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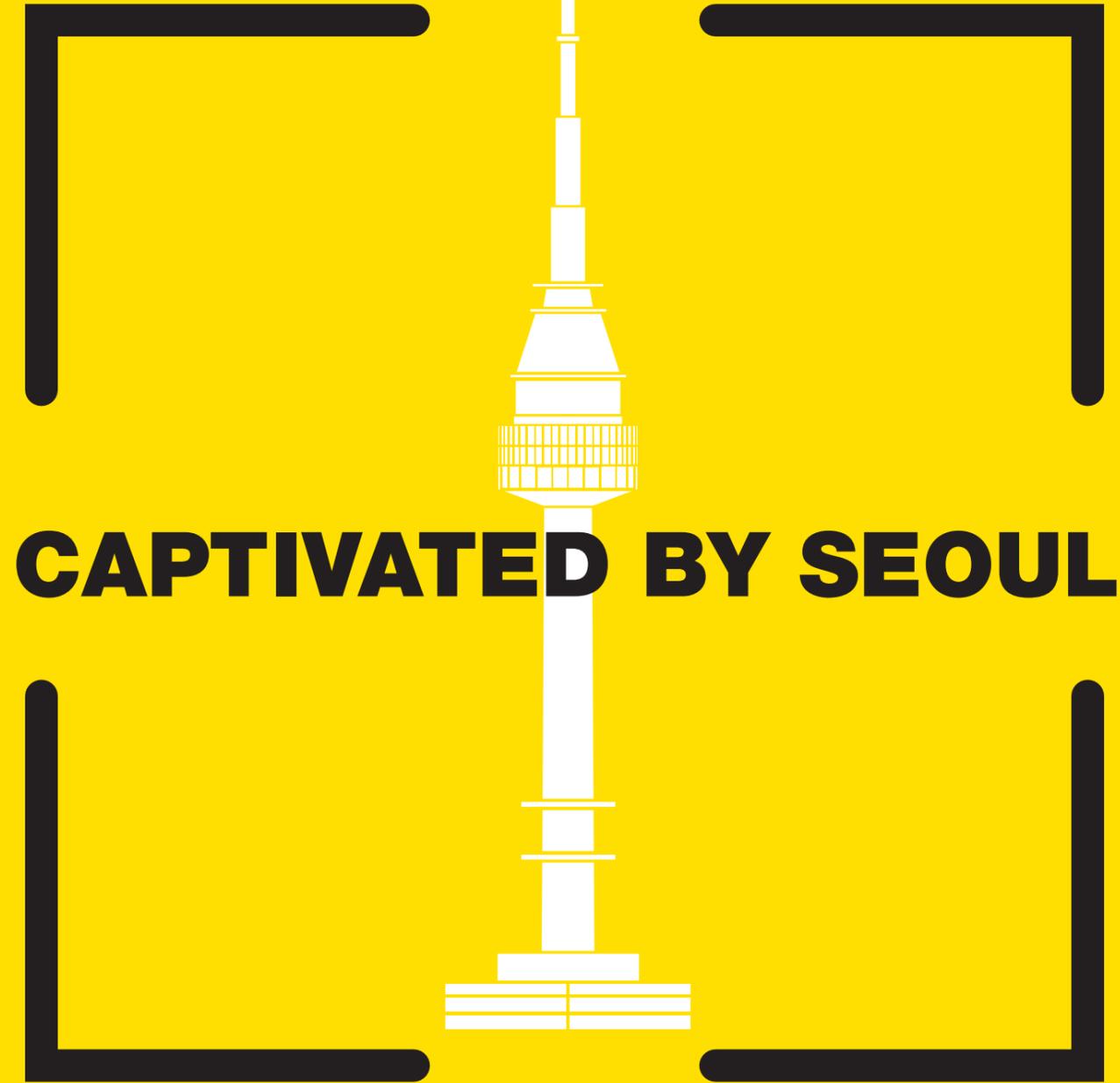
Seoul Metropolitan Government
Photo Collection

CAPTIVATED BY SEOUL

City of History, Nature, Culture,
and Solidarity



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Photo Collection



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and
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SEOUL, A CITY WITH ATTRACTIONS & HARMONY

Greetings,

While international tourism was impacted greatly by the COVID-19 pandemic, we have all endured and battled through the unprecedented crisis. As we now begin to see the light at the end of the tunnel, major international cities are intensifying their efforts to attract tourists. Seoul is no exception—the city is developing various tourism resources and discovering unique content to attract visitors from across the world.

Seoul is an attractive city that harmonizes tradition and modernity with natural and urban environments. It boasts only cultural heritage with centuries-old history, such as Gyeongbokgung Palace, and features iconic metropolitan elements, such as the panoramic Hangang River skyline that paints the skyscrapers gold during sunset and lights up the riverside promenades at night. All in all, Seoul is a living city of history with mixed pigments of the past, present and future like a watercolor painting.

What makes Seoul an attractive city is also its solidarity of citizens who are filled with joie de vivre. From the bustling atmosphere of night markets to the dynamic energy of festivals, Seoul is always enlivened with jubilation that makes visitors want to revisit Seoul.

I hope that this photo book which captures the all-encompassing soul of Seoul serves as an opportunity for readers to get a glimpse of Seoul's charms as a global leader with remarkable tourism resources. Thank you.

Oh Se-hoon
Mayor of Seoul



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City of History, Nature, Culture, and Solidarity

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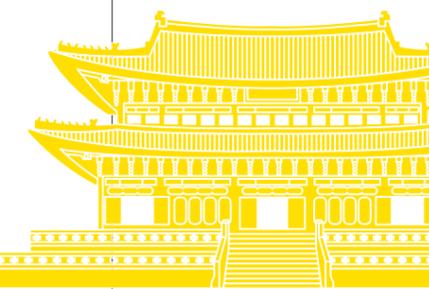
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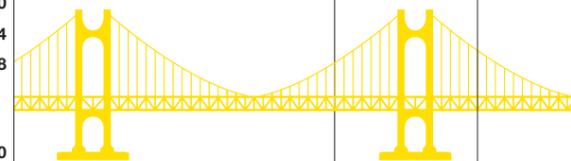
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Prologue

**CAPTIVATED
BY SEOUL**

For a long time, Seoul has been a central city where South Korea's politics, economy, and culture intersect. Therefore, it is a historical place that embraces the tradition and spirit of the South Korean nation and a stepping stone that connects the past and present. By strolling along the street of Seoul, you will feel that the gaps between time and space, which were considered disconnected, are flexibly interconnected again. You can discover the mystique of tradition in Gyeongbokgung Palace, a symbol of the Joseon Dynasty's 500 years of history. In the gigantic modern skyscraper that highly rose into the sky, you will notice the high-tech created by the later generations are carrying on the legacies of ancestors. Seoul, where the traces of a long history are found everywhere, is an enormous museum of memories that preserves its 5,000 years of history.

Seoul city itself surely has a long historical value. As a city boasting a long history, there are lively historical sites everywhere and traces of traditions that the citizens enjoyed for a long period of time. Including the precious artifacts from Korea's Dynasty eras, Seoul carries the painful scars of the Korean War and the Japanese colonial era. The stories of people who lived by bearing those histories are pervaded every corner of the city. Today, Seoul is renewed as a modern city that coexists with the city of diversity by combining the old and the new.

The beginning of this giant metropolis starts from mountains and rivers. Draw a long line of the Hangang River in an east-west direction on a large canvas, then sketch the scene of small yet beautiful mountains below and above the line. The nature of Seoul aligned with the concrete jungle resembles a large landscape painting that looks like the entire city is alive. The concrete jungle and mountains stand tall and face each other as if they are competing for height, but this is not a competition. It is a wisdom of coexistence. Thus, Seoul is a city of refreshing vitality. The nature of Seoul is a refreshing organism that brings life into the city.

Seoul is a megacity created by combining a variety of cultures. Communication starts in the city square at the center of downtown. After passing through the unique places where the diverse cultures are embodied with high-end designs and looking at the open view of the city from the high-rise observatory tower in the middle of Seoul, all exhaustion and ennui coming from daily life will vanish away. The college towns bustling with young people are flooded with energetic vibes every moment, and the traditional street lined with many antique shops seem to be telling old stories of the ancestors. Inside the culture of Seoul, you can find the harmony and diversity created by all the different things that mingle together.

Seoul is a city where people know how to live and enjoy life together. In many places in Seoul, large and small festivals are held every year, and those fairs and festivals became an essential foundation that formed today's Korean culture. Seoul is full of vibrant energy created by the companionship of citizens. The vibrant energy felt from the fun festivals held throughout four seasons elevates the attraction of Seoul, where it embraces the value of companionship created by the city and its citizens.

With a long history and tradition, Seoul is now leaping as a dynamic city of the future by leading the world's metropolitans. The citizens of Seoul, who have more diligent and energetic lifestyles than any other country in the world, are living with tremendous pride in Seoul, which has grown as a world-class metropolitan. Now, this book is about to unveil all the different aspects of Seoul, such as traditions, nature, cultures, and the scenery of daily life. As you turn over the pages of this book, the attractive scenes of Seoul will be unfolded, and they will definitely catch your eyes.



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CITY in HARMONY 그리다

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CITY OF HISTORY



A city where tradition and modernity coexist

Seoul is a city of history. It has been recreated over and over again throughout the inflections of time and keeps those times intact. Today, Seoul is a space of long history and a museum of time built based on the legacies of ancestors.

For a long period of time, the palaces, which have been the home of many dynasties of Korea, have been located in the center of Seoul, and those palaces integrated with the royal cultures represented the majesty of the nation by boasting their splendid and magnificent figure. Seoul, which was developed from the palaces, still retains its splendor of that time, even after hundreds of years have passed. We often call tradition the roots of a nation. The time of Seoul didn't just pass. It has created the root of the present and the root of creation grew by melting all sorts of tangible and intangible cultures together through the ages. Seoul is just like a tree that grows from those roots. Seoul is still deeply rooted in tradition and growing up by bearing the fruits of suffering and advancement.

Seoul has preserved Korea's unique residential spaces called hanok, designed as a living place harmonized with nature. Those traditional houses, combined with the splendor colors of dancheong, beautiful curves of eaves, and aesthetic symmetry designs, present unique spaces within the city full of modern buildings.

A long history and tradition are other aspects of identity that Seoul carries on. Some people say that tradition is just a history that passed over time, but Seoul remembers it as the foundation and future of its city. It is because tradition is a heritage of great coexistence that will create the future beyond the present time.

Palaces



#Gyeongbokgung Palace

Gyeongbokgung Palace is the primary palace of the Joseon Dynasty. King Taejo (born Yi Seong-gye), who founded the Joseon Dynasty (1392–1910), built Gyeongbokgung Palace after having the capital moved to Hanyang (former Seoul). Yukjo Geori, a major thoroughfare which is now called Sejong-ro, was constructed to run from the main gate Gwanghwamun. It shows that the palace was a focal point of all the urban plans of Hanyang. Gyeongbokgung Palace is the grandest palace among the four major palaces of the Joseon Dynasty—others include Changdeokgung Palace, Changgyeonggung Palace, and Deoksugung Palace—and it is no exaggeration to say that it is a living museum as a whole. A visit to the palace, the center of Seoul and the best palace of the Joseon Dynasty, will give you an opportunity to enjoy the essence of high-class and elegant royal culture.





Geunjeongjeon is the main hall of Gyeongbokgung Palace, the primary palace in the Joseon Dynasty, where officials assembled to wish the kings a happy new year, where national ceremonies were held, and where foreign envoys were received. It was built in 1395 (4th year of King Taejo's reign), and its name "Geunjeong" included the belief that more diligent rulers can rule over the state better. It was rebuilt in 1867, (4th year of King Gojong's reign) after burnt down during the Imjin War in 1592. Through the reconstruction, it was completed as a magnificent building showing dignity, which was losing its sophisticated touch after the middle of the Joseon Dynasty.



Gyeonghoeru is a pavilion erected over the pond in the west side of Gangnyeongjeon to hold banquets for the king and officials and receive foreign officials. Hyangwonjeong is a two-story pavilion with a hexagonal hipped roof on the pond which was created in front of Geoncheonggung Palace when King Gojong built the palace in 1873.





#Changdeokgung Palace

Changdeokgung Palace is a palace for the Joseon Dynasty, built at the foot of Eungbong Peak, the left peak of Bugaksan Mountain. The palace served for the longest period as the primary palace where the kings of the Joseon Dynasty resided until King Gojong completed the reconstruction of Gyeongbokgung Palace. Changdeokgung Palace is the best preserved of the Joseon palaces, and designated as UNESCO World Heritage in 1997 in that it displays Korean beauty and naturalistic landscape design based on harmony with nature





© Shin Seung-hui

Changdeokgung Palace Back Garden, also referred to as a secret garden, is a royal garden with pavilions, ponds, and rocks of fantastic shape in each area, being recognized as the most beautiful one of the palaces in existence with its preserved beauty in the nature.

#Deoksugung Palace

Deoksugung Palace was the imperial palace of Korean Empire, declared in 1897 and once called Gyeongungung Palace. It features the Seokjojeon Hall, the first Western style building in Korea. Part of the palace was damaged by the Korean War, and it began to take back its original appearance as the stone wall was restored in the 1980s.

Deoksugung Stonewall Walkway, a quiet traditional footpath surrounding the palace, is in harmony with the modern city center. It has been used as a filming location for many TV drama series, getting spotlighted as a representative tourist attraction of Seoul.



© Park Gyeong-sik





#Changgyeonggung Palace

Changgyeonggung Palace is the only palace facing the east among the palaces in the Joseon Dynasty and called the “Donggwol” (“East Palace”) along with Changdeokgung Palace. The palace, burnt down together during the Japanese Invasion of Korea in 1592 and rebuilt by King Gwanghaegun, served as a central stage in the history of the Joseon Dynasty before Gyeongbokgung Palace was rebuilt by King Gojong. It, however, was demolished by the Japanese during the Japanese occupation. They placed a zoo and a botanical garden instead and opened to the public, downgrading it to be called Changgyeongwon. After liberation from Japanese rule, Changgyeonggung Palace regained its name when the repair work started. The zoo was moved to Gwacheon Seoul Grand Park and the palace was restored to its original shape.







Changgyeonggung Palace and Jongmyo Shrine were originally linked to each other with a fence in between. But the Japanese government built the Jongmyo Pass (Yulgok-ro) to cut the flow of the main slope of Bukhansan Mountain to Jongmyo Shrine, and they had to be separated for decades. However, after being separated for 90 years, Changgyeonggung Palace and Jongmyo Shrine were recently reconnected. Yulgok-ro, which used to divide between Changgyeonggung Palace and Jongmyo Shrine, was underground by the Seoul Metropolitan Government to create a green space on the ground and link the broken green axis. It is a historically meaningful project to restore the traditional symbolism of the Joseon Dynasty, which had been damaged by Japan.



#Jongmyo Shrine

Jongmyo Shrine, the place to retain the successive kings' tablet and memorial services were performed for those deceased kings, was an important place in the history of the Joseon Dynasty. When the king newly ascended to the throne, the first thing for him to do was visit Jongmyo Shrine and Sajik Shrine first and bow at the royal ancestral rite. Jongmyo Shrine has extremely simple rooms without ornamentation, side by side, to be a longest single building, which creates solemn beauty. UNESCO designated Jongmyo Shrine as a World Heritage Site in 1995. While the palaces are splendid, the shrine is serene and simple. In particular, the architectural beauty of gambrel roof displays magnificent traditional Korean architectural techniques.

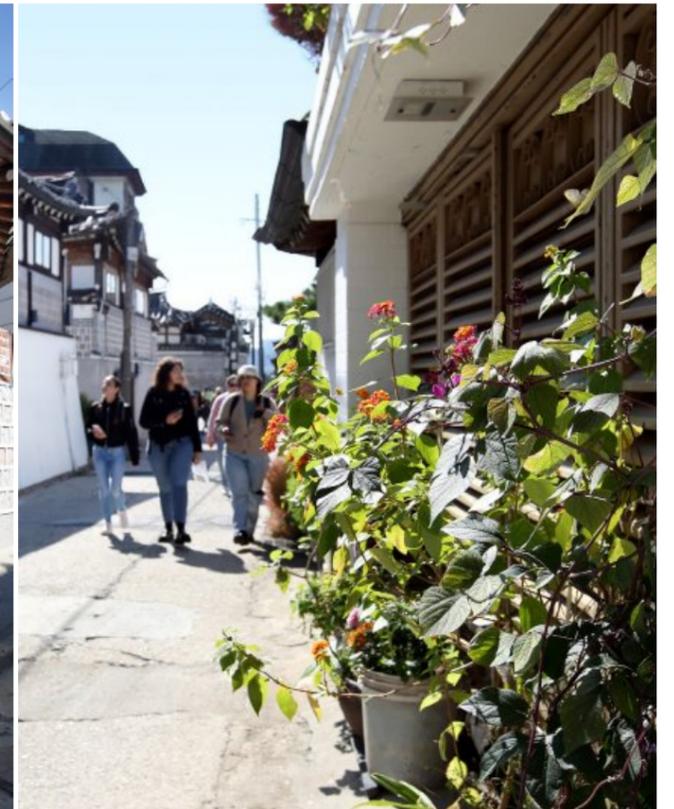


┌ ┐
Hanok Villages
└ ┘

#Bukchon Hanok Village

Bukchon Hanok Village was the residence of nobles during Joseon Dynasty. The hanok in the village has maintained its traditional structure and evolved into a new type of urban housing so as to adapt to the modern urban structure.





Bukchon Hanok Village has many guest houses for foreign tourists, one of the reasons many travelers visit it. Almost every alley is lined with cute cafes and shops, which creates a traditional and modern atmosphere.

#Eunpyeong Hanok Village

Eunpyeong Hanok Village has modern and neat hanok in harmony with Bukhansan Mountain, adding a quaint and serene atmosphere to it. There are various cultural spaces such as Eunpyeong History Hanok Museum and Geumnam Art Museum nearby





Inside the village, traditional items are everywhere. Traditional items and patterns of the beauty of the East are arranged throughout, boosting the ambiance of hanok.



#Ikseon-dong

Ikseon-dong is an area where the past and the present intersect, having cafes, restaurants, bookstores, and pubs in old buildings. It has been designated as a hanok conservation district by the Seoul Metropolitan Government, and is gaining popularity with tourists who want to enjoy the marvelous feeling of time travel back in the good old days.

Gates



#Sungnyemun Gate

It was also called Namdaemun because it was located in the south of the main gate of Hanyangdoseong during the Joseon Dynasty. It is one of the oldest wooden buildings existing in Seoul, built in 1398 (7th year of King Taejo's reign). Later, there was a fire at Sungnyemun, and it destroyed the roof of the second floor of the pavilion and partially destroyed the roof of the first floor 2008. But after five years of restoration work, it was completed in 2013 and is open to the public. This gate is an exemplar of a Dapo-type building, being considered an important wooden structure showing its well-organized composition in Korean architectural history.





#Heunginjimun Gate

Heunginjimun Gate is the eastern gate of Hanyangdoseong during the Joseon Dynasty, called Dongdaemun and designated as a treasure in 1963. The gate has the exquisite and marvelous beauty in the late Joseon Dynasty, and even its name has a meaning showing one of the important virtues of Confucian philosophy. The gate is one of the representative buildings in Hanyang, former Seoul, along with Sungnyemun Gate, being recognized for its architectural value.



#Sukjeongmun Gate



Sukjeongmun Gate is the northern gate of Seoul's four historic great city gates. Many people once visited there because of the myth that three visits would take bad luck away from you before the first full moon of the lunar year (Jeongwol Daeboreum). Unlike the other gates of Hanyangdoseong, this gate was closed because it did not fully function as an entrance, but it has recently been opened and many people visit it.

CITY OF NATURE

A city ensconced in nature full of vitality

The nature of Seoul constantly brings life into the city. Then, those natural spaces teach the bustling urban civilization how to breathe slowly. For those who are accustomed to a fast-paced lifestyle that requires 'speed', nature presents the time to rest and relax. The dynamic city of Seoul retains its healthy form because of the cheerful energy coming from nature.

Seoul is a city of the mountains. The mountains surrounding Seoul make the city dwellers recognize their egoism closely attached to the civilization. By offering the highest place in the city, the mountains make them contemplate their lives and dream of beautiful challenges. In addition, Seoul is the creation of rivers. The Hangang River, which has been flowing across Seoul for a long time, breathes new life to the city. Beyond the Miracle on the Hangang River, this river in Seoul now turned into a place where the citizens can rest and share the fertility of nature. Also, Hangang River is a haven of peace where it leaves a comma and an exclamation mark within the civilized life in the mega city.

In the green zones created throughout the city, you will be able to feel the vitality of nature. The parks settled in the corners of the city allow the city dwellers to keep their healthy breath. Those who visit Seoul for the first time find the uniqueness of Seoul in these parks. The forests and rivers in the concrete jungles become the sources that maintain the vitality of Seoul the megacity.

Thus, the nature of Seoul fills up the green energy to the dull, gray city to deliver a great sensibility that city dwellers often lose. Seoul, where nature and civilization are combined to maintain the vitality of the lively city, is undoubtedly a living creature itself.

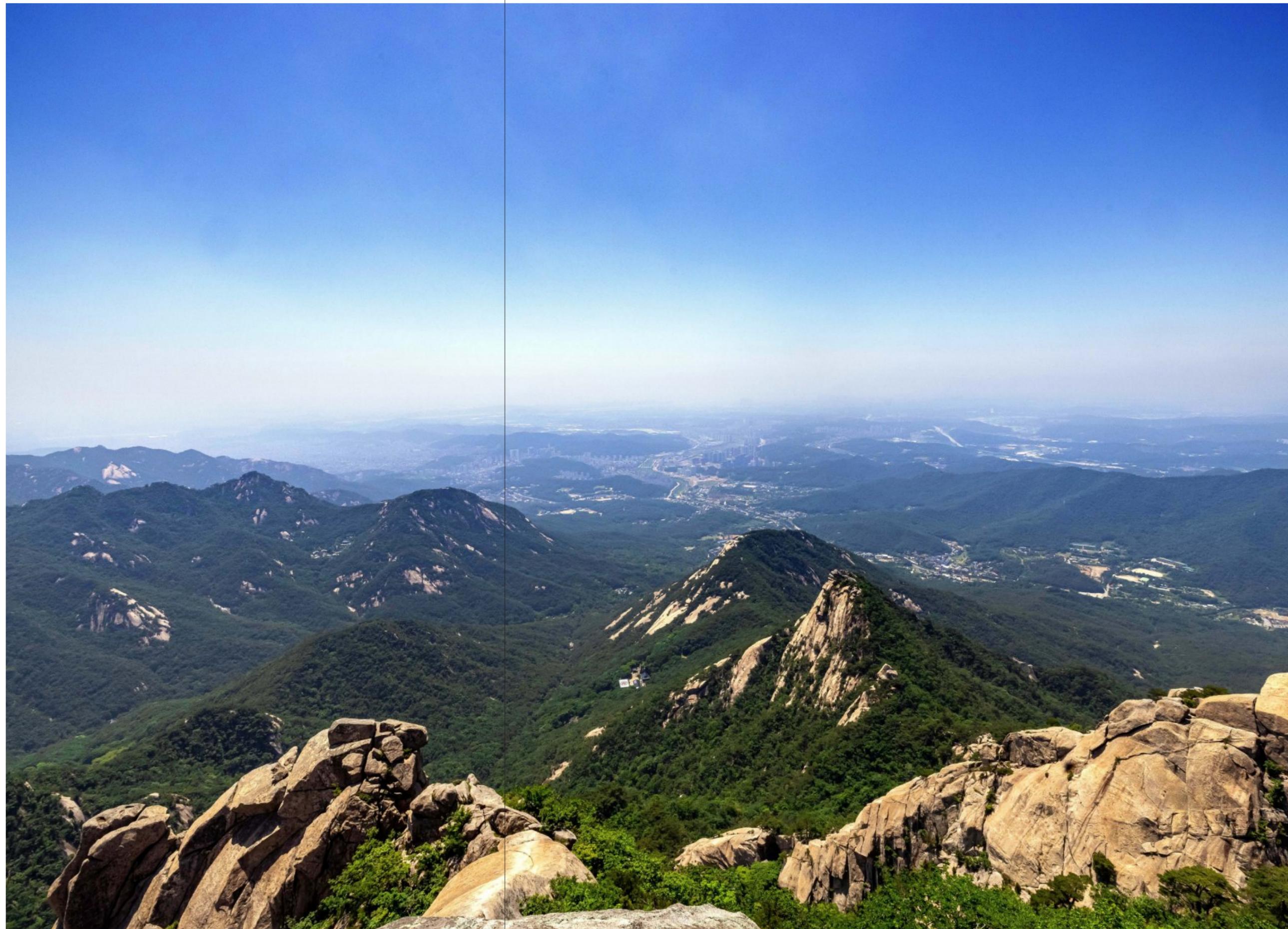


Mountains



#Bukhansan Mountain

Bukhansan Mountain, located in the north of Seoul, is a representative mountain in Seoul, which has rocky peaks of granite with dozens of crystal-clear streams flowing between them, creating a beautiful harmony between mountains and water. The mountain is a high mountain in the city, which is rare in the world, and designated as a national park. It is a popular healing place in nature for residents of the metropolitan area, and many other people visit it, too. Bukhansan Mountain has many traversing courses from the more advanced exposed rocks terrain to trails to enjoy light hiking.





Bukhansan Mountain is called the “lungs of Seoul,” a healing place for urban residents to relax. Despite the rugged mountain roads, it is not that hard to reach the top thanks to the well-built safe hiking trails. From the summit, you can enjoy the view of the whole downtown Seoul, and every weekend many people visit it to relax while relieving their stress.

#Bugaksan Mountain

Bugaksan Mountain was named Bugak as a counterpart of Namsan Mountain. It is one of the four major mountains embracing Seoul, along with Inwangsan Mountain in the west, Namsan Mountain in the south, and Naksan Mountain in the east. The mountain was once a restricted area, but reopened in 2007. There is a Seoul Seonggwak Fortress Wall in it.





Bugak Skyway is one of the most popular driving courses for Seoul residents. From the octagonal pavilion at the top, you can enjoy the view of the whole downtown Seoul. The winding road is lined with a bunch of well-maintained street trees and various flowers.

#Inwangsan Mountain

Inwangsan Mountain is not so high, 338 meters above sea level, so even beginners can easily climb it. The entire mountain is granite, and there are many marvelous rocks with their unique name. The mountain scenery is so beautiful, inspiring many artists to create landscape paintings with the mountain as a backdrop.



┌ ┐
Riverside
└ ┘

#Hangang River

The Hangang River is a huge one crossing center of Seoul from east to west. It has the largest amount of water among the rivers in South Korea, a proposition and cultural mecca symbolizing the vitality of Seoul. It also serves for Seoul residents as a place to enjoy various leisure and cultural life activities, and the Hangang Park also acts for people tired of their daily life as a resting place where various events such as camping, picnics, and festivals are provided throughout the year.



#Sebit Island

Sebit Island is the world's first floating structure with buildings that can float on water. It consists of three shining islands brightening the Hangang River beautifully, and the other island nearby called Yebit, where various videos are screened. Sebit Island especially looks more beautiful at night. Beautiful media art works are screened inside and outside the structure, pleasing the eyes of visitors.





#Nodeul Island

Nodeul Island is located in the middle of the Hangangdaegyo Bridge and the origin of a word 'Nodeul' is 'Nodol' meaning 'the stone where the white egret played.' In 2019, this place was newly created as a "complex cultural base through music" and became a space with nature, rest, and culture in harmony.



#Seonyudo Park

Seonyudo Island, a small island located in the center of the Hangang River, has long been loved by poets and artists for its outstanding scenery. From 1978 to 2000, it was used as a water purification plant to supply tap water, but it was reborn after 2022 as an eco-friendly ecological park to enjoy the beautiful landscape.

#Healing

For Seoul residents, the Hangang River represents “healing.” The Hangang River soothes the hearts of them being tired of their daily lives and provides a space to rest and be fueled. The open natural scenery of the Hangang River serves as a space for rest and healing, coloring the gray city beautifully with its light.





City of Nature



#Sunset

At the end of the day in Seoul, the sunset over buildings in the city and bridges over the Hangang River even colors red and orange the hearts of the viewers. The Hangang River is a great place to end the day, taking a pause from the busy life of the city.





© Lee Cheong-hui



© Yoon Dae-cheol



Riverside

#Nightscape

The night view of the Hangang River evolves over time. At night, the Hangang River turns on its charm different from during the daytime, using the diversified skylines and splendid lights.

Parks



#Gyeongui Line Forest Park

In Yeonnam-dong, Mapo-gu, Seoul, there is a forest road across the center of the city. It is Gyeongui Line Forest Park, also known as "Yeontral Park" because it looks similar to New York City's Central Park. The existing road on the ground, neglected to become a horrid thing as a new rail road was constructed underground, has turned into a shelter for people and restaurants and attractions began to be located around it. Now, it is one of the trendiest places in Seoul.





#Yongsan Family Park

This place was part of the headquarters of the UN and the US military in South Korea during the Korean war. However, the land was returned to the Seoul Metropolitan Government in 1992 and was transformed into a park. The park features hills, grass squares and a pond, which creates an ambience of freedom and togetherness, getting spotlighted as a free and peaceful resting place of Seoul

#Seoul Botanic Park

In the Seoul Botanic Park, there are exotic plants from 12 cities abroad as well as domestic ones. The park, roughly the size of 70 soccer fields, is trying to protect endangered species, conducting research on them and plays a role in promoting the spread of urban garden culture. The Plant Culture Center, the Theme Garden, and the Magok Cultural Hall are most popular among the visitors.

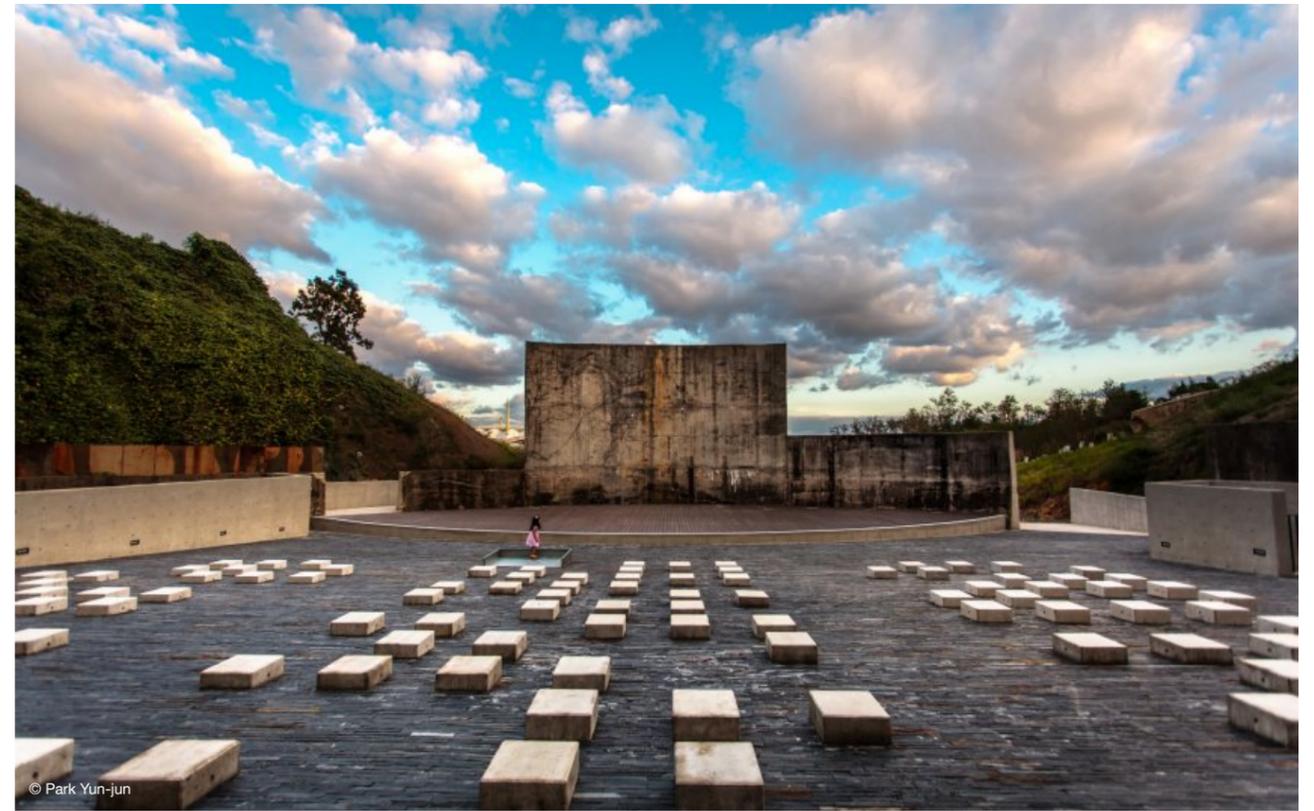


#Oil Tank Culture Park

Oil Tank Culture Park is an urban green space created as a result of a municipal urban regeneration project. It features landscaped gardens with decommissioned oil tanks dating from the era of industrialization that have turned into a unique public venue for exhibitions, performances, markets, and workshops.



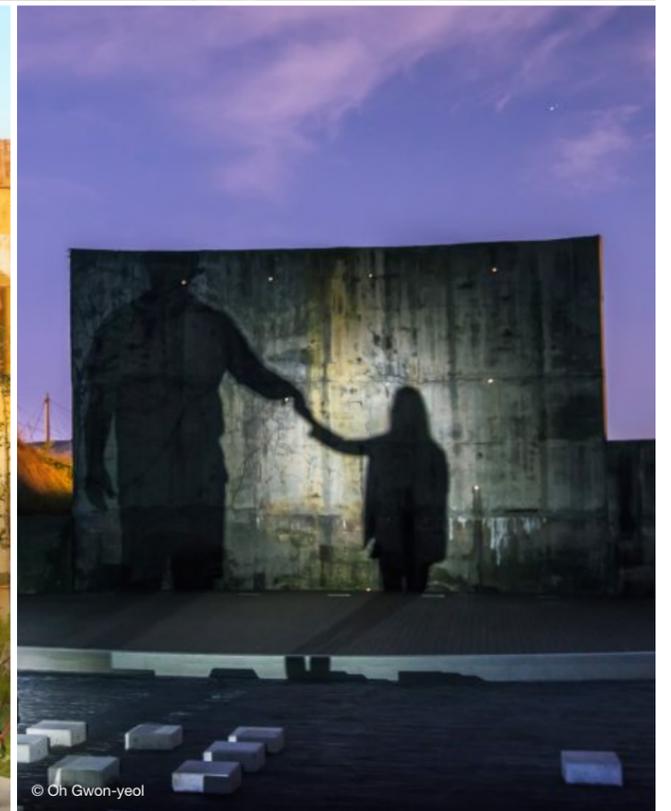
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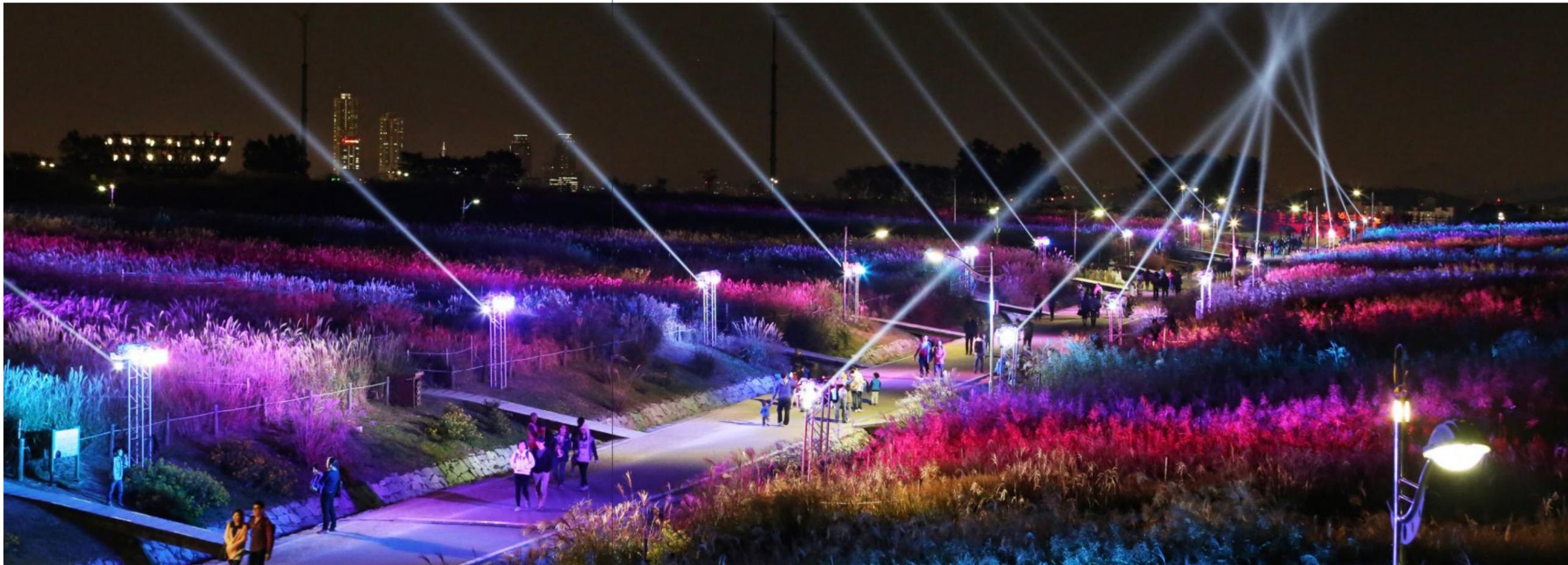
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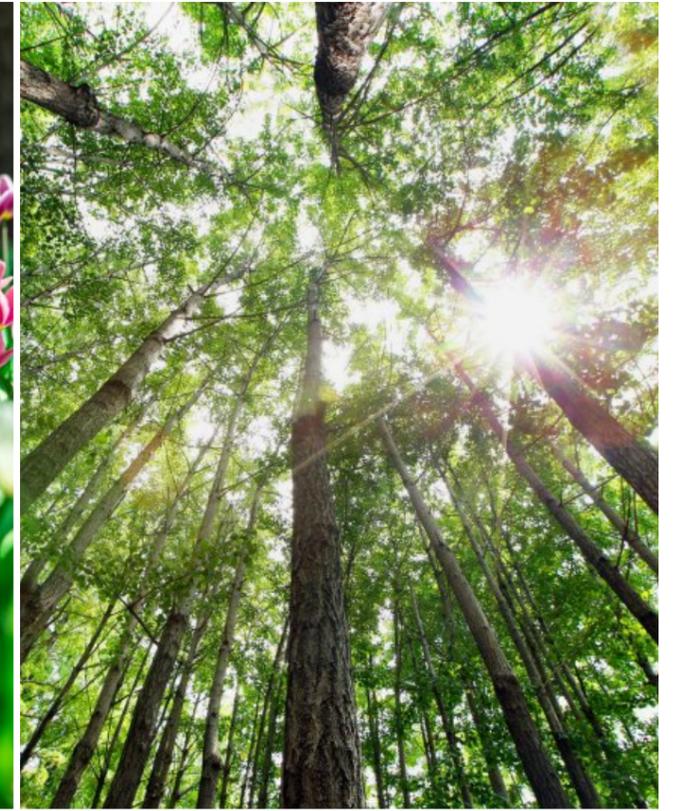
#Haneul Park

The park was named “Haneul Park” (“Sky Park”), because it is situated on the highest part in Seoul. When you walk here, you can feel as if you were walking in the sky to see the view of the whole city below. This place used to be a garbage landfill, but it became one of the most beautiful parks in Seoul after covered with the soil to create a silver grass hill. It is located near the Hangang River, its night view is excellent, too.



#Seoul Forest

Seoul Forest is a representative ecological park of Seoul like Central Park in New York and Hyde Park in England. The park features Seoul Forest Plaza, Ttukseom Ecological Forest, Nature Experience Study Field, Wetlands Ecological Field in an area of 0.6 square kilometers. The park, adjacent to the Hangang River, has been preserved its nature after recovering its ecology of land and wetland.





CITY OF CULTURE



A city with cultural variety and unique vibes

Seoul has many places where various generations and cultures harmonize and create unique vibes. There is this street full of passion called Avenue of Youth, and also storytelling places where you can look into the wisdom of the old. All places in Seoul endlessly become recreated by mingling with the cultural characteristics that have formed over a long period.

The plazas and squares in the center of the city are the cradles of civil spirit and the halls of communication. The past and present of Seoul were created around these plazas and squares. Those opened spaces of the city filled with the various voices and footprints of citizens are constantly evolving with the citizens until today.

The unique culture of Seoul is created and spread throughout every corner of the city. Sometimes it moves in an absolutely splendid way, and sometimes it moves along the dynamic pace of the city. The place to experience the culture of Seoul is infinite, from the cultural street lined with traditional props and artworks to the exhibitions where you can feel the essence of the tradition and modern culture of Korea.

Culture is the identity that symbolizes a city and is like a perfume that etches in our memory. The culture of Seoul is mixed with the records of time, connections, and perspectives of the times. This mixture will approach as an interesting attraction and resonate throughout the city.

Landmarks

#Gwanghwamun Square

Gwanghwamun Square, created by the Seoul Metropolitan Government, is a symbolic space representing Seoul. The government renovated the square in 2022, creating a green space in the middle of the boulevard to present its residents a resting place in the city center. Gwanghwamun Square is a space where the history of Seoul has been preserved and citizens share their daily and special lives.





The Tunnel Fountain newly established at Gwanghwamun Square symbolizes Korea's growth and prosperity. The 77 streams of water spout from the fountain symbolize the history of 77 years after the Korean Liberation from the Japanese colonial rule, and the Myeongnyang Fountain symbolizes the naval battles won by Admiral Yi Sun-sin. The water streaks flowing across time, connecting the past and the present, provides the visitors with refreshing moments in peace and meaning of history.





#Seoul Plaza

Seoul Plaza is a historic site. It has long been a place where Koreans gather to unite the power of their minds on historic days from the March 1st Independence Movement to the street cheering by Korean soccer fans in the 2002 World Cup. Seoul Plaza was originally a busy place for traffic, but it was transformed into an open space for Seoul residents as the Seoul Metropolitan Government created a vast lawn. The plaza has Seoul City Hall right in front of it, so it serves as a communication space connecting the government to its citizens.

#DDP

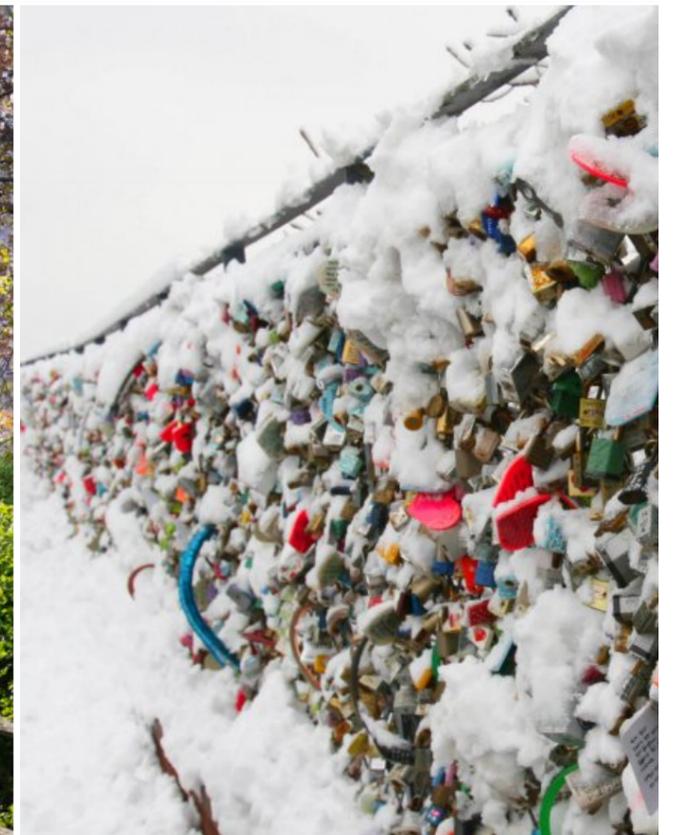
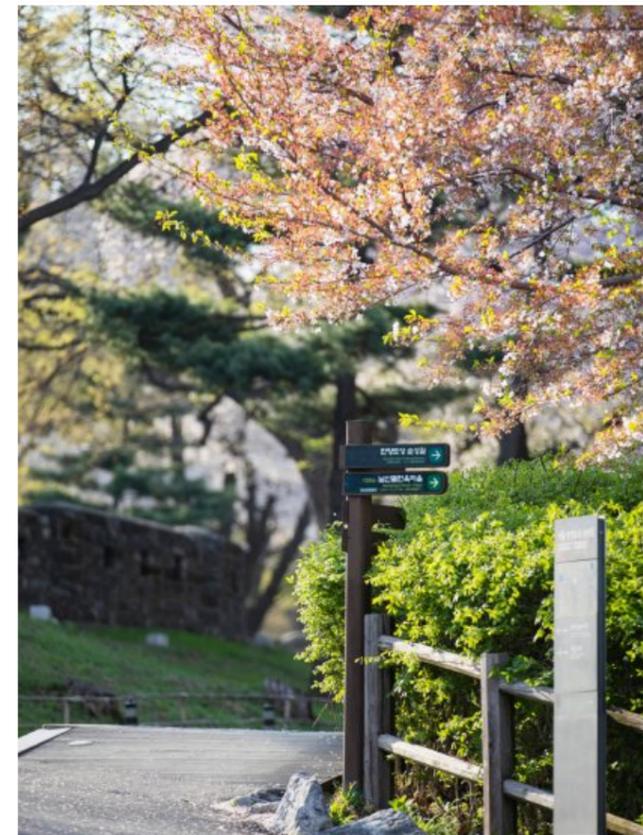
Dongdaemun Design Plaza (DDP) is a multi-cultural complex that looks like a UFO that landed in the middle of the city. Its initials also carry another meaning of "Dream," "Design," and "Play." The space staged diverse cultural events including famous exhibitions, fashion shows, various forums and conferences. Major cultural events such as Seoul Fashion Week, Mnet Asian Music Awards (MAMA), BTS special-themed exhibition, and the Seoul Biennale of Architecture and Urbanism were also held here. DDP consists of Notification Center, Learning Center, Salim Hall, DDP Design Museum, Design Marketplace, Eoulim Square, and Dongdaemun History and Culture Park.





#N Seoul Tower

On top of N Seoul Tower, you can see Seoul stretching off even to also Kaesong in North Korea beyond the border. Recently the tower has been equipped with a digital observatory to provide various cultural information about Seoul, using state-of-the-art media technology. The tower shines a light every night and changes its color depending on the air pollution that day. Blue means very good and means worse in the order of green, yellow and red.





#COEX

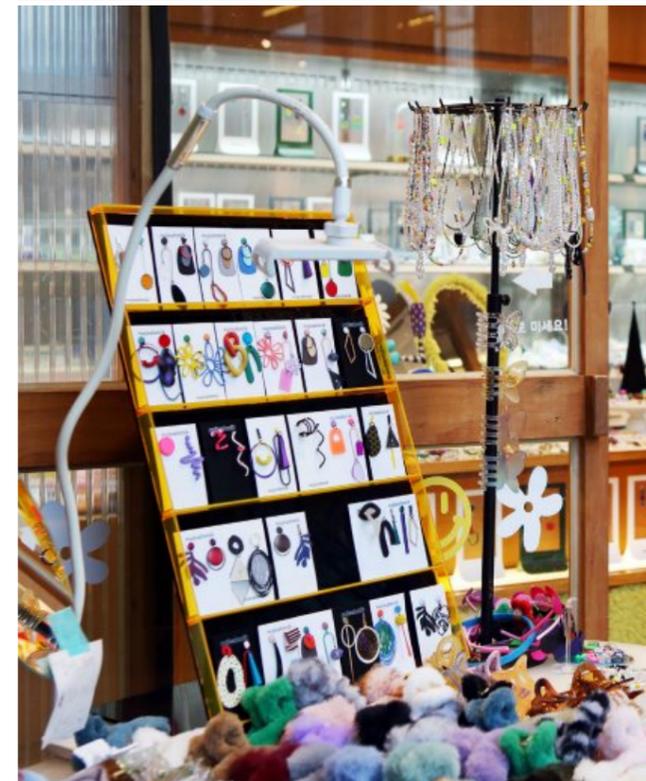
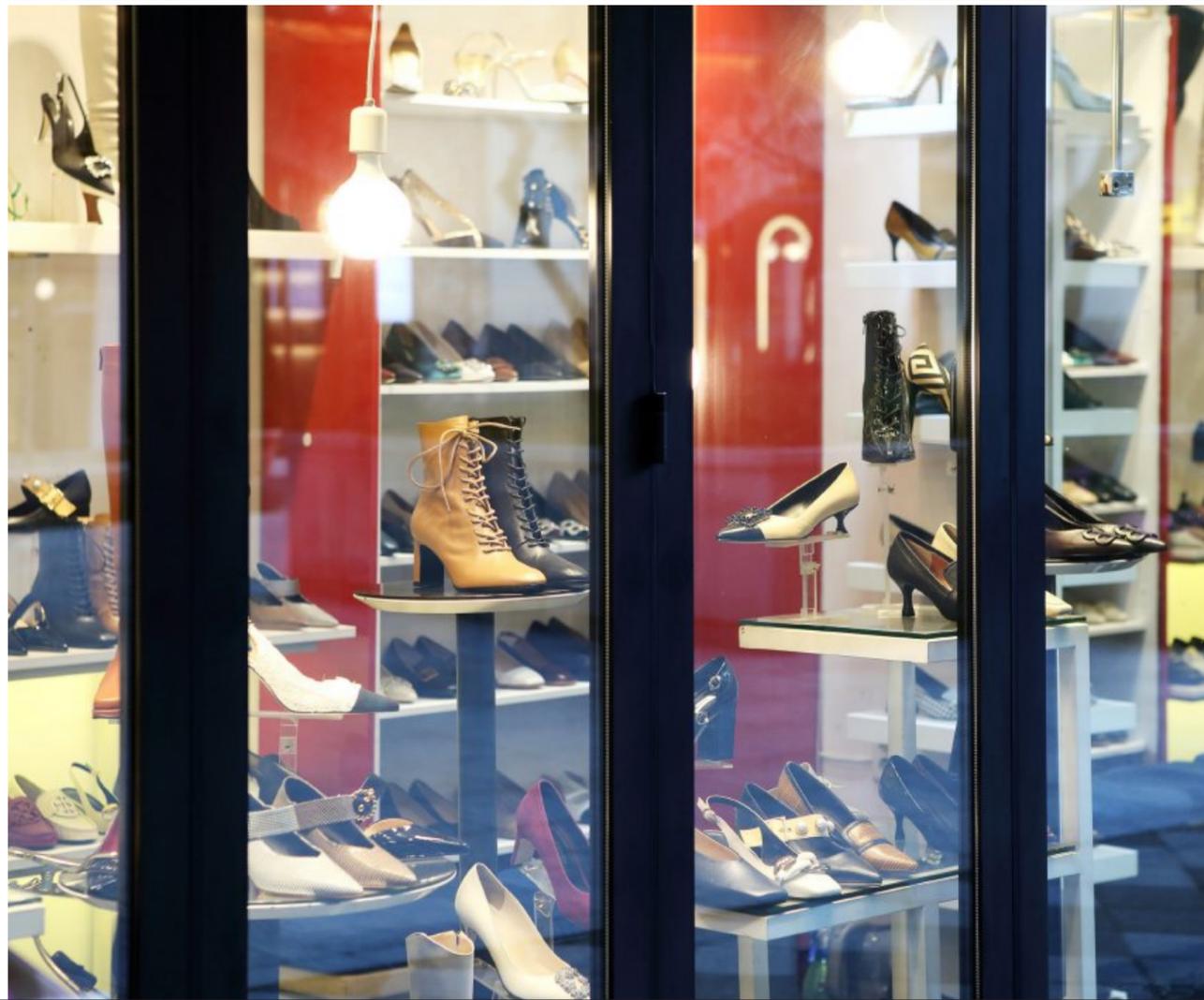
COEX is a convention and exhibition center located in Samseong-dong, Gangnam-gu. Inside, there are various attractions including COEX Starfield Library, COEX Aquarium, and K-Pop Square. Outside, there is a huge electronic signage that displays eye-striking 3D media art that almost always grabs the attention of passersby.

Streets



#Hongdae Street

Hongdae Street is a mecca for young people. Busking by various musicians is a specialty in Hongdae area. In addition, amateur artists make their own artistic items, and then display and sell them on the street. You can enjoy artworks by imaginative artists every weekend in the flea market of the art market.



#Seongsu-dong

Seongsu-dong, where various cafes are located, is one of the hot places many people visit recently. Along the street, there are a lot of cafes with exotic or unique design, so it is a nice place to take pictures. In addition to the cafes, there are plenty of things to enjoy including many workshops, multi shops, a handmade shoes street, and small galleries.

#Insa-dong

Insa-dong is one of the most representative neighborhoods of traditional culture in Korea. The main street is lined with traditional establishments from teahouses and restaurants to antiques to arts and crafts. Known as a tourist attraction most frequented by international tourists, Insa-dong offers a wide variety of experiences that is only really perceivable by casually strolling rather than walking briskly by.





Insa-dong is like a time capsule where you can experience traditional Korean objects from the bygone days. As you walk through the streets, the sights evoke the feeling of time travel where you can experience the past even in modern times as if time has stopped.



#Garosu-gil

Seoul residents call the street leading from Sinsa Station (Line 3) to Hyundai High School in Apgujeong “Garosu-gil” or “Artists’ Street.” It is lined with unique cafes, restaurants, and designer clothing stores. Garosu-gil has become a hot place as it was frequently seen in movies, dramas, and advertisements.



#Myeong-dong

Myeong-dong is one of the busiest downtown areas representing Seoul. Almost all of the streets are lined with shops for shopping and cultural experiences. In addition to road shops so many on the streets, there are large shopping malls along with famous beauty shops and skin care where visitors can experience K-beauty culture. In a corner of the area, there is Myeong-dong Cathedral, the first main hall of Korean Catholicism, creating an exotic atmosphere.







Museums



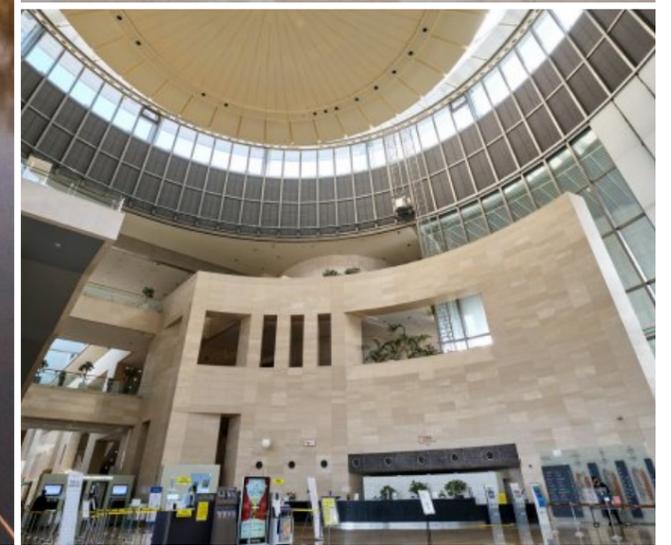
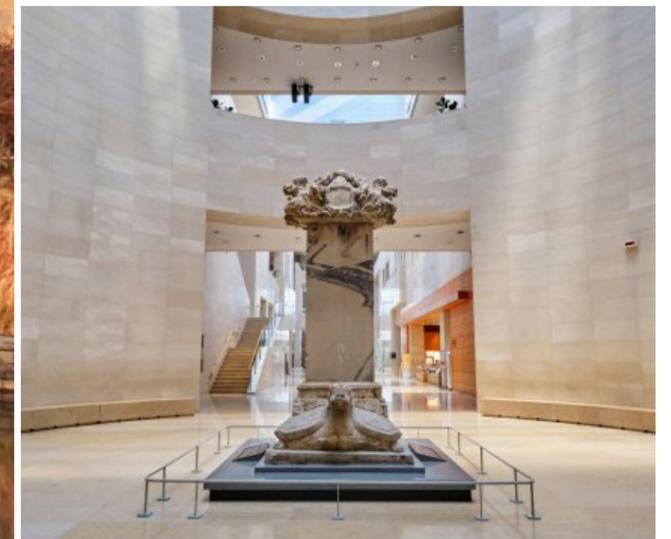
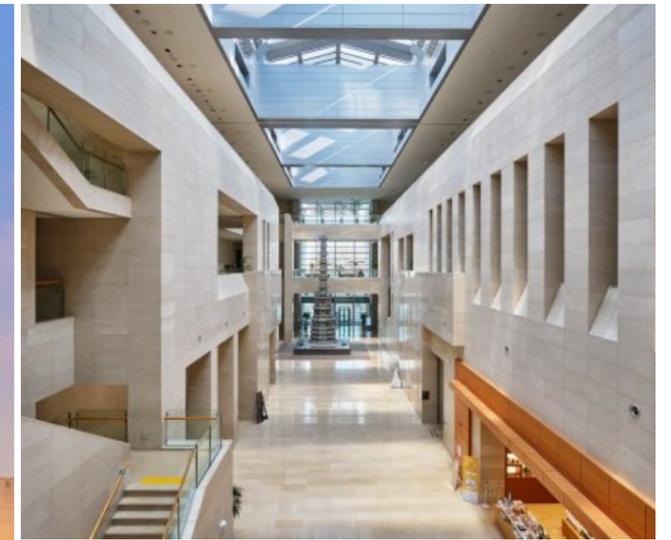
#National Museum of Korea

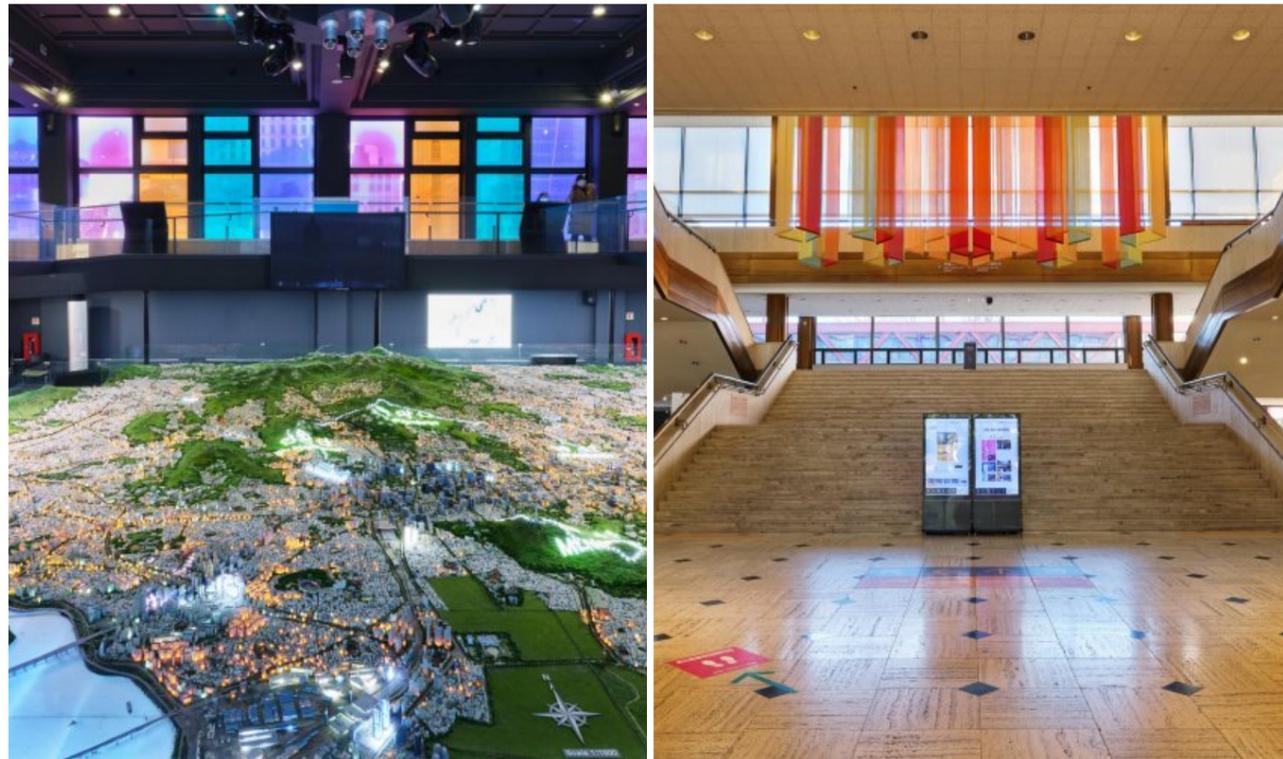
The National Museum of Korea, where you can see all the history of Korea altogether, is located in Yongsan-gu, Seoul. The National Museum of Korea has such a huge collection of historic relics and works that visitors cannot finish the tour in a single day. It houses 330,000 national treasure-class artifacts, ranked as one of the world's largest museums.





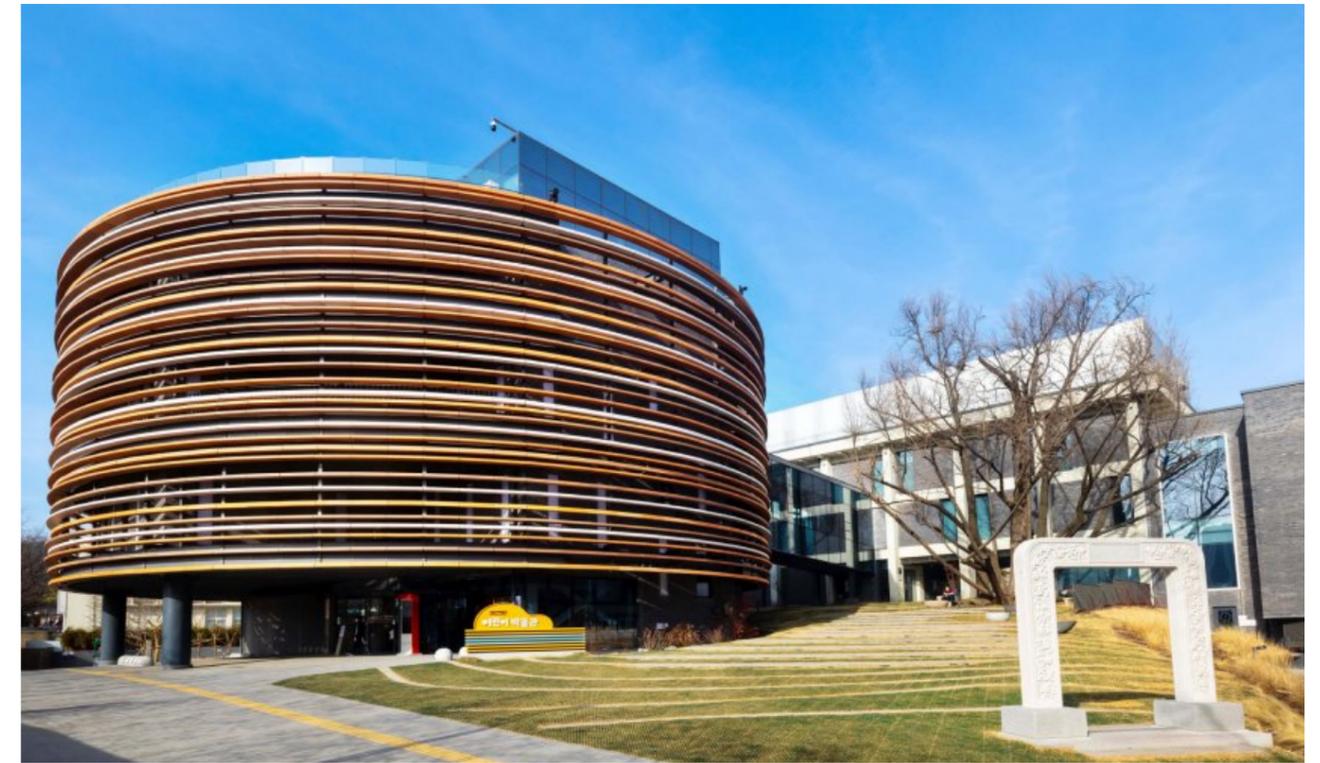
© Shin Seong-ho





#Seoul Museum of History

The Seoul Museum of History, preserving the history of Seoul, offers opportunities to see and experience the life of the people in Seoul and the changes of Seoul from the past into modern society. The life and manners in the past are displayed per period, along with the development process of modern Seoul and the lives of Seoul citizens today.



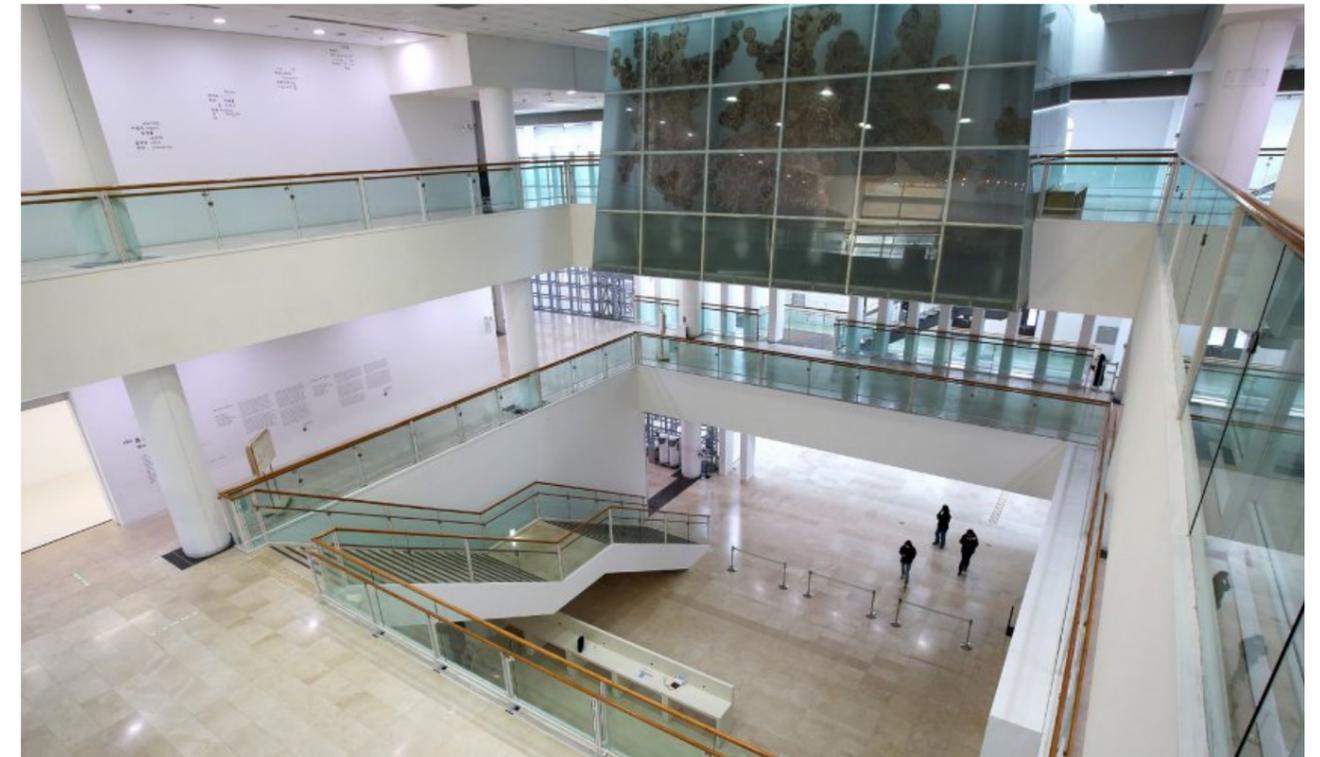
#Seoul Museum of Craft Art

The Seoul Museum of Craft Art, which recently opened, is Korea's first craft museum. The museum systematically displays various information, history, and records on crafts as well as craftworks, and provides visitors with opportunities to deepen their awareness of the technical, practical, aesthetic, and cultural values of crafts.



#National Museum of Modern and Contemporary Art

The National Museum of Modern and Contemporary Art is Korea's representative art museum with its main branch in Gwacheon, Gyeonggi-do, the Seoul branch in Samcheong-ro and the Deoksugung Palace branch in Deoksugung Palace. It displays various contemporary art works and operates art-related course programs.



#Seoul Museum of Art

The Seoul Museum of Art was opened in 1988 by the Seoul Metropolitan Government for Seoul citizens to enjoy art culture. Walking along the sloping road in the the Deoksugung Palace area will lead you to the museum, an open space without any walls around it, welcoming you with its beautiful landscaping, old trees and shrubs and sculptures.



#

CITY OF SOLIDARITY



A city of social inclusion and values

Many places in the daily life of Seoul carry the energy of Seoul citizens. This energy has created a dynamic culture that cannot be found any city across the world. The festivals held through the four seasons everywhere in Seoul are filled with the energy bursting out from the citizens. Seoul is surely the city of festivals, where it holds festivals under various themes, such as tradition, nature, culture, region, and trends. Along with the changes of seasons, the festivals of Seoul bring infinite vitality anytime, anywhere, beyond the spaces. Within those festivals, Seoul designs the value of the city from the perspective of “togetherness.”

There is a word that cannot be missed when describing Seoul. It is called “jeong,” a uniquely cultural sentiment that builds strong emotional connections between people that is hard to experience anywhere else. Life in the city sometimes hustles bitter competition and breaks down communications, but the traditional markets in Seoul relieve people who are exhausted from that lifestyle with generously made bargains and warm greetings. In these markets, people keep their eyes on visitors and communicate with them through bargains by throwing a free gift in the name of “jeong,” and people say goodbye by promising to meet again.

Seoul is a city of solidarity with citizens. The city and people come together to create harmony, and the driving forces of everyone’s life gather to bring vitality into Seoul. From early morning to late night, the citizens of Seoul live their lives more diligently than anyone else. And all of them fill their daily lives with happiness along with their beloved ones.

Festivals

#Seoul Plaza Library

The Seoul Plaza Library is an open library where anyone can borrow and read many different books curated by librarians from the Seoul Metropolitan Library on the grass square in front of City Hall. The Seoul Library selects and displays books to recommend to people, and also holds side events including concerts, yoga classes, and lectures on humanities.





#Seoul Race

Seoul Race is a sports festival for Seoul citizens to run freely in the city, revitalizing their daily lives with joy and energy.

#Seoul International Fireworks Festival

The Seoul International Fireworks Festival is one of the most representative festivals in Seoul. This festival, held around October every year, shows spectacular fireworks at including the 63 Square and in and around Hangang Park. More than 1 million people visit the festival every year.

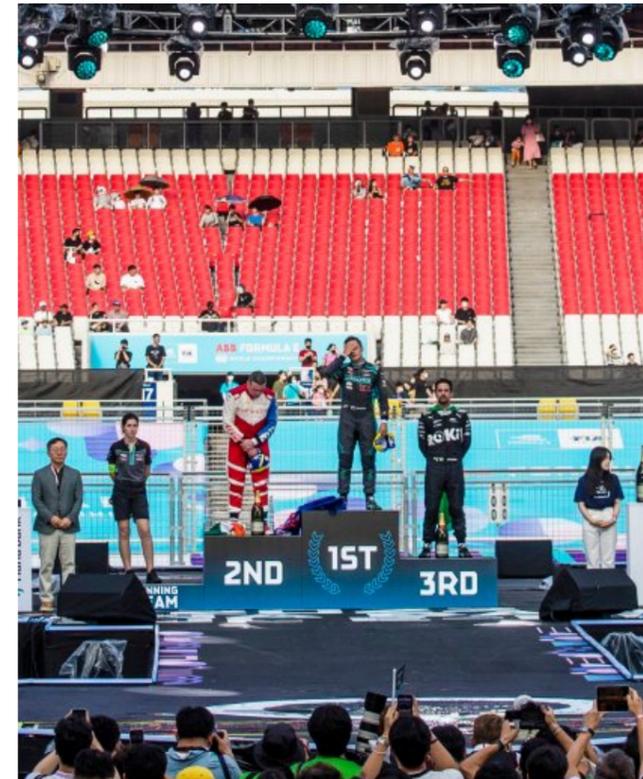




© Park Gwang-dae



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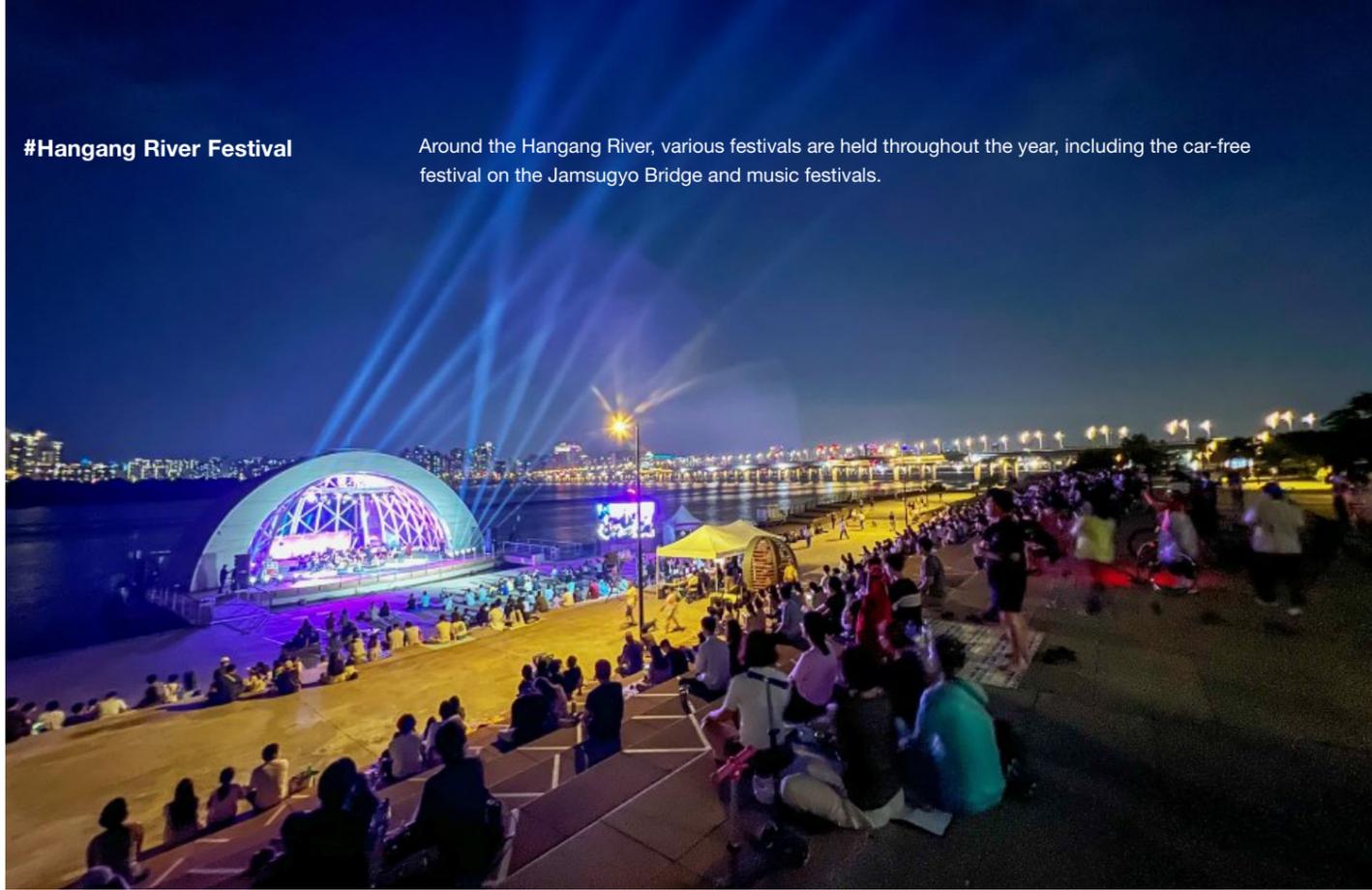


#Seoul Festa

Seoul Festa, Seoul's representative tourism festival, offers a variety of shows and events from K-pop concerts to the world's largest electric car race.

#Hangang River Festival

Around the Hangang River, various festivals are held throughout the year, including the car-free festival on the Jamsugyo Bridge and music festivals.



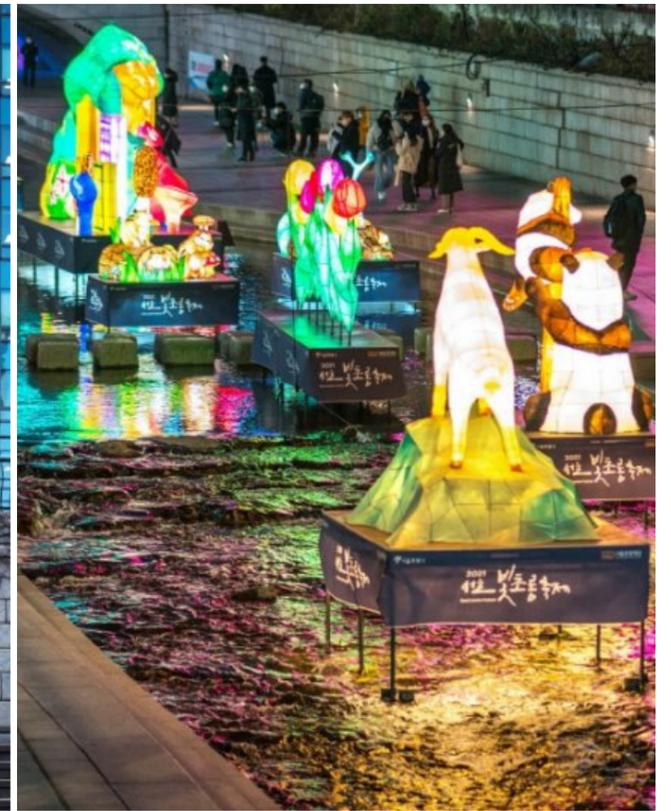
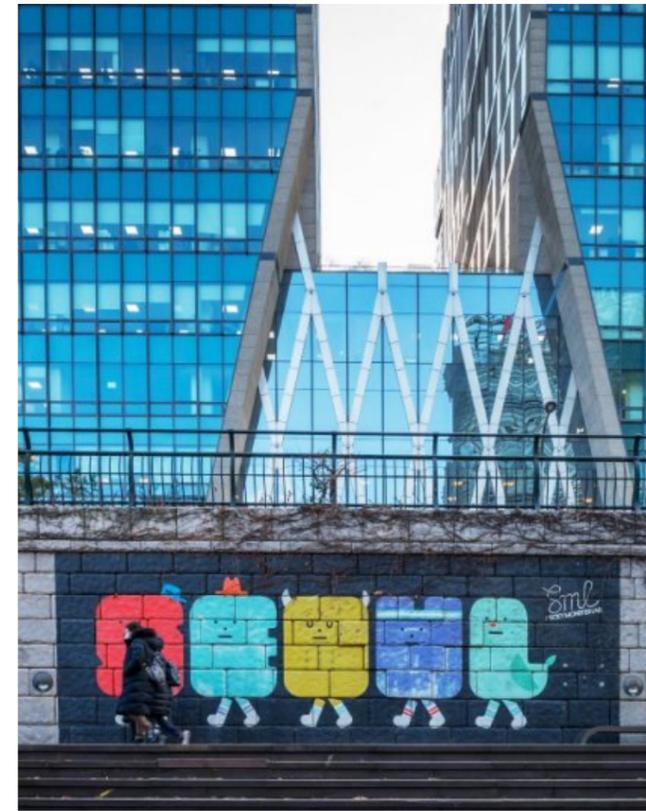
#Gwanghwamun Square Street Cheering

Gwanghwamun Square is getting spotlighted as a space for citizens and for street cheering.



#Seoul Lantern Festival

The Seoul Lantern Festival is Seoul's representative night festival held in downtown areas in Seoul including the Cheonggyecheon Stream during the year-end holiday season. In the festival, lanterns from all over the world gather together to shine beautifully in various colors. The long line of lights along the Cheonggyecheon Stream contains the wishes of Seoul residents, wrapping up the year and welcoming a vigorous new year.



Markets



#Namdaemun Market

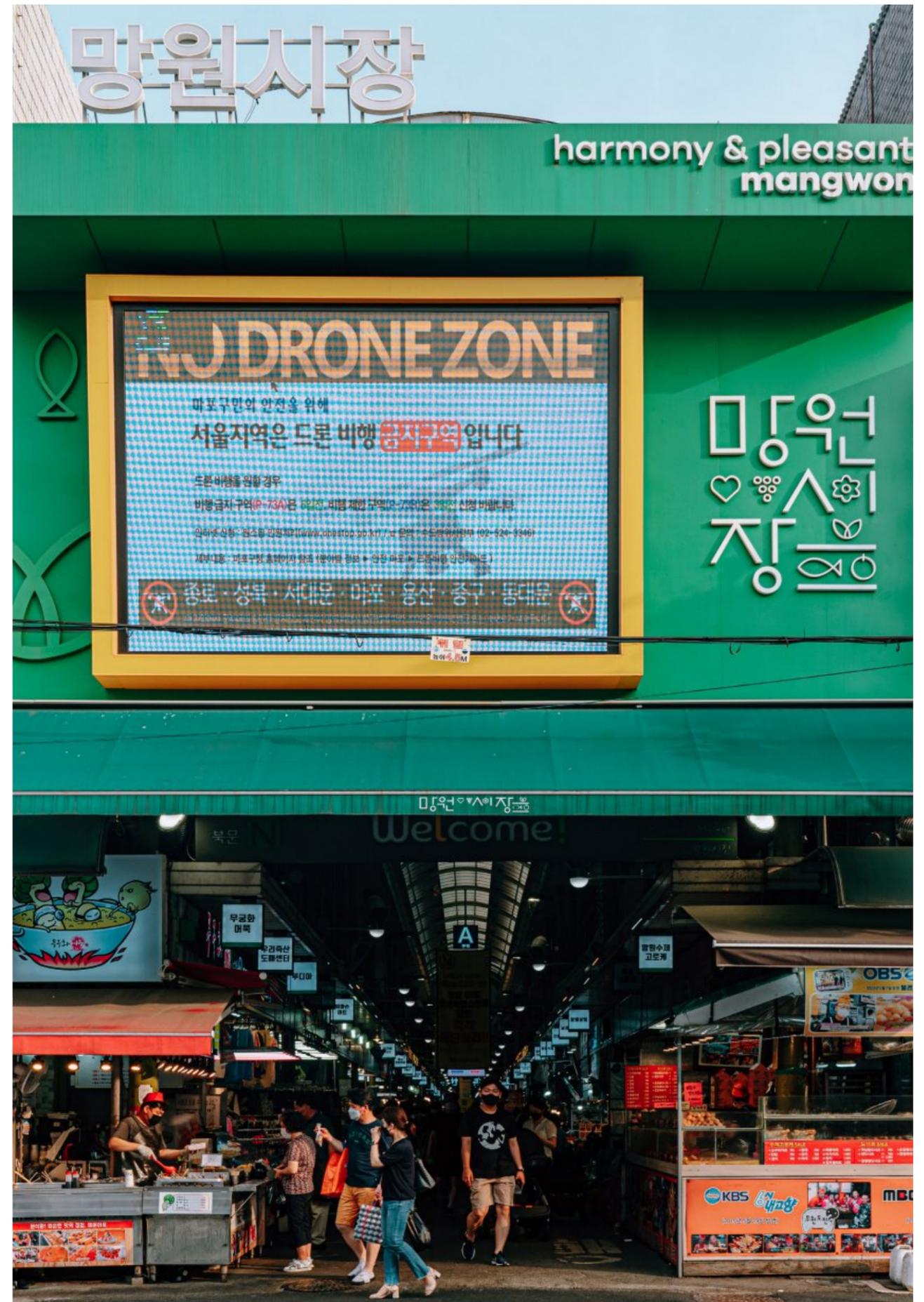
Namdaemun Market, with its history of more than 600 years, is Seoul's representative general market, which has everything such as clothing, kitchenware, bedding, and items from abroad. It is well known as a popular tourist attraction not only among Seoul residents but also foreigners because of its having lots of bargains.





#Mangwon Market

Mangwon Market, with its history of more than 40 years, is Seoul's representative traditional market. You can eat heartily with a little money. There are different kinds of chicken gangjeong, such as spicy chicken gangjeong and fruit chicken gangjeong, and croquette and donuts are also famous in the market. In addition, many unique restaurants and foods including snacks, grilled short rib patties, and traditional liquor, attract even young people, so the market is known as a hot place.



#Noryangjin Fish Market

Noryangjin Fish Market is a huge seafood market handling about 50% of the seafood metropolitan volume. A lot of people visit here looking for seasonal fresh seafood, and the live fish auction, taking place from 1 AM, is a magnificent spectacle.





#Hangang Moonlight Market

The Hangang Moonlight Market is Seoul's representative night market that attracts millions of tourists every year. In Hangang Park, there are food trucks selling various kinds of food and souvenir shops selling handmade products. Moreover, various festivals and events are held against the backdrop of the charming night view of the Hangang River.



┌ ┐

Daily Life

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#Recharging

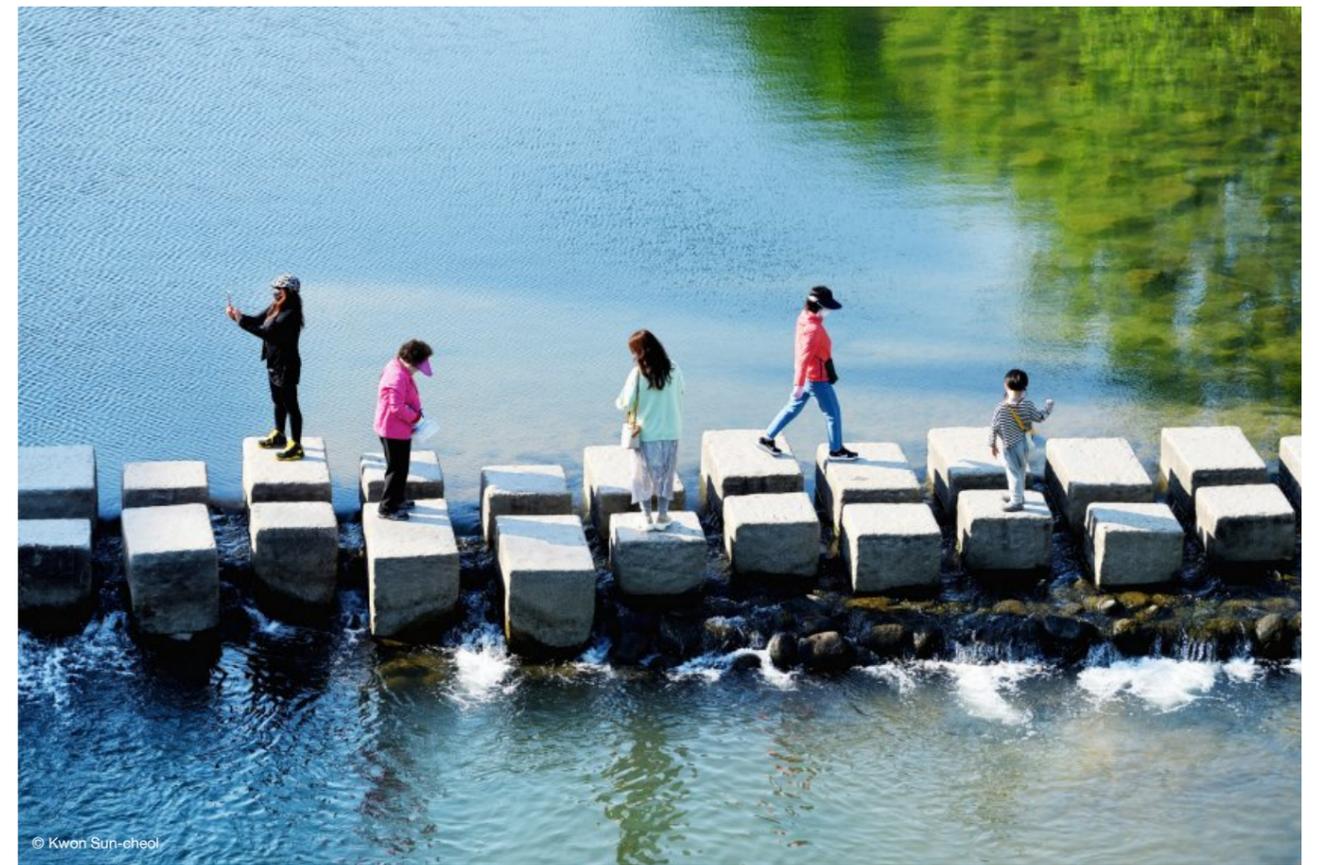
When people feel tired and exhausted in their lives, it might be somewhere close by that they often visit, not somewhere in distance. At a resting place in the city center, they let their burden down and have warm conversations with their loving ones. With the time spent together, they have opportunities to recharge themselves and be fueled to get back into work.



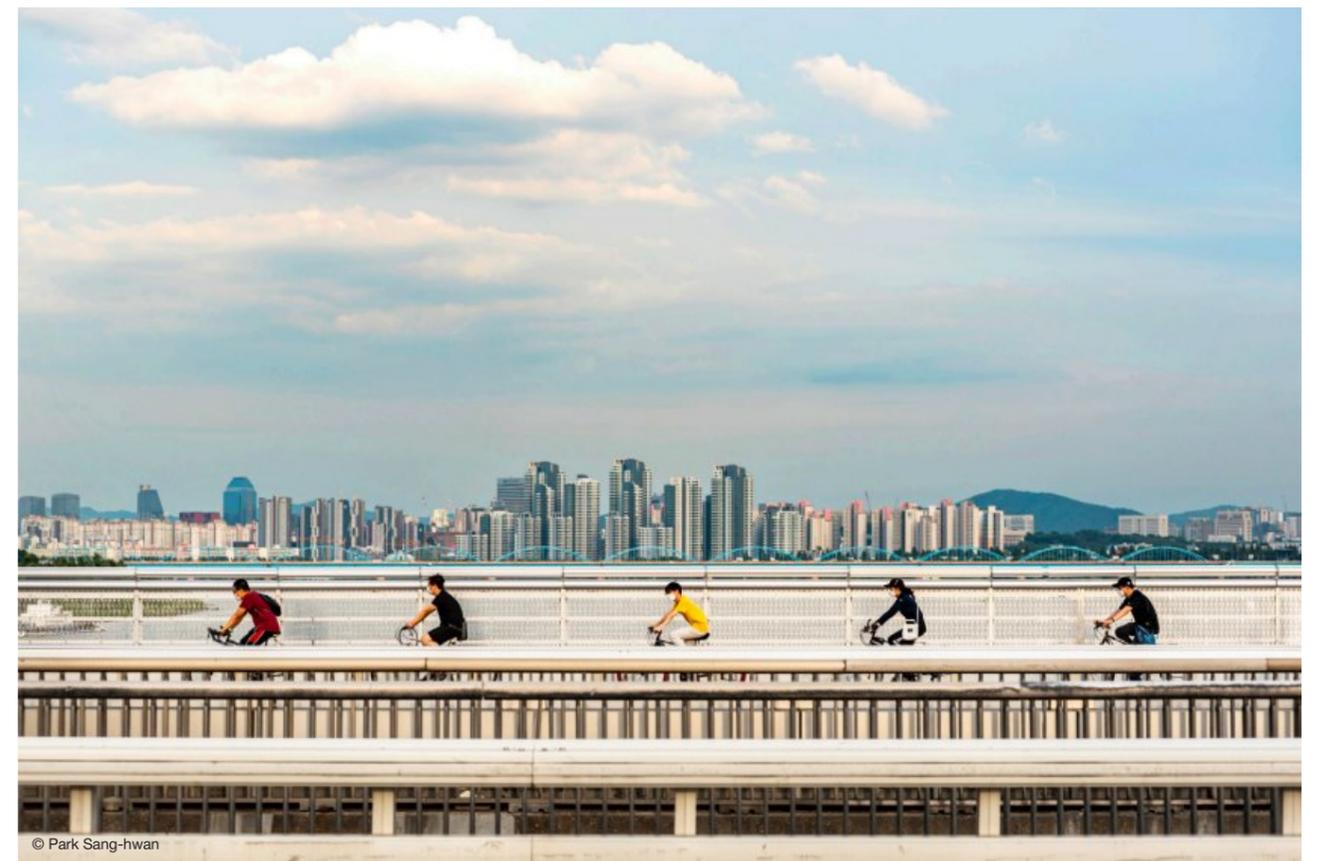
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© Kim Su-hwan

#Guro Station (Line 1)

Guro Station (Line 1) is one of the busiest subway stations. Many people start and finish their day here. The vitality and dynamics of the city seem to be given off the people being busy walking.



#Euljiro Nogari Alley

During the 1970s, showing the rapidity of economic growth in Korea, this alley was a place where salaried workers and workers of printing shops and tool shops, concentrated in Euljiro, relieved their fatigue of a long day's work. Now, it has become a hot place for nearby office workers and young people who want to enjoy retro style.







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