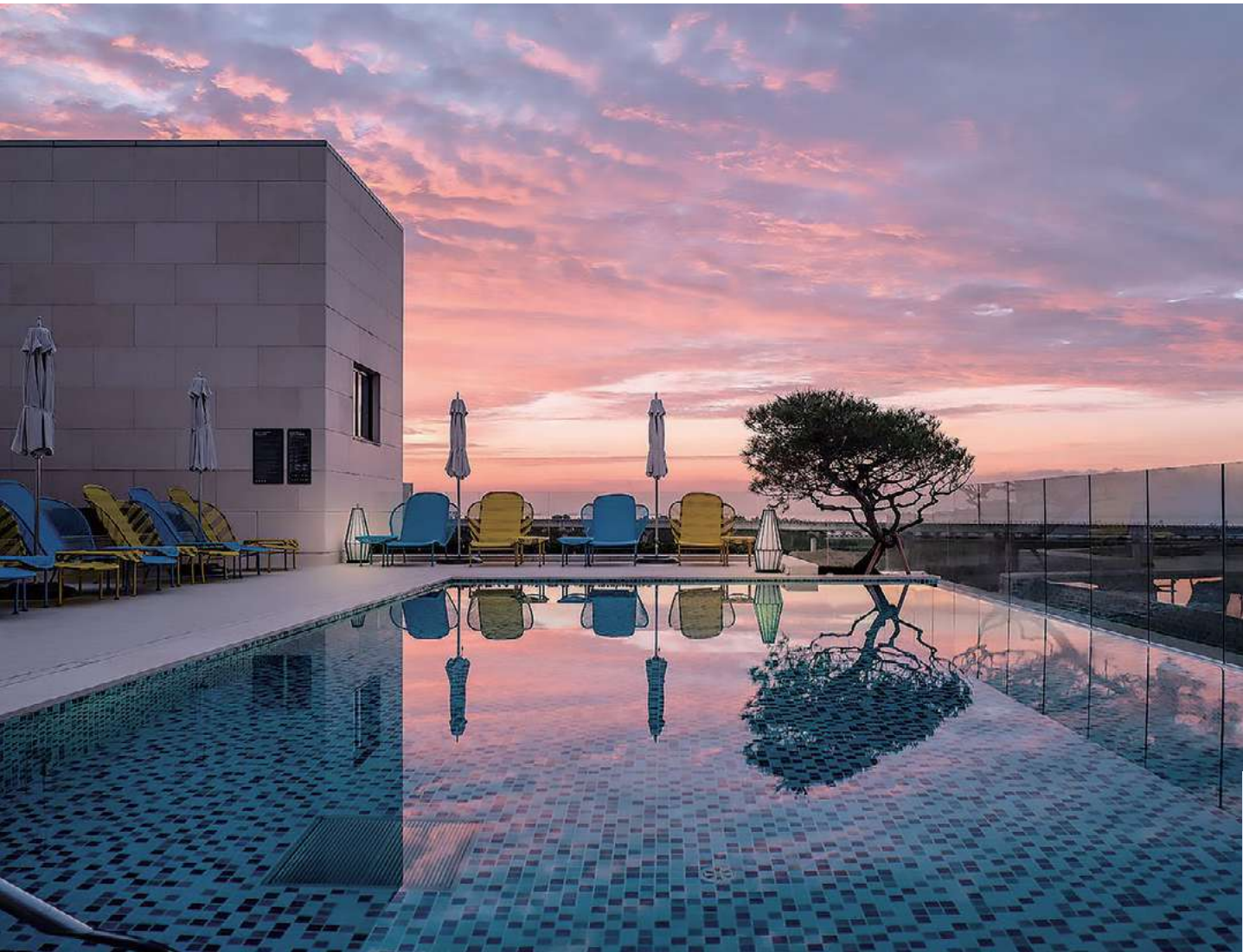
A natural hot spring spa and golf resort

Seolhaewon is a one-stop golf and hot springs resort located in the Yangyang International Airport Tourism Complex. The resort provides ultimate relaxation with alkaline, natural waters in an outdoor hot spring and pool, cypress tree sauna, and 45-hole golf course between mountains and the coast. Flush out toxins in your body and boost immunity at the Immunity Workshop or vitalize your mind with a Remedy Spa program. With East Sea waters ahead and Mount Seollaksan in the background, beauty is everywhere you look at Seolhaewon.

INFO 033-670-7700, seolhaeone.com

LOCATION Sonyang-myeon, Yangyang-gun, Gangwon-do Province





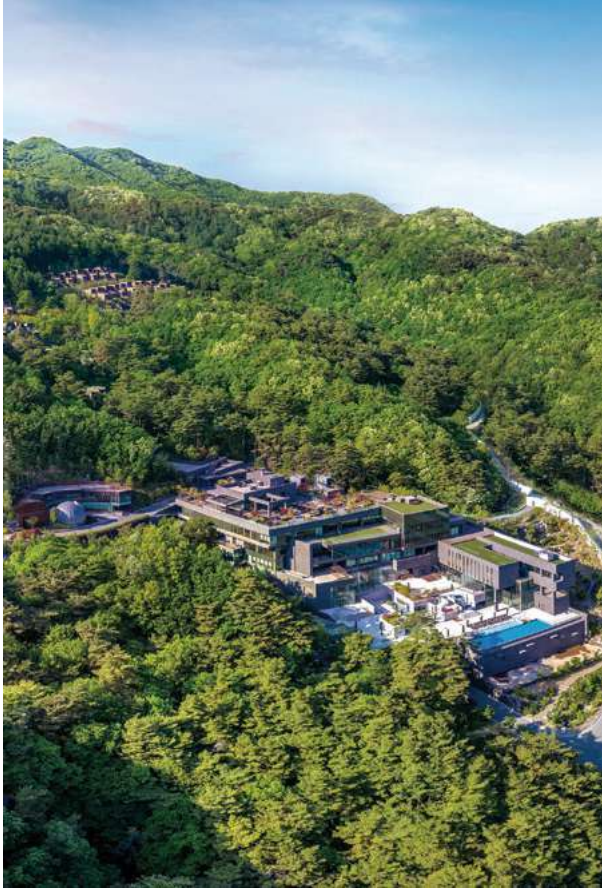
PARADISE CITY CIMER

A European spa and Korean jjimjilbang sauna in one spot

Cimer is the spa at integrated resort Paradise City in Incheon. Aqua Spa Zone provides entertainment swimming facilities and the Jjimjil Spa Zone focuses on healthy living. Aqua Spa Zone is modeled after the San Marco Plaza in Italy with a water plaza, tranquil adults-only cave spa, water slides, weekend pool parties via the Aqua Club, and more. K-style sauna Jjimjil Spa Zone features a stone bulgama dry sauna and dry, stone sauna, along with a salt room, Cypress wood room, and ice room. Guests can take an aroma yoga session other participate in other exercise programs in the fitness room.

INFO 02-1833-8855, p-city.com

LOCATION Yeongjonghaeannam-ro, Jung-gu, Incheon-si



FOREST RESOM HAVE9 HEALING SPA

Nature-immersed resort of 80% green area

Forest Resom is located in a hilly region 490 to 690 meters above sea level and uses the surrounding montane terrain and trees in the architectural design. Green area spans 80% of the entire resort grounds, which are surrounded by 150-year-old pine tree groves and 100 species of trees. The Have9 Healing Spa offers nine themed healing spa programs, including Korean medicinal healing, aqua healing, eco healing, and kids' healing. In particular, the Outdoor Spa in the mountains is a much sought-after amenity, along with the Sasang Body Composition Spa that offers a work-up and individualized spa services and the small spring pools in the Private Stone Spa.

INFO 043-649-6000, resom.co.kr/forest

LOCATION Baekun-myeon, Jecheon-si, Chungcheongbuk-do Province





HEALIENCE SEONMAEUL

Lowering stress indices

Heallience Seonmaeul is a “well-aging” resort found deep in the mountains of Hongcheon, Gangwon-do Province. A portmanteau of healing and science, Heallience helps guests be proactive in their preventative health to avoid treatments after becoming sick. The resort promotes four healthy habits: exercise, daily schedule, diet, and mental conditioning. There are no TVs or air conditioners in the facility, and smartphones are left unused. Although there is a schedule for yoga, meditation, exercise, and walks, most of the timetable is for free time. The food, of course, is healthy. Guests can trek up a recommended course, find their inner peace through meditation or yoga, and feel their stress index lower significantly. Detox in a carbureted spring and bedrock, or check out the red clay jjimjilbang Korean sauna.

INFO 1588-9983, heallience.co.kr

LOCATION Seo-myeon, Hongcheon-gun, Gangwon-do Province



HANWHA RESORT GEOJE BELVEDERE

Fit with a wellness concierge

Belvedere means “a beautiful view” in Italian. Located on the beautiful coast of Geoje Island, the rooms look down at the private beach with Mongdol, infinity pool, and marina facilities. The resort offers high-quality wellness programs via its wellness concierge service. Classes like Healing Yoga takes place facing the coastline, Body Check-up balances the body, and water aerobics sessions are held in the infinity pool. Stay in the Sleep Well rooms for a good night’s rest and enjoy a program to re-balance your diet.

INFO 02-789-5531, hanwharesort.co.kr

LOCATION Jangmok-myeon, Geoje-si, Gyeongsangnam-do Province





KOREA FOREST WELFARE INSTITUTE, DASLIM

Overnight stay in a national park

Mountain therapy strengthens the immune system and returns the mind and heart back to health through activity. Daslim, a national center for healing at Sobaeksan National Park, has been developing and implementing these kinds of programs for better health. The center includes a health advancement center, water therapy center, therapeutic park, forest healing trail, and lodging. The 50km-long forest healing trail has seven sections that connect Sobaeksan National Park with Myojeokbong Peak, and Cheonbusan Mountain. There is also an easy walking path for those not able to take a true hike in the mountains. The health advancement center allows visitors to take a physical fitness and strength test to see their health index in numbers. It is also a place where visitors can relax their minds and bodies with the aid of equipment. The water therapy center offers water pressure massages and badepool spas for underwater relaxation. The healing center is nearby several attractions such as Yeongju Buseoksa Temple, Sosuseowon Confucian Academy, Hwangnyongpo Port, and Yongmunsan Mountain.

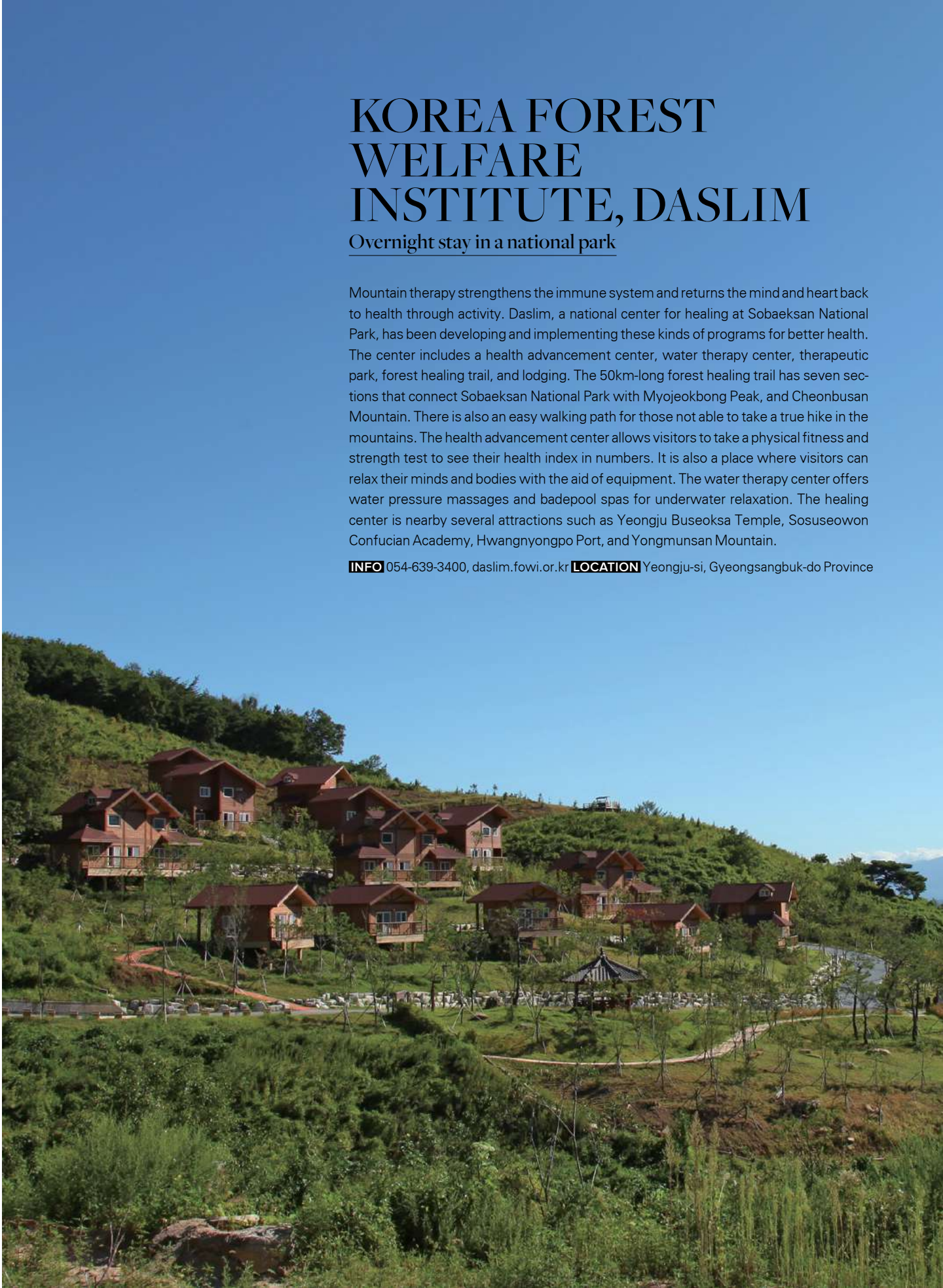
INFO 054-639-3400, daslim.fowi.or.kr **LOCATION** Yeongju-si, Gyeongsangbuk-do Province

THE WE HOTEL WELLNESS CENTER

A health resort on Mount Hallasan

We is a wellness hotel, located by a woodland forest where a large amount of phytoncide is produced. Natural volcanic rocks peek out from the underground rocks of the hotel 2,000m below for drinking and water therapy. The Wellness Center offers comprehensive health checkups and water therapy, in addition to programs for healing and healthcare that help you get out of the web of modern healthcare. Learn about the trees and surrounding forests in the Healing Forest program or the Aqua Exercise. In addition, “We, with You” health classes are offered once a week for overnight guests.

INFO 064-730-1200, wehotel.co.kr
LOCATION 1100-ro, Seogwipo-si, Jeju-do Island



SULWHASOO FLAGSHIP STORE

The ultimate Asian aesthetic
experience

Sulwhasoo is a top herbal cosmetics company in Korea, whose high-quality products are popular domestically and beyond. The Sulwhasoo Flagship Store opened near Dosan Park in Seoul with a luxurious spa, exhibition space, and Sulwhasoo boutique for product experience and purchase. The spa brings traditional Asian beauty practices to modern-day life, bringing warmth to tired skin, holistic therapy to harmonize the whole body, and traditional rituals to restore the stability of mind and inner beauty. Programs are seventy or ninety minutes long. Products purchased at the Flagship Store are adorned with *hanbok* ribbons and wrapped in exclusive Sulwhasoo patterned cloths. This *jihambo* ("ji" meaning wisdom, "ham" meaning same, and "bo" meaning *bojagi* cloth) is truly one-of-a-kind.

INFO 02-541-9270, sulwhasoo.com

LOCATION Dosan-daero, Gangnam-gu, Seoul



© Kyungsub Shin



SPA 1899

The energy of 6-year-old Korean red ginseng

It is believed that women of olden times used to drink ginseng tea frequently and put ginseng flower buds in their baths as a traditional skin care regiment. Internationally-renowned ginseng brand Cheong-Kwan-Jang opened SPA 1899 to develop the diverse traditional Asian medicinal uses for 6-year-old Korean red ginseng in a number of programs. The Single Program utilizes the concentrated energy of red ginseng to focus on different parts of the body, while the Face and Body Package Program applies aged ginseng and energy-boosting concentrated red ginseng oil. The Full Package Program treats the body to a luxurious 6-year aged ginseng treatment from head to toe.

INFO 02-557-8030, spag.co.kr

LOCATION Yeongdong-daero, Gangnam-gu, Seoul

GODOWON HEALING CENTER

A sample of diverse meditation
programs

The natural spring deep in the mountains of Chungju, Chungcheongbuk-do Province is part of the Godowon Healing Center for meditation managed by the Morning Letter Culture Foundation. People who have grown tired of their daily lives come to rest, meditate, exercise, and train their minds. Feeling more like a small village, the facilities encompass everything from a library to a meditation center, a garden, lodging, restaurants, and even cafés. The Center runs a variety of meditation programs like short meditation, book meditation, couple prenatal school, color therapy, healing dance, treatment meditation for insomnia, and treatment meditation for pain and trauma patients. In the beginning, it may feel awkward to meditate in the forest. But little by little, all apprehensions fall to the wayside and true openness is found. All meditation programs must be reserved in advance. Enjoy healthy food in nature while releasing negative energy through meditation, yoga, and spa.

INFO 1644-8421, godowoncenter.com

LOCATION Chungju-si, Chungcheongbuk-do Province



SEOUL NATIONAL UNIVERSITY(SNU) BUNDANG HOSPITAL

HEALTH SCREENING & PROMOTION CENTER

Easy and convenient health screening flow

The SNU Bundang Hospital boasts the top doctors and medical professionals, and is a highly popular medical facility among Koreans and foreigners. Without any chart, patients can take up to 19 tests and are monitored in real time with the one-on-one flow system, which has significantly reduced waiting time between tests. Newlywed couples, teens, people in their 20s and 30s, middle aged patients, and senior citizens can enjoy health screenings tailored to their age group. In particular, examinations for early detection and prevention of cerebrovascular diseases, cardiovascular diseases, and various organ cancers are available as part of the Premium Package. After receiving the test results and having a consultation, patients are directed to appropriate specialized clinics. Results may be revisited later via PC app.

INFO 031-787-2000, hpc.snubh.org

LOCATION Bundang-gu, Seongnam-si, Gyeonggi-do Province



CHONNAM NATIONAL UNIVERSITY

HWASUN HOSPITAL

International Medical Center specializing in curing cancer



The word “beautiful” is not often used to describe a hospital, but the Chonnam National University Hwasun Hospital is, indeed, beautiful. Among top-rated comprehensive medical facilities in Korea, Hwasun Hospital is the only located in the middle of a lush forest in a small rural city. With a Curing Forest inside the hospital, patients can come for both treatment and relaxation. Specializing in curing cancer, the hospital maintains over 700 patient beds and consistently ranks highly across the board every year in cancer treatments. In 2011, the International Medical Center opened for non-Korean patients, and in 2018, the center was included in the Korean Accreditation Program for Hospitals Serving Foreign Patients (KAHF) from the Ministry of Health and Welfare.

INFO 1899-0000, cnuhh.com **LOCATION** Hwasun-eup, Hwasun-gun, Jeollanam-do Province



CHA HOSPITAL

Researching women’s health at a futuristic life center

For over 60 years, Cha Hospital has been known as a cutting-edge mecca of women’s health for childbirth, fertility, gynecological exams, and treatments. The hospital currently operates 12 affiliate hospitals and a medical research institute. Among these is the Cha Fertility Center Seoul Station—Asia’s largest global fertility center. Among other arms, the center houses the 37 Egg Bank, the Genetic Clinic, and Ovulation Disorder Clinic. The hospital confidently cares for non-Korean speakers with the assistance of English, Chinese, Russian, Mongolian, Japanese, and Arabic-speaking coordinators. Chaum is a futuristic hospital that aims to slow aging and prevent and detect diseases early. Bringing together 11 outpatient clinics like endocrinology and obstetrics and specializing care center, the hospital offers consistent and systematic care. Private physicals are conducted in discreet spaces with nurses working one-on-one to care for the patient.

INFO Cha Fertility Center Seoul Station +82 2-2002-0300, seoul.chamc.co.kr, Chaum +82 2-3015-5000, chaum.net **LOCATION** Hangangdae-ro Jung-gu Seoul, Dosandae-ro Gangnam-gu Seoul

MORE MEDICAL CENTERS

•**ASAN MEDICAL CENTER** Using the latest technology to detect more cases of cancer earlier than any other hospital in Korea. Staff is ready to help foreign patients in five languages in the hotel-grade exam rooms. Results of physicals reported after 48 hours. 1688-7575

•**SAMSUNG MEDICAL CENTER** The medical equipment is rotated out regularly, and over 70 professors head the medical departments that take everything from small concerns to serious cases. Except for biopsies, eighty percent of test results are received the same day. 02-3410-1000