

Gangnam, as seen by its residents.  
What kind of place is Gangnam  
for its residents, who live in the  
district and are privy to its most  
intimate secrets?



# LIVE gangnam









It is difficult to define the allure of Gangnam with a single adjective. Gangnam is high-speed and glamorous, yet at once, slow and humble. These contradictory charms of Gangnam reveal itself in every neighborhood, each of which is imbued with a unique story of its own. LIVE Gangnam is an attempt to capture such stories of a living, breathing Gangnam in all its exuberant days. We put together this booklet in an effort to document the various defining characteristics of the district, as well as tell the stories of people living in its neighborhoods without resorting to a shallow, commercialized tourist's introduction to the area. Throughout history, Gangnam has always acted as a gateway through which new culture flowed in. Gangnam is no longer a mere harbinger of culture; now, the district creates a culture of its own and spreads it far and near to all

corners of the world. From treasured sites of antiquity to streets lined with shopping spaces—even places where visitors can enjoy the culture and art of its district—Gangnam offers a wide array of sights and entertainment for all those who visit, every single day of the week. This booklet not a mere list of Gangnam's locales. Rather, it is a collection of stories and the places that hold them, as well as restaurants and cafés recommended by the people of the district. For those visiting the district for the first time, LIVE Gangnam can serve as a travel guidebook. For those well acquainted with the district, this book will help you discover a Gangnam like you've never seen before. We hope this book helps you plan a trip of Gangnam that is solely yours to enjoy, filled with experiences you can only have here in Gangnam.



Yangjaecheon



Midtown







Hangang Park



CHAPTER 1

## Reading Gangnam

### \_\_\_\_\_ Dreamers in Gangnam

#### **Gangnam Drawing the Future**

|  |    |
|--|----|
| LIE SANGBONG   Fashion Designer Lie Sangbong | 20 |
| MINGLES   Owner Chef Gang Mingoo             | 24 |
| COMPANY THE UP   CEO Jeong Geun-hye          | 28 |
| JOYDANCE ACADEMY   Dancer Jae-A              | 32 |

#### **Gangnam, Where Dreamers Converge**

|  |    |
|--|----|
| RAPHA SEOUL CLUBHOUSE   Country Manager Choi Ji-gang     | 38 |
| ACTOR   Goh Jeong-gyeong                                 | 42 |
| KOREAN TRADITIONAL MUSICIAN   Lee Jae-woo                | 46 |
| HR DEPT., E-COMMERCE COMPANY   Office worker Hong Min-ju | 50 |

### \_\_\_\_\_ Digilog Gangnam

|                 |    |
|-----------------|----|
| Digital Gangnam | 56 |
| Analog Gangnam  | 58 |

### \_\_\_\_\_ T.O.P Gangnam

|          |    |
|----------|----|
| TEST BED | 64 |
| OPEN     | 72 |
| PLAY     | 76 |

CHAPTER 2

## Getting to Know Gangnam

### \_\_\_\_\_ Explore the Festivals of Gangnam

|                                       |    |
|---------------------------------------|----|
| Time to Indulge in Music              | 86 |
| Programs that Cater to Diverse Tastes | 88 |
| Things to Do in Gangnam for Your Day  | 90 |

\_\_\_\_\_ **Insight into Gangnam’s Arts and Culture**

|  |     |
|--|-----|
| Encountering art in your everyday life     | 94  |
| Performance art as a feast for the senses  | 102 |
| A Haven of Tranquility Amidst Urban Bustle | 106 |

CHAPTER 3

**C u r a t i n g   G a n g n a m**

**Space GN \_\_\_\_\_ Spots in Gangnam**

|                                |     |
|--------------------------------|-----|
| An age of cultural consumption | 114 |
| Bookstores                     | 122 |
| Gangnam Architecture 101       | 126 |
| Kid-friendly locales           | 132 |
| Encounter the beauty of hanok  | 136 |

**Brand GN \_\_\_\_\_ Brands in Gangnam**

|                      |     |
|----------------------|-----|
| Experiencing brands  | 140 |
| The worth of a brand | 146 |

**Contents GN \_\_\_\_\_ Contents in Gangnam**

|   |     |
|---|-----|
| Must-Visit G-Content Spots                                    | 152 |
| Transformative Escapes: Mood-Enhancing Spots for a Fresh Look | 154 |

**Tasty GN \_\_\_\_\_ Eateries in Gangnam**

|  |     |
|--|-----|
| A relaxing cup of coffee-a break from life       | 160 |
| Gangnam’s delect roads of desserts               | 166 |
| Spending time at Maebong Station’s Café Street   | 174 |
| Starting the day with a leisurely brunch         | 180 |
| Must-Try Delights for Foreign Visitors           | 186 |
| Michelin restaurants : the battle of the stars   | 190 |
| Linger in the past. Make it last                 | 192 |
| Vegetarian restaurants: hamburgers, did you say? | 194 |
| Drink the night in Gangnam                       | 198 |

CHAPTER

# 1

## Reading Gangnam

“Gangnam is Gangnam.” Gangnam is at once pluralistic and inclusive. Perhaps it wouldn’t be wise to define Gangnam with a single adjective. However, that doesn’t mean that Gangnam can’t be labeled. Rather, Gangnam can take on any kinds of modifiers, and they would suit the district well. In all aspects of life—history, humanity, culture, art, architecture, etc.—Gangnam reveals its multifarious, different, yet true colors, imbued not with tradition, but its own identity. Spread before us like a book is the past, present, and future of the district of Gangnam, which takes in new cultures and creates its own unique one.



# Dreamers in Gangnam



Sojeon Seolim



The driving force propelling the present is rooted in dreams and aspirations for the future. In Gangnam, a place where over 540,000 dreams are born and transformed daily, stories unfold in a world undergoing rapid change. Amidst the dynamic landscape, Gangnam becomes a canvas for people to craft and nurture their dreams. As the saying goes, opportunities are not handed out; they are created. Let's delve into the tales of dreamers in Gangnam—a realm of opportunities and a city where dreams take flight.

## Gangnam Drawing the Future

Meet the individuals who not only assist others in cultivating new dreams but also collectively envision the future of Gangnam. Through their continuous efforts from the past to the present, they have played a pivotal role in shaping Gangnam's history and foreseeing its future. Their dedication has left an indelible mark on the past of Gangnam, while their forward-thinking approach enables them to contribute to the city's ongoing evolution.

Through their continuous efforts from the past to the present, they have played a pivotal role in shaping Gangnam's history and foreseeing its future.

Dreamers in Gangnam



Lie Sangbong LIE SANGBONG



Gang Mingoo MINGLES



Jeong Geum-hye COMPANY THE UP



Jae-A JOYDANCE ACADEMY



## LIE SANGBONG Fashion Designer Lie Sangbong

••

**Gangnam has transcended being just a city; it's now a cultural phenomenon. The term Gangnam itself has become a brand. What makes it truly appealing is its youthful spirit, where challenges and dreams unfold daily.**

Dreamers in Gangnam



### LIE SANGBONG

📍 451 Dosan-daero  
☎ 02-544-1201  
🌐 liesangbong.com  
📧 @230\_selectshop

### **Nice to meet you, Mr. Lie. Could you share a bit about yourself and your journey in the world of fashion?**

Hello. I'm Lie Sangbong, and I ventured into the realm of fashion back in 1975. After working at the International Fashion Design Institute, I took a significant step by launching my own brand, 'LIE SANGBONG,' in 1985. Since then, I've been immersed in the world of fashion. I take pride in being among the first domestic designers to showcase collection shows not only in Seoul but also in Paris, France, and New York, USA. Throughout the years, I've hosted shows as frequently as 16 times a year, roughly 4 times a month. Rather than confining myself to a singular fashion domain, I strive to express my design philosophy in various forms and mediums.

### **When I think of designer Lie Sangbong, Korean alphabet, Hangeul comes to mind first.**

Indeed, many people associate my designs with Hangeul. Hangeul played a pivotal role in igniting my artistic journey and has been a continuous source

of inspiration for me. Alongside Hangeul, I've seamlessly integrated Korean heritage and cultural elements like Dancheong (traditional Korean architectural painting), Hanok muntin, and our national flower Mugunghwa into my creations. Hangeul, in a way, has become my guiding force throughout my career. Gangnam has transcended being just a city; it's now a cultural phenomenon. The term Gangnam itself has become a brand. What makes it truly appealing is its youthful spirit, where challenges and dreams unfold daily. I'm also dedicated to mentoring young designers to elevate Gangnam's presence in the fashion scene. I'm constantly studying and planning to bring forth new and innovative fashion shows.

### **Your business card is quite unique, featuring Braille. Could you tell us more about the inspiration behind it?**

Certainly. I've stuck with the same design for my business card for more than 20 years, ever since I incorporated Braille into it. The idea emerged during a special lecture with students where I taught them how to

engrave Braille characters on T-shirts. During that period, a student read Braille books to me in the library, and Braille became the primary mode of communication with these students. While they gained enlightenment through this, I felt practically illiterate. Since then, I've continued to include Braille on my business cards. My aspiration is for a world where no youth faces marginalization, and everyone, regardless of ability or background, can pursue their dreams. This extends beyond children with disabilities to those from multicultural families. This commitment is reflected in my involvement with the Multicultural Dream School. I believe that the day is approaching when young people, despite having parents of different nationalities, can grow up in an environment where they communicate

through the universal language of fashion and modeling, ultimately spreading Korean culture globally.

**There are many fashion-forward cities around the world. What makes Gangnam stand out in your opinion?**

It seems like Gangnam stands out because it embodies more challenges and dreams than any other city. This is a pivotal moment where people globally love and recognize various aspects of Korean culture, spanning from dramas and movies to fashion and beauty. Gangnam has transcended its status as a mere city; it's now a cultural phenomenon with its name already branded. The city's biggest allure lies in its youthfulness and the fact that new challenges and dreams unfold every day. With numerous fashion shows and festivals, Gangnam serves as





the starting point for globalizing Seoul, and in turn, elevating Korea on the world stage. Personally, I'm committed to mentoring the next generation, contributing to Gangnam's prominence in the fashion scene. I'm always exploring new ideas and planning different fashion shows to keep the momentum going.

**Is there a particular fashion show you envision or dream of hosting in Gangnam?**

I aspire to explore diverse and unique concepts for fashion shows in Gangnam. Imagining an outdoor fashion show along the Yangjaecheon stream or combining a live orchestra performance with a fashion show is something I would love to try. I believe it's essential to break away from conventional fashion show formats to attract a global audience to Gangnam. My dream is to create a fashion show that draws people from all corners of the world to experience the vibrant energy of Gangnam.



**I understand that you played a crucial role as the organizing chairman and contributed significantly to the success of the Gangnam Fashion Festival. Were there any aspects of the preparation that left you somewhat dissatisfied?**

Indeed, as a fashion designer, I did have some concerns. When we look at the progression of K-content, movies and TV dramas were the pioneers, followed by K-pop. I anticipated that K-fashion would take the lead after K-pop. However, beauty emerged as the next prominent trend, and I felt that fashion was somewhat lagging behind. While every field is valuable, I wish there was a deeper appreciation for the significance of fashion.

**I've heard that the word you cherish the most these days is "dream." Do you have any future dreams?**

Before the 2010 G20 summit, I created a large hanging work in Gwanghwamun that brought together the dreams of people worldwide. During



that time, I traveled around the country and abroad to collect clothes with people's dreams written on them. I colored the collected pieces with the traditional Korean colors of yellow, blue, white, red, and black and attached them to a 30-meter-wide and 50-meter-long cloth to form the word "dream" in Korean. I've been contemplating dreams ever since. While running the Dream School, I pondered dreams more seriously. I believe we should continue dreaming until we die. Dreams involve thinking about tomorrow, even as we age. We consider the things we want to do in our old age as part of our dreams. Every wish you have is a dream, and my dreams evolve and change every day. Dreams aren't just for children; they are the most precious value for all human beings. They are the driving force that provides us with a purpose in life. After all, isn't it because we have dreams that we truly live?



## MINGLES Owner Chef Gang Mingoo

••

**I want visitors to discover the beauty of Korea at Mingles, beyond the beauty of Gangnam, and leave with newfound knowledge about Korean food, fostering a new dream in the process.**

### **Can you tell us a bit about yourself?**

Hi, I'm Gang Mingoo, the owner chef at Mingles. I have a deep appreciation for the enduring traditions of Korean cuisine, and at Mingles, I blend these roots with contemporary techniques and sensibilities to introduce new and exciting Korean flavors. Our culinary journey began in 2014 when we first opened Mingles.

### **Your restaurant, Mingles, is located in Gangnam. With many other areas to choose from, can you share why Gangnam was your choice?**

Mingles attracts a diverse clientele, both local and international. Considering the need for accessibility to cater to a wide range of customers, I chose Gangnam. The district's high foreign footfall makes it an ideal location for Mingles, allowing us to showcase our innovative take on Korean cuisine to a broader audience.

### **You've observed the transformations in Gangnam since you started your restaurant here. What aspects do you think have changed, and what elements do you believe have remained constant?**

The enduring characteristic of being a trendy area has persisted over the years. Nevertheless, in the decade since Mingles first opened, there has been a noticeable surge in the presence of foreign customers both on the streets and in business interactions. The diversity of their nationalities has contributed to a more global atmosphere in this district.

### **What do you think makes Gangnam more attractive compared to other areas and other countries?**

Traveling for work offers opportunities to explore various places globally. I find that nowhere else reflects trends as swiftly as

#### **MINGLES**

**A** 2nd floor, 19 Dosan-daero 67-gil

**T** 02-515-7306

**H** Tue - Sat 12:00-22:00

(Break time 15:00-18:00, closed on Sunday and Mondays)

**U** [restaurant-mingles.com](http://restaurant-mingles.com)

**I** [@mingles\\_restaurant](https://www.instagram.com/mingles_restaurant)





©MINGLES



©MINGLES

Dreamers in Gangnam



©MINGLES

Gangnam, and, of course, the convenience of engaging in activities is a significant draw. In my opinion, these factors constitutes the biggest attraction of Gangnam.

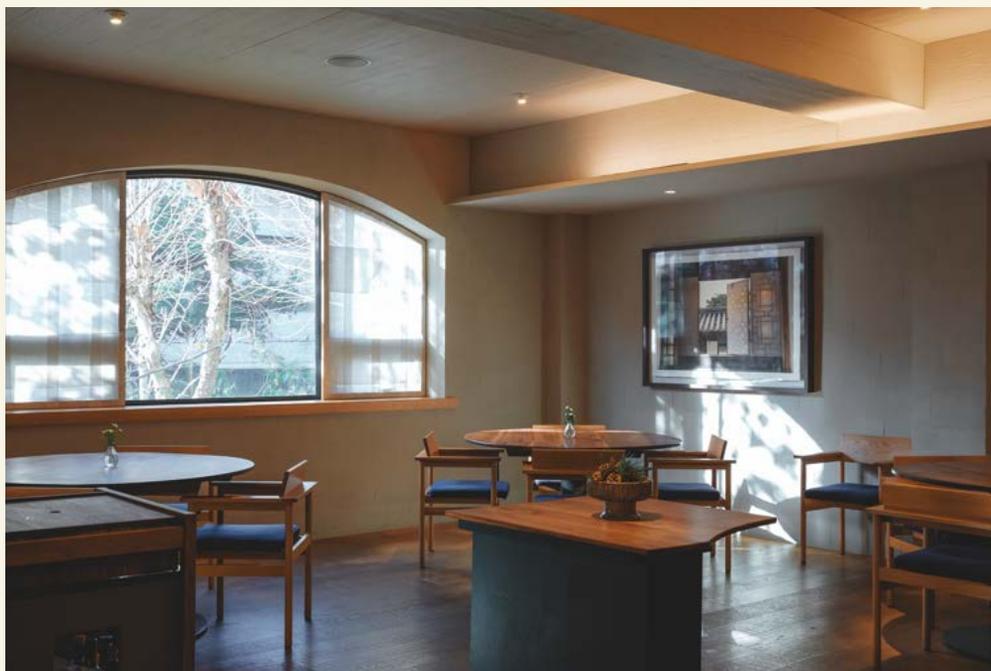
**From Korean Fine Dining Mingles, casual European Dining At Festa By Mingoo, to the newly opened Korean restaurant in Hong Kong, Hansik Goo, all of them were selected by Michelin. Is there a secret that has captured the tastes of people around the world?**

As I mentioned earlier, Mingles

adheres to the philosophy of respecting the traditions and roots of Korean food while incorporating contemporary techniques and sensibilities to introduce unique dishes. Given the global attention and love for Korean culture, I believe this approach has garnered positive reviews from people worldwide.

**I've heard that Mingles wants everyone to have a fun and happy experience regardless of origin, gender, race, or age. What would you like visitors to Mingles to experience here?**

When I first opened Mingles, my vision was to create a space where Koreans, familiar with Korean food, could encounter novelty within the comfort of the familiar. Simultaneously, I aimed for it to be a place where foreigners, unfamiliar with Korean cuisine, could find familiarity within the excitement of something new. The essence of Mingles, the harmonious blending of different elements, reflects my belief that Korean food can harmonize not only with Koreans but also with people from diverse backgrounds.



I envision Mingles as a platform to showcase the versatility and potential of Korean cuisine, breaking stereotypes and expanding possibilities. It's my hope that visitors can experience more than just a meal at Mingles; it's an invitation to immerse themselves in a broader cultural experience. The restaurant's design, with ample windows capturing Korea's four seasons, and the incorporation of crafts by young Korean artists in our furniture and tableware such as glasses, bowls, chopsticks, and spoons aim to offer a holistic experience beyond merely enjoying the

fine dining. I want visitors to discover the beauty of Korea at Mingles, beyond the beauty of Gangnam, and leave with newfound knowledge about Korean food, fostering a new dream in the process.

**It seems that Korean food is now becoming globalized beyond Asia.**

That's correct. We began in Seoul and expanded into Hong Kong in 2020. My dream is to continue globalizing Korean food, and I hope to expand into Paris, the city of gourmet food, one day.

**So, starting with Gangnam, it's expanding all over the**

**world, right? What is your ultimate goal? I'm curious about your future goals and dreams.**

As I mentioned earlier, I aspire to dedicate more efforts and study towards establishing Korean food as a global cultural phenomenon. I aim to introduce our food to diverse people in various locations. My goal is always to further propagate the essence and identity of Korean food, and, through Mingles' unique perspective, create innovative culinary experiences. I envision contributing to the global reach of Korean food in collaboration with the ongoing globalization efforts of Mingles.

## COMPANY THE UP CEO Jeong Geun-hye

••

**Many startups converge in Gangnam, particularly around Teheran-ro, often referred to as Tehran Valley akin to Silicon Valley. This reflects the significant concentration of startups in the area.**

**Hello. Please briefly introduce yourself.**

Hello, I'm Jeong Geun-hye. With 20 years of experience as a product planner in a global company, I've embarked on a new journey as a small business owner. I lead the startup "Company The UP," a consulting firm specializing in helping businesses thrive through effective pricing strategies. UP represents Untapped Potential, encapsulating the ambitious goal of unlocking the latent potential within those I work with. Simultaneously, I serve as a standing mentor at D-Camp, a leading startup organization in Korea, assisting aspiring entrepreneurs in laying the groundwork for profit-driven growth through strategic pricing and product planning.

**You've had a successful career at a global company. What prompted you to start a new business?**

Indeed, my lengthy tenure at Adidas, the German fashion company, was enriching. Over two decades, I engaged in diverse roles, contributing to product planning and establishing pricing strategies. Despite the challenges, it was a fulfilling period of personal and professional growth. Transitioning into the second act of my career, I harbored an indistinct desire to facilitate growth in others. Post my corporate journey, I leveraged my expertise to collaborate with early-stage companies, guiding them in pricing their products. Notably, there's a scarcity of individuals or firms in Korea with proficiency in pricing strategy. As I partnered with aspiring entrepreneurs,

I realized my mission surpassed mere knowledge transmission. This realization led to my entrepreneurial rebirth, running a consulting business exclusively focused on pricing strategy. In essence, my passion lies in fervently supporting dreamers in their entrepreneurial journey, evolving into an entrepreneur dedicated to fostering the growth of fellow entrepreneurs.

**Can you share which companies you've consulted with that left a lasting impression?**

Every company I've had the privilege to consult with holds a special place in my memory. I primarily work with very early-stage companies as Company The UP's mission is to assist them in achieving tangible profits, moving beyond idealistic aspirations. Remarkably, these companies witnessed a doubling of their customer base and significant profit enhancements within a brief consulting period, all without additional investments. This success is not just a result of my efforts but stems from the collective determination of everyone involved. Among recent consultees, 'Hisbeans,' a coffee brand, stands out for its commendable commitment to not only selling coffee but also creating job opportunities for the disabled. It's truly gratifying to collaborate with companies driven by such noble intentions and contribute to their growth.

**It appears that your primary area of activity is in the vicinity of Gangnam. Is there a specific reason for this choice?**

Firstly, I reside in this area. The proximity of my workplace significantly influences my quality of life. However, there's more to it than just convenience. Many startups converge in Gangnam, particularly around Teheran-ro, where I usually spend my time, often referred to as Tehran Valley akin to Silicon Valley. This reflects the significant concentration of startups in the area. This concentration of startups is one of the main reasons for my active



프린트

Oh, Baguette!



Dreamers in Gangnam



presence in Gangnam. D Camp, where my business operates, is an initiative by the Banks Foundation for Young Entrepreneurs, boasting a history of over 10 years and having served as a stepping stone for numerous startups.

**I understand that there are various areas in Seoul with a concentration of startups, such as Seongsu, Hongdae, Hapjeong, etc. Are there any notable differences between Gangnam and these locations?**

It's challenging to pinpoint,

but there are indeed distinctions. The startups congregating in the Gangnam area are often engaged in cutting-edge businesses. Entrepreneurship comes in various forms, from creating and selling clothes to developing solutions for societal issues. Startups that leverage artificial intelligence (AI) or employ blockchain technology are prevalent in Gangnam, suggesting a focus on advanced technologies. This concentration implies staying ahead of technological trends, creating a dynamic

environment ripe for synergy through interactions and discussions among these forward-thinking individuals.

**Do you have any advice for aspiring entrepreneurs pursuing their dreams?**

Instead of solely chasing trendy technologies or jobs, I encourage entrepreneurs to focus on their unique essence. The key to discovering the product or service the world wants lies in actively and keenly searching for 'my customer.'



Terarosa at the POSCO Center

---

### Can you recommended places to visit in the Gangnam Area

*I recommend D-Camp, situated between Seolleung Station and Seonjeongneung Station. D-Camp serves as a hub for startup entrepreneurs. Stepping into this space allows you to feel the passionate spirit of the young entrepreneurs. For moments of rejuvenation, you can also enjoy the scenic view of Seonjeongneung from*

*the window. Sipping a cup of coffee while marveling at the ever-changing seasonal landscape will replenish your energy and spark new ideas.*

#### **Decamp**

**A** 2nd floor , Saerom Building, 551 Seolleung-ro



Decamp



## JOYDANCE ACADEMY Dancer Jae-A

••

Grounded in my passion for dance, I aim to immerse myself in diverse activities, fostering connections with a wide array of friends whom I can support, engage with, and communicate with through my classes.



Dreamers in Gangnam

### **Nice to meet you, Jae-A. Could you share a bit about yourself?**

Of course! I've been working as a backup dancer and providing specialized K-pop lessons.

### **What made you choose to teach dance classes in Gangnam, considering other areas? Are there many dancers in Gangnam?**

Before I set up my classes in Gangnam, I was teaching in a few different places. I picked Gangnam because it's such a bustling area with its

dense population. I figured being here would let me meet and connect with all sorts of people more easily. What I've noticed during my classes here is the diverse mix of people who join. Gangnam seems to attract a wide range of individuals interested in dance. With numerous dance studios and rehearsal spaces, it's a gathering hub for dancers of all levels.

#### **JOYDANCE ACADEMY**

📍 봉은사로37길 20 1F, B2

☎ 02-545-0998

🌐 joydance.kr

📱 @joydancemusic\_seoul



**It seems that many people of all generations, not just children, are interested in learning dance these days. Is that the case? Are there many individuals with no prior dance experience who join your classes?**

Absolutely! There's a surge of interest in dance across all age groups and genders, especially with the popularity of shows like Street Woman Fighter and Street Man Fighter on TV. As a result, I get a lot of beginners, people who have never danced before, eager to learn and join the classes.

**Is there a specific reason why you chose a career as a dancer?**

As a kid, my dream was to become an idol, so I initially enrolled in dance and singing classes. However, I found myself gravitating more towards dancing at a dance school, driven by a desire to refine my skills. It was there that I encountered a teacher whom I deeply admired, and that marked the beginning of my dream to become a dancer. Witnessing the joy my teacher experienced while performing as a backup dancer on TV shows inspired me with a new dream, shifting from my initial aspiration of becoming an idol. I appreciated the versatility that came with being a dancer, allowing me to engage in various activities. Following my teacher's recommendation, I landed a job as a backup dancer, and through diverse experiences in this role, I naturally embraced the path of a dancer. Discovering that dancers, not just idols, could shine on significant stages, I found immense happiness in

performing. Since then, I've dedicated myself to the world of dance, actively participating as a dancer while also imparting lessons in areas such as kids, K-pop, and to foreigners.

**Do you have any noteworthy projects you'd like to highlight?**

Yes, my involvement in the title songs "Like Crazy" and "Set Me Free" by Jimin of BTS stands out for me. It was my first time participating as a dancer in the solo title songs of such a globally renowned artist. The experience was incredibly meaningful to me, sparking both interest and a heightened sense of responsibility that contributed to my personal and professional growth.

**It seems like K-pop is evolving into a global culture beyond Korean boundaries.**

Recently, I had a fantastic opportunity to attend a K-pop workshop in Australia, courtesy of the Australian Association of the Korean Cultural Center. Witnessing people of diverse nationalities participating in K-pop classes there made me realize that K-pop has transcended its origins and become a global phenomenon. The workshop drew individuals of all ages, from children to adults, highlighting the positive impact of K-pop not only in Korea but around the world, with its widespread popularity and love from many people.

**I'm interested in exploring your future aspirations and long-term goals.**

Grounded in my passion for dance, I aim to immerse myself in diverse activities,

fostering connections with a wide array of friends whom I can support, engage with, and communicate with through my classes. I hold the belief that by consistently giving my best in my current role, positive opportunities and joyful experiences will naturally unfold. Therefore, my overarching goal and dream are to approach each day with a dedicated work ethic, gratitude, and a steadfast commitment to my original intentions.

**What makes Gangnam more appealing compared to other areas or countries?**

I believe the primary allure lies in the diverse population that calls Gangnam home. Being

the central area, Gangnam attracts a significant number of foreigners, offering an abundance of restaurants, shopping destinations, and renowned brand stores. This makes Gangnam an excellent spot for leisure and exploration. Notably, the extensive array of high-quality restaurants adds to its charm. If I were a foreign visitor in Korea, Gangnam would undoubtedly be my first destination. The area's popularity extends beyond its physical attractions, as it serves as a cultural hub where people from various backgrounds converge, especially those drawn to learn about dance. This cultural richness further contributes to Gangnam's overall appeal.

---

**Recommended Spots in Gangnam by Dancer Jae-A**

*I would recommend checking out COEX Aquarium and Garosu-gil. It may sound too obvious though, sometimes the most obvious spots are the most attractive. Garosu-gil, in particular, offers plenty of things to see and experience. Additionally, if you have an interest in dance, consider visiting Joy Dance Academy to easily learn and enjoy dancing as a hobby. You can relieve stress and have a lot of fun.*

**COEX Aquarium**

☐ 513 Yeongdong-daero

**Garosu-gil**

☐ Sinsa-dong area

Samsseo Station intersection



Garosu-gil



## Gangnam, Where Dreamers Converge

When you consult the dictionary's definition of 'dream,' it often describes it as "a hope or ideal to be realized." From the early years of kindergarten to the later stages of elementary, middle, and high school, one recurring question always echoes: 'What is your dream?' With dreams shaping our lives and guiding us towards the promise of tomorrow, people from across the country converge in Gangnam to breathe life into their aspirations. Let's peer into the future of these dreamers, witnessing the journey of those who dare to take steps towards their dreams, embodying the truth in the saying, 'those who dream resemble their dreams.'

Indeed, dreams guide us as we navigate the journey toward the promise of tomorrow.

Dreamers in Gangnam



**Choi Ji-gang** RAPHA SEOUL CLUBHOUSE



**Hong Min-ju** Junior Office Employee



**Goh Jeong-gyeong** ACTOR



**Lee Jae-woo** KOREAN TRADITIONAL MUSICIAN



## RAPHA SEOUL CLUBHOUSE Country Manager Choi Ji-gang

••

**Reflecting on the simple joy of riding a bike, it's truly one of life's purest pleasures. To share this joy, we organize weekly rides from our clubhouse, creating a more enjoyable cycling experience.**

Dreamers in Gangnam



### **Can you tell us a bit about yourself?**

Hi, I'm Choi Ji-gang, the Country Manager at Rapha Korea. I've been a passionate cyclist since the inception of Rapha Seoul in Gangnam. I take pride in collecting and assembling bicycle parts, exploring diverse paths from well-paved roads to dirt trails and mountain routes. Beyond cycling, I enjoy various outdoor activities. Reflecting on the simple joy of riding a bike, it's truly one of life's

purest pleasures. To share this joy, we organize weekly rides from our clubhouse, creating a more enjoyable cycling experience, although it's a bit of a challenge for Korean office workers to seamlessly blend work and leisure.

### **Why did Rapha Seoul choose Gangnam as its location over other areas?**

We aimed to establish the clubhouse as a welcoming haven for all cyclists. It's not just a store; it's a community space where many RCC members and riders come together. The choice to call it a clubhouse reflects our focus on fostering a sense of community. Looking at the map of Seoul, you'll find our location in Gangnam is easily accessible from all corners of the city. Conversely, the clubhouse serves as an excellent starting point for rides to various destinations. Gangnam, especially in the Garosu-gil area where our

### **RAPHA SEOUL CLUBHOUSE**

**A** 35-1 Apgujeong-ro 10-gil

**T** 02-515-2758

**H** Weekdays 11:00-20:00,

Weekends 10:00-19:00

**U** [rapha.cc/kr/ko](http://rapha.cc/kr/ko)

clubhouse is situated, is known for housing flagship stores of attractive brands. We envisioned this area as a place where individuals with great taste, regardless of whether they ride bicycles, would stumble upon our clubhouse—a hidden gem waiting to be discovered.

**Your clubhouse is dubbed the Holy Land of Jadeok (bicycle maniac). I'm curious about the culture it's cultivating.**

Rapha's overarching mission is to elevate cycling to the status of the world's most beloved sport. Our vision is of a world where people of all ages, both men and women, coexist joyfully on bicycles. Think back to the first time you rode a bike – it's an experience of pure pleasure. Our goal is to enhance this joy by organizing diverse rides each week, using

the clubhouse as a hub. This amplification of pure pleasure is at the core of our culture. During significant events like the Tour de France, one of the three major grand tours, we gather to cheer for our favorite teams and riders. The clubhouse becomes a space to share the wonderful experiences that cycling offers. To further popularize cycling, we're diversifying cycling and expanding our reach through collaborations with various brands that share the allure of bicycles.

**Do you have a lot of international visitors at your clubhouse?**

Absolutely! Our RCC (Rapha Cycling Club) members from various corners of the globe often make their way to the 22 clubhouses we have worldwide. The Rapha Seoul Clubhouse, right here, also

welcomes many visitors. Seoul, with its unique charm, has become a hotspot for cyclists. The scenic bike path along the Han River is a major draw, attracting cyclists from all walks of life. Many come to experience the distinctive rides available in Korea through our bike rental service, a perk for RCC members. Interactions with local Korean cyclists also add to the appeal. Not only that, but we have cyclists dropping by to pick up city-specific products, each with its own unique design, available at various clubhouses globally. It's become a favorite travel gift among our community. While our location isn't directly on the boulevard, some visitors find it a bit challenging to locate us. However, the charm of Garosu-gil, coupled with the abundance of attractions in the area, makes it a beloved spot for many travelers.



**Has the cycling culture around the Rapha Seoul Clubhouse changed since it first opened in Gangnam?**

Absolutely, there's been a noticeable shift. Back when the Rapha Seoul Clubhouse first opened its doors in Garosu-gil, spotting people casually strolling around in cycling tights wasn't exactly common. While it's still not an everyday sight, there has been a significant change. Now, not only Rapha but other appealing bike brands have set up shop here, and it feels like we're collectively shaping the biking culture. Take a stroll down Garosu-gil, and you'll find folks sporting a variety of cycling gear as they zip by on their bikes.

**Can you recommend some great biking routes in Gangnam?**

Absolutely! To kick things off, I'd suggest exploring the enticing bicycle-related stores along Garosu-gil, known for its flagship outlets. You'll come across unique brands that might be hard to find elsewhere. Once you're ready to hit the road, head towards the Han River for an exhilarating ride along the bike path that meanders through Tancheon and Yangjaecheon streams. As you pedal along, you'll naturally stumble upon Yangjaecheon Cafe Street. Given the undeniable connection between coffee and cycling, it's the perfect spot to take a break and enjoy a cup after covering a decent distance. While it might seem like a long ride, that coffee





break has a magical way of recharging your energy for another round of pedaling. Whether you're exploring Gangnam with family, a partner, friends, or even solo, it's an invitation to discover the area on two wheels.

**When riding in Gangnam, what sets it apart from cycling experiences overseas?**

Seoul, with its impressive population of 10 million, stands out globally for its exceptionally well-maintained roads and drivers with a strong

sense of citizenship. The ability to navigate all corners of Gangnam on a bicycle, especially along the scenic Tancheon and Yangjaecheon streams connected by the Han River bike path, is a unique advantage not easily found in other cities. Even if you don't have your own bicycle, the option to rent a Seoul Bike, a public rental bicycle operated by the Seoul Metropolitan Government, is always available. While shared bikes exist in many cities worldwide, Seoul stands out for its user-friendly rental and return

system, making it convenient for both locals and visitors. Cycling in Gangnam unveils a dynamic charm that's truly captivating. It's an experience that might just make you fall in love with the city's unique energy. So, saddle up and enjoy the diverse experiences and fun that come with cruising through Gangnam.

#ANWIMAN (See you on the bike saddle!)

## ACTOR Goh Jeong-gyeong

••

**Gangnam serves as a cultural and arts hub. Auditions are only part of the equation. The theater scene in Gangnam has its distinctions, often reflecting the latest trends. These are performances that lead the trend of the times.**



Apgujeong Rodeo area

**Hello! Very nice to meet you in person! You played a zombie in Netflix's <Kingdom>, right? Can you introduce yourself briefly?**

Hello! I'm Goh Jeong-gyeong. As you said, I played the role of a zombie in <Kingdom> produced by Netflix. Thanks to the role of the zombie, I ran around a lot in that series. It was my first work. Since then, I've been actively involved in action acting in videos and plays.

**How did you become an actor?**

I didn't attend art high school or college; instead, I majored in Industrial Management Engineering. However, my childhood interest in acting resurfaced during college. After graduation, I pursued a double major in performing arts, kickstarting my serious pursuit of acting. Recognizing the need for more skills, I attended acting school, where teachers and colleagues played crucial roles in deepening my understanding.



Dear Dahlia Dosan Flagship Store

The process involves continuous preparation, just like when you are looking for a job in other industries. When opportunities arise, like the casting call for <Kingdom> a year after college, I applied due to my love for zombie movies and physicality. Fortunately, I was accepted. My luck continued when Netflix featured a makeover video, allowing me to gain some recognition. I was very lucky.

**I see. Are most auditions held in Gangnam? Why is this area significant for actors?**

Yes, a significant number of auditions take place in Gangnam. Many actors find it challenging to stray far from Gangnam. Despite residing in Eunpyeong-gu, I frequently visit Gangnam. Depending on the day, I'll spend more time here than where I actually live. This pattern holds true not just for me but for many actors. Gangnam serves as a cultural and arts hub. Auditions are

only part of the equation. The theater scene in Gangnam has its distinctions, often reflecting the latest trends. These are performances that lead the trend of the times. Notably, VR-based plays have been gaining traction in the area, showcasing its unique character.

**Being an actor doesn't seem easy.**

Indeed, being an actor poses financial concerns. The actor's profession doesn't sustain itself; you can only



act when someone offers an opportunity. Nowadays, some actors create their own projects, although it's a challenging endeavor. Despite these hurdles, many actors, including myself, persist in pursuing their acting dreams because the joy of acting is so profound, and the passion to continue remains strong.

### **What kind of actor do you aspire to become in the future?**

I aim to be an actor who persists in acting until the end of my life. I derive immense joy from acting and consistently experience a sense of accomplishment in it. In terms of video work such as movies, my forte lies in using my body, so I'm eager to explore roles in active action or thriller genres. On the theatrical front, I'm drawn to works that closely mirror everyday life while delving into aspects we may overlook. Successful acting requires keen observation of one's surroundings, a practice I diligently uphold. I turn my attention to things that I might have overlooked before I started acting, giving them a second look and observing them more carefully. Reflecting on this, I envision evolving into an actor who remains dedicated to observing and interpreting life.



Levain Rules



Dosan Park

---

**Hidden spots in Gangnam  
recommended by actor Goh  
Jeong-gyeong**

*Dosan Park. It is a serene oasis in the heart of Gangnam, offering a tranquil escape for leisurely strolls and moments of relaxation. And, Bakery Levain Rules is my favorite bakery. They have branches in Apgujeong-dong and Samseong-dong. The pastries are absolutely delicious!*

**Levain Rules**

- A** Unit 105, 1st floor, Brownstone Legend, 660 Seolleung-ro
- T** 0507-1389-1270
- H** Everyday 09:30-20:30
- I** @levain\_rules



Dosan Park



Levain Rules

## KOREAN TRADITIONAL MUSICIAN

Lee Jae-woo

••

**When I need some time alone, I like taking slow walks along Yangjaecheon. I go there for different reasons – sometimes just to be by myself, and other times when I want to enjoy some music. No matter why I go, each time at Yangjaecheon brings something new and refreshing.**

### **Hello, can you share a brief introduction about yourself?**

Hello. My name is Lee Jae-woo, being a daegeum player and martial artist. I am currently majoring in Korean traditional music at Seoul National University's College of Music. I began playing the daegeum at the National Gugak Middle School in Gaepo-dong and have continued my passion for it. As a hobby and second career, I am pursuing my aspirations as a martial arts athlete.

### **Daegeum and martial arts, what an amazing combination! First of all, I'm curious about what prompted you to pursue the art of Korean traditional music.**

I was originally a kendo player in elementary school. There were many times when I had a really hard time doing kendo, but I consoled myself

by playing the piano. My piano teacher, who saw me playing the piano diligently, suggested that I go to a Korean traditional music middle school if I wanted to continue playing music. Gugak Middle School is right in front of my house, so I saw it frequently on my way there. Now that I think about it, I believe the teacher suggested it without much intention. Anyway, I ended up enrolling in a Korean traditional music middle school. When I entered school, I had to choose the instrument I wanted to play, and at that time, I listed the

Yangjaecheon





**Gugak National Middle School  
/High School**

Gugak National Middle and High School, located in Gaepo-dong, Gangnam-gu, is a national arts special purpose school. On April 1, 1955, it opened as a six-year Korean traditional music training center affiliated with the National Gugak Center. Currently, the middle school offer a total of 11 majors: gayageum, geomungo, daegeum, piri, haegeum, dance, pansori, jeongga, folk music, ajaeng, and percussion, and the high school offers 13 majors, including Korean traditional music theory and Korean traditional music composition majors, in addition to the aforementioned subjects. Among the graduates of this school are famous actors and entertainers such as Lee Ha-nui, Seo Hyun-jin, Han Yeri, and Jeon Hyun-joo.

☐ 65 Gaepo-ro 22-gil

Yangjaecheon Stream Pedestrian Bridge



daegeum as my first choice. In reality, Korean traditional music can feel unfamiliar at first. So did I. But the more I engaged in it, the more I fell in love with it. I've been playing the daegeum ever since. I recently finished a solo recital.

**What inspires you the most when you're making music?**

First of all, I perform, not compose, so expressing the music is really important. Simply put, you need to be good at conveying your emotions. Basically, I try to listen to a wide range of music. I spend almost all day listening to music. As I continue to listen to music, various thoughts arise about expressing emotions, like ways to express your feelings honestly.

**What is difficult about playing the daegeum?**

Well, I love playing the daegeum itself. However, the posture for playing the daegeum is actually not comfortable. Because of the posture, playing for a long time can be a little challenging physically.

**Is there a reason why you decided to take martial arts as a profession, rather than just keeping it as a hobby?**

In the case of martial arts, I used to exercise since I was young, but when I started playing music, I stopped doing it. Then, I was starting to be itching to work out again. So, I was looking for a type of sport to try again, and I ended up with martial arts when I was in my third year of middle school. I am doing a sport called 'standing striking', and the more I practice this sport, the more I feel its own charm. I'm the type of person who, once

I get hooked on something, I push through to the end.

**What are your typical methods for unwinding or taking a break?**

When I take a break, I indulge in exploring the array of delightful dining options between Shinnonhyeon Station and Gangnam Station. Given my active lifestyle, there are instances when I must refrain from immediate culinary pleasures due to exercise routines. Thus, when afforded the luxury of leisure, I relish exploring the diverse restaurants in the Shinnonhyeon to Gangnam Station stretch. Finding delectable food holds great significance for me, and I approach restaurant visits with careful consideration and anticipation.

When I need some time alone, I like taking slow walks along Yangjaecheon, this peaceful stream near my place. Since it's pretty close, I end up going there quite often. While I stroll along its banks, I usually have some music playing, and it's just a great way for me to clear my head and feel more relaxed. I go there for different reasons – sometimes just to be by myself, and other times when I want to enjoy some music. No matter why I go, each time at Yangjaecheon brings something new and refreshing.

**What do you think will unfold in your future?**

Well, I get asked so many times what I would choose if I had to choose between music and exercise. I can't answer this question yet. Because I want to go to the end in both fields. I want to do well in both. I'm working hard.

---

*The spot in Gangnam  
recommended by Korean  
traditional musician  
Lee Jae-woo*

*I recommend Yangjaecheon.  
Because it's close to my  
house, I take a walk along  
Yangjaecheon when I want to  
organize my thoughts. When  
you walk slowly alone, you  
can organize your complex  
thoughts and feel much lighter.*

**Yangjaecheon**

📍 504-1 Daechi-dong



Yangjaecheon Stream Metasequoia Road



Room Service 301



Sojeon Seolim

## Junior Office Employee Hong Min-ju

••

It's like each person has their own rhythm, creating this unique order. Especially around Yeoksam Station to Hakdong Station, that area embodies the charm of Gangnam - this organized hustle everyone's got going on.



### **Nice to meet you. First of all, can you give a quick overview of who you are?**

Hello, I'm Hong Min-ju, a two-year employee at a consumer goods company located near Nonhyeon Station. My role involves handling corporate branding, internal and external communication, as well as coordinating major events. Originally aspiring to work in the service industry and preparing to become a casino dealer, my path took



an unexpected turn when I connected with my current company around the time of my college graduation. Returning to Korea after completing my studies in Wuhan, China, I participated in an employment-related project by the Ministry of Employment and Labor. It was during this time that I learned about my current company and its culture, which resonated with my personal values. Choosing to start my career here, two years have swiftly passed. As my first job was in Gangnam, it naturally became the launchpad for my social life, and I continue to work diligently toward my aspirations in this dynamic environment.

**You seem to be carrying out a variety of tasks. Can you explain a little more about what you do?**

Yes, it may seem like I'm involved in various tasks. Indeed, my role encompasses a wide range of responsibilities.

To simplify, my primary focus is on promoting our company's people and culture rather than its products or business. I work to create and nurture a positive workplace culture, supporting employees to thrive in a happier environment. Initially, my responsibilities included tasks such as HR development, recruitment branding, and organizational culture diagnosis. However, my current emphasis is on PR and branding for our company, always with a central focus on our people and culture rather than the products or business aspects.

**Your job sounds fantastic! At the same time, it seems like it comes with its challenges. Could you walk us through a typical day in the life of a second-year worker? It appears quite hectic.**

To start, our company has a flexible work hours policy, allowing me to start at 10 a.m. I take advantage of my

mornings by enjoying a hearty breakfast, sipping coffee, and indulging in self-development content on YouTube, focusing on motivation and similar topics. During the morning, I typically tackle individual tasks, delving into trends and data relevant to the company, and coordinating with interns working alongside me. In the afternoon, my attention shifts more towards collaborative efforts with other teams. I make it a point to meticulously review my personal work 1-2 hours before wrapping up for the day.

Post a busy day, I usually finish work around a little after 7 p.m. Afterward, I dedicate time to furthering my knowledge, particularly in areas like branding and general management, which I feel I might be missing during work. My current focus—is on my personal growth—I am always eager to learn and evolve.

Daily Teum



Dreamers in Gangnam

**How do you typically spend your lunch break? Such a valuable time for office workers, isn't it?**

Lunchtime is a precious break during the workday. I make an effort to have lunch with colleagues from other teams at least 1-2 times a week. These leisurely lunches provide an opportunity to deepen my understanding of other teams. We discuss our concerns and current focuses, fostering better collaboration. On other days, I either enjoy some alone time or casually dine with my teammates. A hidden gem near our office is a cafe called 413 Project. It's

the kind of place I'd prefer to keep a secret—a cozy spot with a cool interior and even a resident cat. I frequent it often as being in that space provides a sense of healing.

**You stayed in China for a long time. How do you feel about working in the Gangnam area? How does Gangnam feel to you?**

You know, it might sound a bit cliché, but the vibe in Gangnam is pretty intense. People are constantly on the move, walking super fast, and you'd expect chaos with everyone rushing around, but it's surprisingly orderly. It's

like each person has their own rhythm, creating this unique order. Especially around Yeoksam Station to Hakdong Station, that area embodies the charm of Gangnam – this organized hustle everyone's got going on.

**Can you please share your dreams for the future with us?**

More than anything, I want to grow into a leader with expertise. So now, first of all, I am trying to become more proficient and better at what I do. Outside of work, I try to make time to study a lot. Ultimately, I want to become a





leader who is well-established. Of course, promoting the company externally is important, but I also want to have a positive influence on my colleagues so that they can have a positive experience with the company.

---

### ***The Spot in Gangnam***

***Recommended by Hong Min-ju, the Junior Office Warrior!***

#### **Blooming Jazz**

**A** Basement 1, 21 Teheran-ro 19-gil

**H** Tue-Sat 19:00-02:00 (Closed on Sunday and Monday)

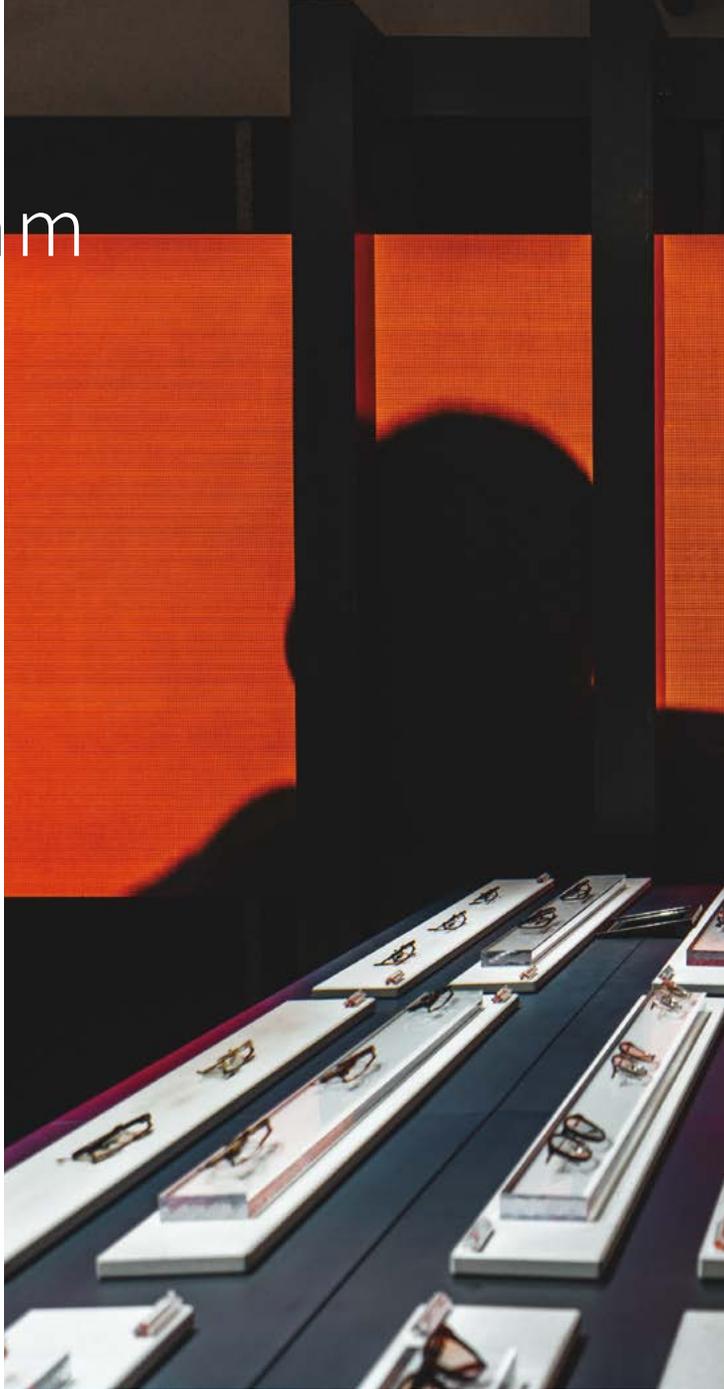
**T** 0507-1466-5026

**I** @blueming\_jazz

*I've got this special spot that always does wonders for me. It's this cozy spot called 'Blooming Jazz Bar' near Yeoksam Station. Apart from the tasty food and the inviting atmosphere, what truly captivates me are the live performances. They have live jazz sessions every Friday and Saturday, and there's just something so calming about soaking in the sounds of live instruments. I'd call it the perfect "go-to healing place."*

# Digilog Gangnam

Gentle Monster House Dosan





Every city has its own impression and atmosphere. Though it might be wrong to define a city with a single adjective, Gangnam is undeniably fast, refined, and glamorous. However, the question remains as to whether Gangnam can also contain its antithesis: slow, humble, and simple. A single step into Gangnam's sparkling lights reveals a faded photograph of a complex, hidden Gangnam. It is time to meet Gangnam for the duality it is: both its digital sensibility in the works, and its bygone analog world.

## Digital Gangnam

Many of Gangnam’s associations have to do with “digital” matters. The many factors that represent Gangnam—its high-rise buildings, Teheran-ro, the ASEM center, etc.—all have a digital facet to them. The district of Gangnam is an economic zone of its own; amidst its unique buildings, the latest technology floods into the district, is built, and transformed.

## The core of the quaternary sector of the economy

Gangnam is at the center and the core of finance, commerce, ventures, high-tech industries, and other sectors of the fourth industrial revolution. Gangnam’s brightly lit buildings—even in the odd hours of night—tell the story of the district’s present. Introducing Gangnam—at the apex of Industry 4.0 and its various fields.

## The Korean Silicon Valley

Gangnam-gu’s Teheran-ro is the only street in the country to have been named after a foreign geographical location. Does Teheran-ro derive from what we think it might be—Tehran, the capital of Iran? If so, you might wonder as to why we chose Iran’s capital—of all the other cities we could’ve chosen. In 1977, the former mayor of Iran’s capital Tehran, Gholamreza Nikpey, visited Seoul and agreed to twin Tehran with the South Korean capital. To commemorate this occasion, the street of Samneung-ro



was renamed Teheran-ro to become the street we now know so well. Teheran-ro is the site of active international finance and trade, wherein many IT corporations and banks are located. With a high concentration of first-generation venture enterprises, Gangnam is called the Silicon Valley of South Korea. Now, Gangnam lies at the heart of economy, finance, and trade, expanding its borders beyond the peninsula across the globe.

**The mecca of fashion—and the quinary sector of the economy**

You can't have Gangnam without fashion. Fashion is a crucial part of the district; just look at how the phrase "Gangnam Style" has taken the world by storm. With its colorful fashion, Gangnam has become a mecca of shopping for travelers and a source of inspiration for designers.

**The streets of luxury goods and fashion**

In the early 1990s, epicurean youths indulged in consumer culture around Apgujeong-dong, earning them the moniker "the Orange Tribe." A new consumer culture blossomed around them, inviting luxury fashion brands and various other modes of fashion. After the opening of the Galleria Department Store in 1995, Gangnam's Cheongdam and Apgujeong neighborhoods were designated as fashion-specialized districts in 2008, pioneering a culture of luxury goods and fashion. Now, numerous designers are developing their own styles across Cheongdam and Apgujeong, attracting the attention of many a people around the world.



## Analog Gangnam

**There is power behind antiquated spaces and bygone objects. This is because the past offers a moment of relaxation from the fast-flowing currents of time—and a break from the routine for people to reflect on their own lives. Who knows: perhaps the crooning of an LP record atop a turntable or the flavors of eras long gone in timeworn restaurants might be the solace you were looking for.**

## Artistic sentimentality

In Gangnam, the past and present overlap both spatially and visually. Drawing from the culture of its residents, Gangnam reinterprets the past anew and produces an original sentimentality in its multifarious artistic fields. Take a moment to acquaint yourself with the art exuding from the streets of Gangnam.

## Gangnam's streets of art

It can't be that the countless number of visitors coming to Gangnam are only here for good eats and cafés. There are bound to be people who visit to experience, see, and feel the art of Gangnam. The road stretching from the Cheongdam station intersection to Galleria Department Store are home to many art galleries featuring paintings, arts and crafts, and works of calligraphy. Starting with the Sun Gallery's opening in 1989, the road saw more and more galleries open until Gangnam officially emerged as the city of art and paintings. The development of apartments in Gangnam helped its population of art collectors, but more importantly, artists began crowding the district in hopes of acquainting themselves with Gangnam's culture, fostering art



as an important part of the district’s culture. Evocative of New York City’s Soho neighborhood—streets of art, populated by artists—Cheongdam’s narrow streets attract many artists, who come to find inspiration and create works of art. Now, these artists—not just painters, but also musicians, photographers, ceramicists, furniture makers, and other creators and lovers of art—congregate here, creating a unique aura that can only be felt in Gangnam.

**Sensual spaces**

Memories last longer if they stimulate one of the senses: sight, smell, sound, taste, or touch. Gangnam has many sensual spaces that will make you reminisce the past, or at least imagine it. Try making new memories atop your old ones in these spaces that are at once pleasing to the ears and delightful in taste.

**The visual spaces of LP bars**

In an era where music streams into your ears through wireless headphones, LP bars seem as if oblivious to the changes of time. Scattered across Gangnam are these LP bars, clashing against the hyper-technological atmosphere of the district. While LP bars themselves aren’t the most historical of sites,

the music they play—and the history of these songs—are enough to get you in that retro groove. Write down a song request on a tiny slip of paper and hand it over to the DJ. Don’t forget: that little slip of paper can turn you from a Debbie Downer to a total Pollyanna.

**The gustatory spaces of long-established shops**

As time passes, the stories of any given space avail themselves to all its visitors. Long-established shops—having held their ground since long before Gangnam-gu was even given its name—retain the memories of the past while paving the road to the future. Samwon Garden, which opened in 1976, has been the site of graduation ceremonies, first birthdays, and other memories. Mannadang, a tteok and Korean dessert store, is owned by master pâtissier Hwang Muncheol, who has been honing his skills in royal desserts since 1963, and have catered to many a festivities in the two generations it has been in business for. These beloved long-established shops are still delighting people with their flavors and writing a new history of their own.



Monk to Bach



Samwon Garden

**Living, breathing history**

No place is devoid of history; in each and every place, a new history is being written atop the old. There are a few place in Gangnam—spaces of unimaginably long history—that have kept their ground long from before the district was even given its name. Here is a walk through Gangnam’s living, breathing sites of history, from Seonjeongneung—a UNESCO World Heritage Site—to Dosan Park, a breath of fresh air for its local residents.

**Bongeunsa Temple: where culture abounds**

Bongeunsa Temple was founded by Yeonhoe Guksa, a Buddhist monk from Unified Silla of the Northern and Southern States period in Korean history. In 1498, Queen Jeonghyeon rebuilt the temple to the east of Seolleung—the royal tomb of King Seongjong—in honor of the king, then renamed the temple Bongeunsa. The temple was destroyed after Japanese and Qing invasions of Korea, rebuilt, then mostly destroyed again in the Korean War in 1950. Bongeunsa Temple symbolizes this painful history of the nation. The temple has been rebuilt since and has now become a pioneer in the development of temple food, as well as a major center in the culinary cultural scene in South Korea.

**Dosan Park: the appreciation of history and rest**

Around the district of Gangnam are parks that offer a moment of comfort and respite to its residents. Of Gangnam’s numerous parks, Dosan Park is meaningful in the fact that it not only offers a chance to rest, but also to ponder on the painful history of

Bongeunsa



the nation. The park was developed in an effort to commemorate the patriotism and the didactic spirit of Ahn Changho, also known by his pen name Dosan, and hosts a commemorative event for Ahn every March. The park is home to the grave in which Ahn and his wife have been interred together, as well as a memorial hall exhibiting source material on the Provisional Government of the Republic of Korea and Ahn’s records of his time in Shanghai. This is Gangnam: where its parks transcend their functions as places of relaxation to acknowledge the history and culture imbued deep within.

**Seonjeongneung: a UNESCO World Heritage Site**

Designated as a UNESCO World Heritage Site in 2009, Seonjeongneung is the resting place of King Sejong, the 9th ruler of Joseon, Queen Jeonghyeon, and their son, King Jungjong, the 11th ruler of the dynasty. While Seonjeongneung carries with it a painful history in which the royal tombs were dug up and burnt by Japanese soldiers during their invasions in the 16th

century, Seonjeongneung returned in 1979 as Samneung Park: a place of comfort amidst the pains of history. We recommend you take a walk around Seonjeongneung and bask in the living, breathing history of Joseon still present among the scenery.

**The Cemetery of the Royal Prince**

The presence of graves in a district is a telltale sign that the region boasts a long lineage of history. Gangnam is home to not only Seonjeongneung, but also the cemetery of the descendants of Prince Gwangpyeong of the Jeonju Yi clan, located in Suseo-dong. The fifth prince of King Sejong the Great, Prince Gwangpyeong is buried here in this cemetery with his wife, his son—the prince Yeongsun, his adoptive father—Prince Muan, or Bangbeon, his wife, alongside 700 or so other tombs. The cemetery is historically significant, as it is one of the most well-preserved cemeteries belong to a lineage of royalty.

Seonjeongneung



Dosan Park



Tomb Area of Grand Prince Gwangpyeong of Jeonju Yi Clan



# T.O.P Gangnam



Kinfolk, Dosan

TEST BED  
OPEN  
PLAY



KINFOLK  
DOSAN

**When thinking of Gangnam and what kind of place it is, words fail. Just saying its name—Gangnam—explains everything about the district. Gangnam is Seoul’s most financially independent district, a trendsetting region, and an amalgamation of various cultures. Even the Line 2 Gangnam station—the busiest station in all of Seoul—is right here in Gangnam. Gangnam ranks first in most criteria. Gangnam is open for all. Gangnam is at the start of it all.**

## TEST BED

**‘There’s a saying that goes, “If you fail in Gangnam, you’ll fail everywhere else.” It illustrates how businesses—from all kinds of sectors—consider Gangnam to be a litmus test for market response to their soon-to-be-released products. From businesses in the restaurant, fashion, and supply chain industries to those in finance, robotics, and cutting-edge technology—why do they opt for Gangnam to be their testbed?**

### All roads start at Gangnam.

Around every corner of Gangnam is a new trend, which begs the question: which businesses have chosen Gangnam to be their launch site? There are so many to count; you might be familiar with luxury design houses such as Louis Vuitton, Chanel, and Hermès, as well as restaurants such as McDonald’s, Shake Shack, No Brand Pizza—all of which had their first-ever locations in Gangnam. Other business in the fashion, home appliances, and other sectors such as Zara, Apple, Nike’s women-only store, Patagonia, and The Conran Shop have selected Gangnam to be their testbed.

### Food trends have to begin somewhere?!

Restaurants, cafés, and shops paint an image of the city and its streets. The view of a city changes drastically depending on what kind of store sets foot. With high foot traffic and consumers with high purchasing power, Gangnam is chosen over other regions to be the first location of many businesses in the restaurant industry. In the 1960s, following Gangnam’s development, numerous restaurants broke into Gangnam. During the 1986 Asian Games and the 1988 Seoul Olympics, foreign cuisine flooded into the district, which explains why Gangnam is considered to be the center of dining-out culture.

In the same way that you are what you eat, a city’s range of food options has the power to illustrate a picture of that city. Though fast-food franchises have led the way in the past, family restaurants, and fine dining restaurants have followed suit. Now, Gangnam is home to the first-ever locations of vegan restaurant chains, cafés, and other establishments in the restaurant industry.



### McDonald's first location

One can't think of hamburgers without McDonald's coming to mind. In 1988, the McDonald's franchise launched its first-ever location in South Korea—right at the entrance of Apgujeong Rodeo. At the time, McDonald's's popularity skyrocketed, heralded as a sensational culinary experience by younger generations more accepting towards foreign dining experiences. It was a momentous occasion, on par with the Seoul Olympics, that defined the year 1988. The McDonald's even had a bulletin board, on which meet-up memos could be posted. In that sense, the store was more than just another fast-food chain: it was a symbolic portrait of the culture of the era. Many other fast-food franchises rose up afterward, forcing the McDonald's location to close in

T.O.P. · Gangnam

### Is veganism the new black?

The rising interest in health and eco-friendliness has brought the notion of well-being to the forefront. The number of vegans—those who abstain from meat and consume only plant-based ingredients—has increased all over the world. According to the Korea Vegan Union, there were only 150,000 vegans in 2008; this year, that number has exceeded 2 million. With the increase in demand for vegan products, vegan-focused restaurants and cafés are on the rise as well. Gangnam, in particular, being a racially and occupationally diverse region, is home to numerous vegan stores that have opened their first locations here. Pulmuone, a major corporation, has launched the first branch of their vegan restaurant, Plantude, here in Gangnam in an effort to expand their vegan restaurant industry. Other vegan restaurants, serving plant-based desserts, drinks, and even hamburgers, are popping up all over Gangnam's streets.



Pinch Brunch Bar

Mahina Vegan Table



Uuum Eatery & Bakery



**Gangnam’s new age of deliveries**

Gangnam has been chosen to be the testbed for quick commerce: an instantaneous delivery service in which a customer’s order is delivered to the destination in the mere span of 15 minutes to an hour. Businesses are still in their early stages and will decide whether to expand their reach depending on how trial tests go in Gangnam. Interpark’s Quick Live and the Gangnam Lotte Department Store’s delivery service, as well as the delivery apps Baedal Minjok and Coupang Eats used by millions, all had run trial tests in the Gangnam region before expanding their coverage. The Gangnam area is densely populated with offices, exhibits high purchasing power, and has a large proportion of single- or two-person households, making the area a strategic position for online shipping. Given Gangnam’s high demand for delivery services, urban distribution centers are also concentrated in the area.

**Are there no supermarkets in Apgujeong or Cheongdam?!**

With the large number of quick commerce service users in Gangnam, it’s easy to think that the area has its share of large-scale supermarkets. However, none of the familiar supermarket franchises exist in Apgujeong and Cheongdam, except for smaller markets found within department stores. Perhaps it is a characteristic of richer neighborhoods, but premium grocery stores have replaced the role of supermarkets. E-Mart’s premium grocery store—SSG Food Market—opened its first location in Cheongdam-dong and offers a variety of services, not just limited to selling products. Customers can bring ingredients purchased at the store to have it cooked by an employee; they can also purchase produce and have it cut according to their needs. As evinced by this phenomenon, Gangnam’s grocery store scene is markedly different from those of other regions.



Lotte Department Store Gangnam Branch



Garosungil



SSG Food Market

**Head over to Garosu-gil for plastic surgery and cosmetics**

According to the dictionary, Garosu-gil means “boulevard,” though when people think of Garosu-gil, they naturally think of Sinsa-dong first. But in reality, Garosu-gil stretches straight, lined with gingko trees on either side as the road spans the 800-meter distance between Dosan-daero and Apgujeong-ro. Perhaps it’s the large number of plastic surgeons or dermatologists in the area, but Garosu-gil is home to the flagship stores of various cosmetic brands, both domestic and international. Branching off to either side of Garosu-gil is the “Serosu-gil” alleyway, which houses cute, and unique little stores.

**Gangnam = Luxury**

With the construction of the Hyundai Apartment in 1978—the most extravagant residence of its time—the Apgujeong-dong and Cheongdam-dong areas emerged as a high-class residential area. The neighborhoods quickly became gentrified, with the Hyundai Department Store and the Galleria Department Store (Luxury Halls East and West) soon opening for business in the 1980s and 1995, respectively. Afterward, Seoul initiated its development project for specialized streets in 1996, revamping the street from the Galleria Department Store to the Cheongdam intersection into the Cheongdam Luxury Fashion Street. The late 90’s saw wedding-planning companies set foot in Cheongdam-dong, and with it, luxury shops specializing in wedding presents. This further cemented Gangnam’s already-prominent association with luxury goods.



Chanel Seoul Flagship



Garosu-gil



Apple Garosu-gil



Apgujeong Galleria Department Store

Gentle Monster House Dosan



Harim Group Headquarters





Figure and Ground

### **Marketing-savvy luxury fashion stores**

Cheongdam-dong's luxury fashion stores are less actual stores than they are flagship stores, designed to promote the image of their brands. A single building showcases the individuality and value of the brand housing it and is transfigured into a work of art. Consumers are able to try out luxury goods in these stores and expose themselves to the images of these brands. Many a time, passersby chance upon a café exuding good vibes, only to realize that it is a luxury fashion store. By appearing as such, luxury good brands are approaching its consumers not as another product to be bought, but a luxury brand to be embraced. This begs the question: which luxury fashion brands have chosen Gangnam as their homes? With the Giorgio Armani store opening in 1994, a street of luxury shops began to form on either side of Samsung-ro. The world's most coveted luxury brands, such as Hermès, Chanel, and Louis Vuitton are located either in the Galleria Department Store's Luxury Hall East or on

the streets of Cheongdam, promoting their products to the Korean population.

### **The shopping central of millennials and Gen Z**

Gangnam isn't just luxury fashion shops with high purchasing power. The district is also home the first locations of SPA (specialty stores of private label apparel) brands such as Zara, Patagonia, Nike's women-only store, and other brands beloved by millennials and

### **Banks open until 7 in the evening**

Gangnam is also home to the first-ever locations of financial institutions—not just stores and restaurants. The Woori Bank TCE Gangnam Center—among many others—Gangnam lies at the heart of finance. Recently, NH Investment & Securities opened their Gangnam Finance Center, the industry's first futuristic business that is open from 9 to 7, maximizing convenience and accessibility to office workers who would otherwise have trouble visiting during the day. Gangnam proves itself, once again, to pioneer new horizons—even in the realm of finance.

Van Cleef & Arpels Seoul Maison



Sulwhasoo Dosan



## OPEN

**Gangnam is where new cultures are accepted in all their individuality and sensibilities. It is difficult think of a single word that defines Gangnam, whose fabric is interwoven with racial and cultural diversity. Over the years, Gangnam has witnessed the stories of countless people and has made them its own; in that aspect, Gangnam is free, colorful, and exciting. Come on down to Gangnam—lively and open to all.**

### Gangnam: home to every single kind of food

In the mid-90's, Cheongdam-dong established itself as the icon of foreign culinary culture. Ingredients and dishes from all over the world flooded into the neighborhood since, transforming its streets into an international culinary experience. For this reason, Gangnam is relatively freer and more open in accepting the diversity of world cuisines. Now, passersby can easily spot out restaurants serving food from all over the world—right here in the streets of Gangnam. The district is home to fusion cuisines, combining the tastes of Southeast Asia, Europe, the Americas, Africa, and other parts of the world.

### Stars across the chart—and the world

When you're traveling and deciding what to eat, it's always a fail-proof plan to follow the recommendations of a local, or visit a Michelin-star restaurant. The Michelin guide classifies restaurants as follows: one star means "A very good restaurant in its category"; two stars mean "Excellent cooking, worth a detour"; and three stars mean



“Exceptional cuisine, worth a special journey.”

South Korea is home to two restaurants with the three-star Michelin honor, one of which is located in Gangnam. The honor goes to none other than Gaon, who has been guarding its three-star prestige for seven consecutive years since 2016. Most of the other Michelin-recognized restaurants can also be found in Gangnam, with five of the six newly recognized establishments calling the district home. Gangnam is cultivating a culinary culture recognized not just nationally, but globally as well. Gangnam does not view food as a mere means to satisfy hunger; rather, food is developed as an aspect of culture here in Gangnam.

### **The expanding reach of K-Food**

Gangnam isn't just fine dining, brunch cafés, and other international-themed restaurants. The district is making an effort to promote K-Food to foreigners as well. Bongeunsa Temple has recently opened its Temple Food Cultural Research Institute, hosted a Temple Food Lunch Box Competition, and are putting in effort to popularize temple food. In the realm of Korean dining, Gangnam is introducing kimchi, kimbap, and other dishes to foreigners by showcasing fusion-style Korean food, leading the way in spreading Korean culture around the world, unlike olden times where the opposite was the norm.



Compact record bar

### **A reformed drinking culture**

Gangnam has an oddly high number of whiskey bars, where bartenders pour out single glasses of whiskey as the patrons sit around chatting and listening to music. Millennials and the Gen Z population, however, have recently been frequenting whiskey bars, shattering the preconception that whiskey is only for older demographics. In that sense, whiskey isn't just for drinking and getting drunk on; rather, whiskey is a pastime and a culture of its own. Gangnam is witnessing a reformed drinking culture—never before seen anywhere else—in which whiskey is studied for its scents and flavors and used in cocktails of wildly varying recipes.

### **Coworking spaces**

Coworking spaces are offices that are available to be rented by individuals and enterprises, located in urban centers or near subway stations with easy access to transportation. Various types of corporations are taking advantage of coworking spaces, as they allow businesses to borrow working spaces at affordable costs. The space supplied by coworking spaces are rising

Teheran Road



steeply every year, even in South Korea. According to statistics published by Seoul Institute in 2019, more than half of all coworking spaces in the country are located in the Gangnam area. The numbers reveal that people of all kinds of occupations are getting their work done here in Gangnam. With such diversity in population, it is inevitable that Gangnam be open to all sorts of cultural events.

### **The center of education**

Around the evening rush hour, it's common to see office workers and college students rush past each other on the streets. Gangnam has been rising through the ranks as the center of education—not just for grade school students, but also for adults. Considering the fact that Gangnam station is

the busiest in all of Seoul, and that Gangnam sees the most commuting workers, one can only assume how many people come and go through the district. This explains why Gangnam has had more educational spaces available compared to other districts. Not only are there workshops and various sports facilities—such as Pilates studios, gyms, and golf courses, but the district also has more foreign-language academies than any other region. Gangnam is the center of culture and education now, even for adults intent on self-development.

### **The international adoration of the KstarROAD**

'Gangnam Dol,' the charming sculpture, captures attention in front of Galleria Department Store, at Exit 1 of Apgujeong Rodeo Station. Starting from the Gangnamdol, there are 17 art toys scattered throughout the street all the way to Cheongdam-dong's Luxury Fashion Street, awaiting the arrival of K-Pop fans. Some K-Pop stars, not to mention their fans, take pictures of the art toys representing their group and post them on social media. Even if you're not into K-Pop, just looking at the quirky designs of the art toys can lift your spirits.



KstarROAD

### **Foreign Members of Gangnam-gu**

On top of their cultural events, Gangnam offers numerous opportunities for foreigners as well. In 2014, Gangnam-gu became the first local government to run driver's education classes for foreigners, helping them obtain their driver's licenses and thus settle safely in South Korea. The Gangnam Global Village Center, addressing life-related challenges for foreigners in Seoul, is located in Gangnam. Additionally, Medical Gangnam, the first local government online platform for medical tourism, opened in August 2022. The platform was designed in such a way that international medical tourists seeking South Korea's advanced medical infrastructure could obtain all the information they needed on a single page, without having to search for every single medical institution. Gangnam is continuing to build a system in which foreigners—not just their cultures—can more easily integrate into society.

### **Galleries Recognized Worldwide**

International galleries are coming to South Korea—Gangnam, to be specific. Berlin's famous König Gallery recently shut down their Tokyo branch and opened König Seoul in April of 2021, right here in Seoul's Cheongdam-dong. As a massively influential gallery in Europe—representing around 40 prestigious artists—König must have had a good reason for their decision to settle in Gangnam out of all the regions across Asia. Tang Contemporary Art, Asia's largest gallery featuring artists like Ai Weiwei and Yue Minjun, opened in Gangnam, solidifying the district's status as a globally recognized gallery hub. Moreover, White Cube Seoul, one of the world's top five galleries, also inaugurated on Dosan-daero in 2023. As foreign-based galleries make a home for themselves here in Gangnam, up-and-coming artists, alongside established artists, are viewing Gangnam as the city of opportunities.



Tang Contemporary Art



© KÖNIG GALERIE

# PLAY

The lifestyles that exist in Gangnam are as diverse as the people living in the district. While Gangnam is unmistakably a fast-moving urban district, there is something unique about its people and their diversity of values. The people of Gangnam seem to come up with their own forms of entertainment and create new modes of culture. It's time to meet the Gangnam of the people: people who enjoy festivities between skyscrapers; people that ride their bicycles along the Yangjaecheon Stream; and people who head on over to cafés in search of the solace of others.

T.O.P. Gangnam

## **Festivals: when all of Gangnam is a stage**

While many seek Gangnam for its numerous cafés and restaurants, festivals are the reason why Gangnam is in the limelight. For 365 days a year, the district's streets fill up with festivities so unique that, if you can imagine it, it exists. From concerts for all to enjoy to fashion shows for fashion aficionados. The entire district is a stage during Gangnam Festival season, which fills the streets to the brim with festivals featuring all kinds of artistic displays of culture. Gangnam's countless festivities are a whole another source of joy for those that visit Gangnam. Gangnam's festivals are no longer mere festivals; they're part of Gangnam's culture. Come on down to Gangnam and feel them for yourself.

## **Unique designs at the Gangnam Design Week**

Gangnam Design Week offers a number of programs inspired by brands and their newest conceptions and curated through the creative lens of designers. Gangnam Design Week unfolds in key locations like Nonhyeon Furniture Street and the areas surrounding Samseong-dong, Cheongdam-dong, and Sinsa-dong. This event engages district-based companies specializing in furniture, interior, art, and building materials. Through a diverse range of programs including design classes, brand days, and stamp tours, Gangnam Design Week aims to resonate with the tastes and preferences of the MZ generation. Also on display are exhibitions by photographers, craftspeople, and other artists in collaboration with designer brands, making Gangnam Design Week a necessary location to visit—if you're interested in design, that is.

UNEEG Tour



K-Pop Concert at Yeongdong-daero



Gangnam Design Week



Maru Park Green Concert

### **A nation of heung, united under K-POP concerts**

Annually taking place in early October, the K-pop concert in Gangnam, which made a triumphant return in 2022 after a three-year hiatus, stands out as a massive K-Pop festival. The concert unfolds on Yeongdong-daero in front of COEX, igniting Gangnam's nights for over 12 years. Renowned for its stellar lineups, this year's concert saw all performers joining forces for a grand finale, heightening anticipation for next year's event.

Besides all these events, there is also the 365 Days of Fun & Fun Gangnam, which offers various cultural experiences and performances—and even an event where people can stage their own performances and show off their talents. Day by day, Gangnam is turning into a stage on which anyone can freely express their joy and excitement.

### **I spy a building, no, a work of art?**

One thing that surprises visitors to Gangnam-gu is the architecture of the buildings. Each skyscraper and low-lying establishment flaunt their incomparable personalities. Each building serves to represent the image of its brand, posing as a work of art in the streets of Gangnam. Each year, Gangnam-gu selects the most



Fun &amp; Fun Gangnam

beautiful buildings around the district; since 2006, 250 buildings have been chosen for the Gangnam Beautiful Architecture Awards. The district also offers the UNEEG (yoU N Every Experience in Gangnam) Tour, in which you can meet with actual architects that designed the award-winning buildings chosen for the Beautiful Architecture exhibitions. This is Gangnam, where walking the streets makes you feel as if you are promenading through a mesmerizing exhibition.

### **Gangnam: the meeting place of celebrities**

Beyond its vibrant music scene, Gangnam serves as a hub for entertainment agencies. A plethora of major agencies housing beloved celebrities, spanning actors to singers, congregate in Gangnam. This dynamic district also attracts aspiring talents dreaming of stardom, especially in areas like K-Star Street in Cheongdam-dong, Apgujeong-dong, Sinsa-dong, and Nonhyeon-dong, making it a sought-after destination for Hallyu enthusiasts.



UNEEG Tour



Gangnam Design Week



G-Culture Festa



Gangnam Design Week

### **Gangnam's brunch culture**

The first brunch cafés in South Korea started popping up around twenty years ago, in early 2005. A portmanteau of breakfast and lunch, brunch has quickly become popular with its early-lunch pancakes, salads, omelets, sandwiches, and other light meals. Walking in Gangnam, every other storefront is a brunch café. These cafés line the nooks and crannies of Gangnam, making it perfect for enjoyable, brief meet-ups. Give Gangnam's brunch culture a try.

### **Special spaces that exude the aura of Gangnam**

Sure, brunch dishes—salads, omelets, bagel sandwiches, soufflé pancakes, whatnot—are delicious. But when it comes to brunch culture, it's all about the space. If you manage to grab a seat before noon, you'll spot out people meeting in groups. They are none other than Gangnam locals, engaging in pastimes and self-development while enjoying

brunch—all just to save time. Office workers utilize their lunchtime to hone their foreign language skills or work on other work-related studies; some of them have coffee meet-ups at brunch cafés serving coffee, or wine meet-ups at cafés that carry wine. Every brunch café in Gangnam stays true to their individual identities, though they are all alike in the fact that they provide a charming space for people to enjoy their meet-ups.

### **Gangnam even does drip coffee**

One of the things that catch foreigners by surprise is the sheer number of cafés in Seoul. Visitors can tell that Koreans love their coffee, just by looking at the country's countless cafés and number of people walking around with their coffee in paper cups. Gangnam also has a large number of cafés—especially those that specialize in drip coffee. Many of these drip coffee cafés offer classes in which customers can choose from a selection of high-quality coffee beans and brew their

Sinsa house



Brian's Coffee



own coffee. There are plenty of one-day classes, as well as regular classes; if coffee is your thing, why not enroll in a class at one of Gangnam’s drip coffee cafés?

**Meet-ups via Karrot**

In 2015, Karrot started its second-hand goods transaction service in hopes of serving as an accessible marketplace. To sell or buy on Karrot, the region of your residence must be confirmed via GPS. It is a special feature of Karrot to only upload and read posts written by fellow residents in your neighborhood. Karrot is seeing a rise in communities who use the app to build traction for local meet-ups. Simply looking at the Karrot posts for a neighborhood gives you an idea of its vibes. Gangnam is markedly different from other regions, even in its Karrot posts. Gangnam’s Karrot posts feature less of your average clubs and more exclusive ones—morning wine clubs at the Yangjaecheon Stream café street, golf clubs, French-language clubs, etc. But no need to feel left out. Gangnam’s large office worker population means a wide range of meet-ups exist, from after-work book clubs to jogging clubs, offering an expansive

place 1-3

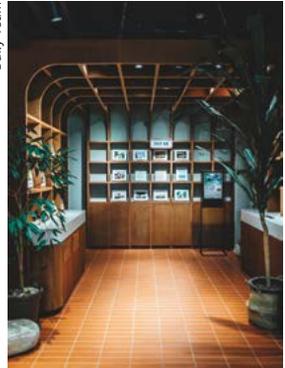


selection you can choose from, depending on what you fancy.

**Your everyday pastimes**

There are still more pastimes you can enjoy in your everyday life, right here at Gangnam. There are exhibitions, expositions, galleries, movie theaters, performance halls, workshops, and so many more; Gangnam also sees numerous pop-up stores that open for limited periods of time. If you’re struggling to decide among Gangnam’s countless galleries and exhibitions, look no further than Gangnam Art, which offers information about new galleries and exhibitions happening that month. Gangnam also has a number of locations convenient for bike rides and running. The people of Gangnam enjoy their pastimes on their way to work, during lunch hour, and on their way back home. Welcome to Gangnam, where pastimes can be enjoyed in your everyday life—and vice versa.

Daily Teum



CHAPTER

# 2

## Getting to Know Gangnam

Absolutely, beyond the vibrant restaurants and renowned brands, Gangnam has cultivated a distinctive and exceptional cultural identity. Its unique blend of history and contemporary influences has given rise to a rich tapestry of art, culture, and festivals. Moreover, amidst the bustling city, Gangnam offers serene retreats, adding to its multifaceted charm. Explore the diverse and captivating facets that make Gangnam truly special.



# Explore the Festivals of Gangnam

G-Culture Festa





Festivals are often associated with vibrant colors, diversity, and sheer enjoyment. Beyond the dazzling fireworks that light up the night sky, Gangnam injects everyday life with a variety of festivals, offering opportunities for learning, entertainment, and the exchange of innovative ideas. Explore Gangnam, where each day brings forth new and exciting festivals, creating a dynamic tapestry of experiences.

# TIME TO INDULGE IN MUSIC

Music has a remarkable ability to comfort hearts in times of sorrow, elevate joy, and alleviate feelings of melancholy. In an era where life seems incomplete without the presence of music, let's rekindle our love for it. Immerse yourself in the musical tapestry of Gangnam, where a plethora of festivals and concerts grace the streets each month. Experience the healing power of sweet melodies and lose yourself in the rhythmic beats that make your body move with joy.

Explore the Festivals of Gangnam

## 365 Days with Music, FUN & FUN

### May to November

Experience the vibrant streets of Gangnam, alive with captivating performances. Throughout the district, dynamic street events and interactive performances invite visitors to immerse themselves in the lively atmosphere. With FUN&FUN offering distinct and engaging acts on every occasion, Gangnam promises a year-round celebration of music. Join us in embracing the rhythm and energy of Gangnam's stages, every day of the year.

### Street Gangnam Fighter, Beat One

Street Gangnam Fighter, Beat One & Music Festa, G-Culture Festa

Beat One provides captivating and free performances by talented dancers set against the stunning backdrop of Samseong-dong's skyscrapers. The event showcases group dance performances by teams selected through online screenings. On the second day, there's an exciting 3on3 breakdance battle tournament featuring teams that successfully passed the preliminary round.

## Diverse Beats and Tastes: The G-Culture Festa

### September

G-Culture Festa offers a diverse range of performances, spanning pop, jazz, ballads, and world music. Alongside the performances, the Art & City Lounge invites attendees to indulge in both performing arts and delectable food, creating a multifaceted and engaging experience for all.

## G-KPOP

### April or May

Gangnam has emerged as a center in the realm of K-culture, earning the moniker "Gangnam's K-pop." Renowned artists, cherished by fans worldwide, grace the stages of the Gangnam Music Festival G-KPOP concert. They showcase diverse song selections and performances, captivating K-Pop enthusiasts across the globe.

Beat one





# PROGRAMS THAT CATER TO DIVERSE TASTES

Much like preparing an array of options when unsure of someone's preferences, the festivals in Gangnam cater to a diverse audience, including both domestic and international visitors. The diverse programs offered are akin to saying, "As I don't know what you like, I have all this for you to choose." This approach ensures that the festivals provide a range of experiences, appealing to a broad spectrum of tastes and interests rather than catering to specific targets. It's a thoughtful and inclusive strategy, welcoming everyone to enjoy the festivities in Gangnam.

Explore the Festivals of Gangnam



Kiaf SEOUL

## Gangnam Festival, a Festival of Festivals

### October

The Gangnam Festival, inaugurated in 2012, has evolved from a modest local gathering into a global extravaganza that seamlessly blends Hallyu, fashion, and community engagement. Each year, the festival introduces fresh themes and innovative initiatives, offering a diverse array of experiences across various genres that are unparalleled and exclusive to Gangnam.

### Shows and Fashion Spectacles

Gangnam hosts an array of fashion shows, showcasing the creations of top domestic designers, emerging talents, and international fashion icons. From designer showcases to holographic presentations tracing the evolution of Gangnam fashion, the district offers a diverse range of fashion events. Noteworthy among them is the road fashion show at Starfield COEX Mall's Starfield Library. Beyond the runway, the festival features additional programs,



K-Pop Concert at Yeongdong-daero

including a beauty fashion market and immersive fashion experiences, making it an unmissable celebration for fashion enthusiasts.

**Global Concert, K-Pop Concert at Yeongdong-daero**

At the K-Pop concert on Yeongdong-daero, Gangnam's international concert scene comes alive with the vibrant energy of top artists, infusing the district with youth and passion. Beyond the musical performances, the event offers a diverse range of experiences suitable for individuals of all ages and genders. Attendees can immerse themselves in various aspects of K-culture, including K-Food, idol makeup sessions, and unique photography opportunities.

Additionally, there's the chance to participate in an international peace marathon, providing an opportunity for charitable contributions simply by taking part.

**Gangnam's Unique Theme Tours**

The Gangnam Medi Tour Festa stands out as a unique medical tourism festival aimed at showcasing the outstanding medical institutions and diverse tourism resources in Gangnam to international medical tourists. Adding to this distinctiveness is the Metaverse Gangnam Village festival, taking place in the metaverse world. These exclusive festivals centered around medical tourism and the metaverse are experiences that can only be encountered in Gangnam.



K-Pop Concert at Yeongdong-daero

# THINGS TO DO IN GANGNAM FOR YOUR DAY

Festivals offer a break from the routine of daily life, providing an opportunity to explore new experiences. Unlike planned trips, festivals spontaneously bring excitement to everyday life, introducing a fresh and captivating aspect. Discover the diversity, beauty, and richness of Gangnam through its myriad of special events woven seamlessly into everyday life.

Explore the Festivals of Gangnam



UNEEG TOUR

## YOU N Every Experience in Gangnam, UNEEG TOUR

### Operating Year-Round

Delve into the distinctive spaces, rich culture, and exclusive encounters that make Gangnam an extraordinary journey waiting just for you.

### Remarkable Transformation of Gangnam

People are often only interested in Gangnam's present and future. However, until the 1970s, Gangnam was nothing but rice fields. Why don't we learn about the history of change in this interesting district? Apgujeong Hyundai Apartments, a large complex with a total of 6,148 households, starting with the first move-in in the first and second complexes in June 1976 and ending with the 14th in April 1987. Hannam Bridge, the fourth bridge over the Han River, which began construction in January 1966 and was completed four years later in December 1969, and Eunma Apartments and Eunma Shopping Center, which received project approval on May 27, 1978 and was completed on September 3, 1979.

We look into the history of Gangnam's apartment complexes that have become the standard for today's Korean lifestyle and the real past of Gangnam.



UNEEG TOUR

## **Exploration of the City's Culture and History**

Exploring history provides us with invaluable insights, and delving into the past is like studying the wisdom of our forebears. Understanding history enhances our connection to a country or city, allowing for a deeper appreciation of its essence. Gangnam invites you to immerse yourself in traditional cultural experiences at Bongeunsa Temple and Seonjeongneung Royal Tombs, where the rich history and culture of the area unfold. Amidst towering buildings, the temple offers a glimpse into Korea's history through temple pilgrimages, providing an opportunity for tea meditation and exploring the Geumni Sageong scriptures. At Seonjeongneung, you can step into the traditions of Confucianism, wandering through the royal mausoleum in hanbok attire, envisaging the lives of scholars from times gone by.

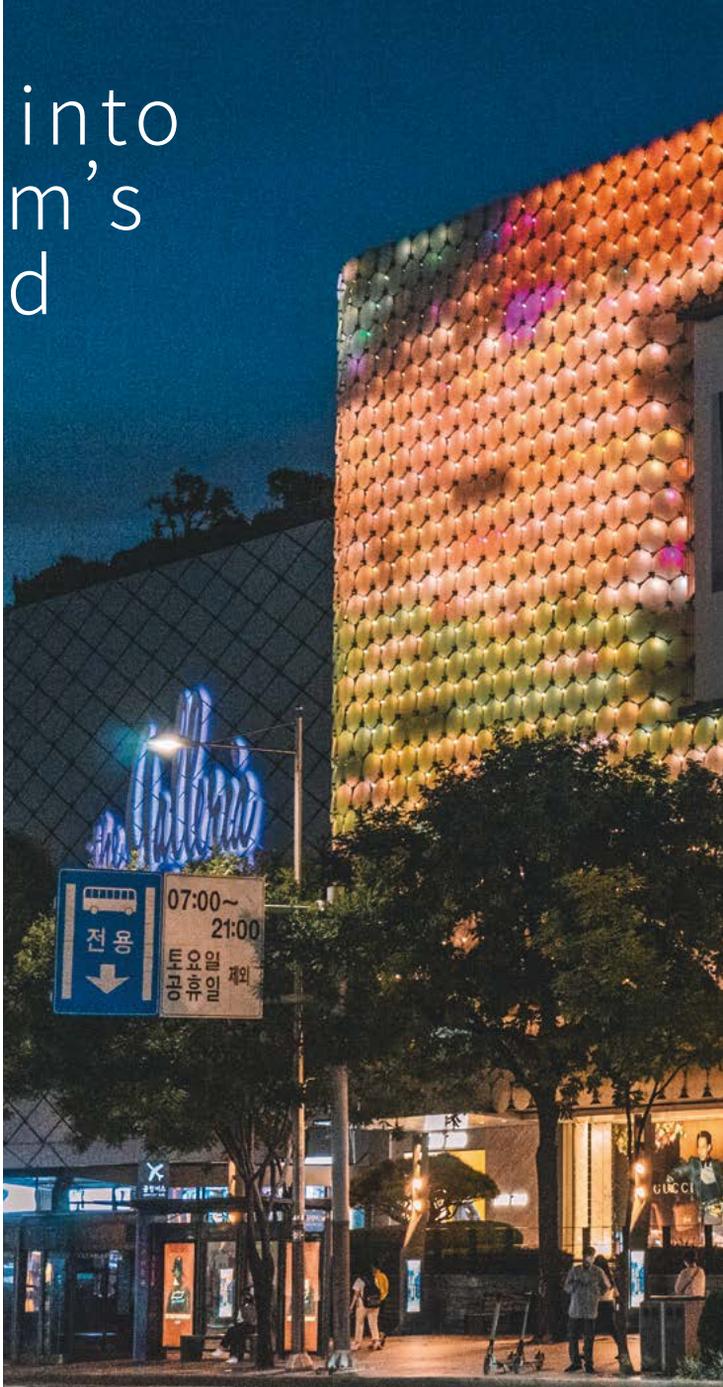
## **Fun Sharing for Unaccompanied Individuals**

In an era marked by an increasing number of single-person households, it's common for individuals not to be familiar with their neighbors. Sharing experiences with others has become a rarity. Recognizing this trend, Gangnam has created an opportunity for people to connect over shared hobbies. The Gangnam City Run provides a chance for even beginners to jog alongside others, enjoying the night view of Gangnam's Dosan Park and Samseong Station. With professional instructors offering support from stretching to the running course, participants can feel at ease. Additionally, the Ktown4u Academy tour offers a glimpse into the vibrant K-pop training scene, providing the chance to learn popular K-pop dances from skilled instructors. Immerse yourself in a more enjoyable and shared experience in Gangnam.

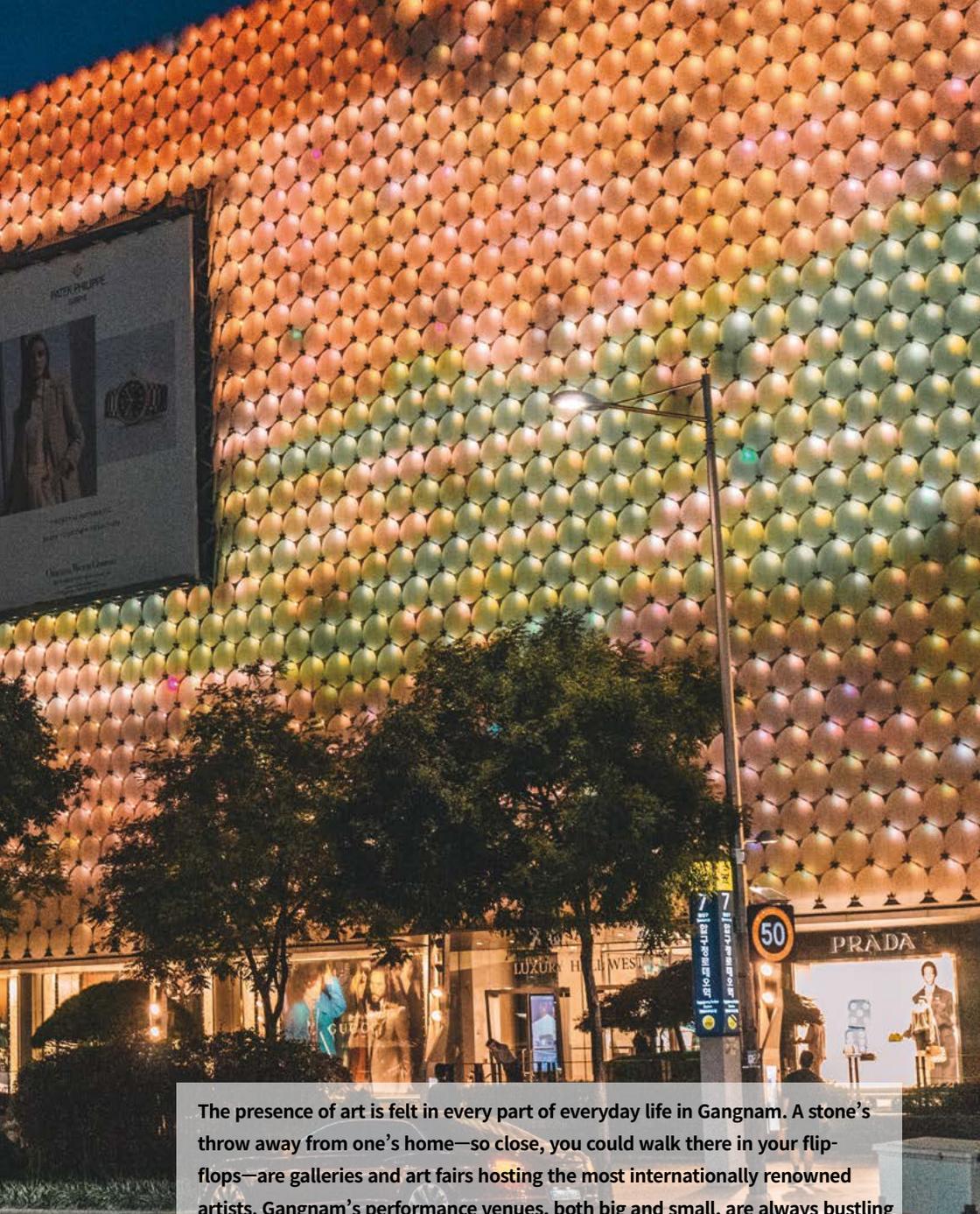


UNEEG TOUR

# Insight into Gangnam's Arts and Culture



Apjujeong Galleria Department Store



The presence of art is felt in every part of everyday life in Gangnam. A stone's throw away from one's home—so close, you could walk there in your flip-flops—are galleries and art fairs hosting the most internationally renowned artists. Gangnam's performance venues, both big and small, are always bustling with people attending plays, musicals, operas, concerts—even fan meetings with famous K-Pop stars. Even the commercial displays here are extraordinary. Hidden in the nooks and crannies of Gangnam's art-filled streets are moments of inspiration.

# Encountering art in your everyday life

## Art collections, galleries, and museums

It is a great blessing to be able to encounter inspirational artworks mere steps away from your home. Gangnam has a concentration of galleries, both big and small, in its Apgujeong-dong and Cheongdam-dong neighborhoods. Even the neighborhood stretching between Gangnam station to Samsung station—that forest of offices—offer opportunities for you to encounter artworks in the unlikelyst of places.

Insight into Gangnam's Arts and Culture



 Apgujeongrodeo Station

### Perrotin Dosan Park



-  10, Dosan-daero 45-gil, Gangnam-gu, Seoul
-  02-545-7978
-  Mon.-Sat. 10:00-18:00 (Closed on Sun.)
-  [perrotin.com](http://perrotin.com)
-  [@galerieperrotin](https://www.instagram.com/galerieperrotin)

Perrotin's Dosan Park location is its second in South Korea, after its Samcheong-dong premiere in 2016. Perrotin was founded by Emmanuel Perrotin in 1990 in Paris and is now an internationally renowned gallery, overseeing over 11 locations across seven cities, including New York City, Hong Kong, Tokyo, and Dubai. Ever since the opening of its Samcheong-dong gallery, Perrotin has introduced Korean artists—such as Park Seo-bo and Jeong Chang-sub—to the rest of the world, and vice versa. The sheer fact that Perrotin has opened another location in Seoul shows exactly how the city is at the center of attention in art markets across the world. The Dosan Park location has two floors and a refreshing, impressive façade, making for a more spacious and airy aura than its pre-existing Samcheong-dong gallery.

## König Seoul

After its conception in 2002, König has grown to be the most influential of galleries in Berlin—the center of contemporary art—and opened its first Asian location in 2021: König Seoul, in Cheongdam-dong. Surprisingly enough, the gallery is located on the fifth floor and the rooftop of MCM’s Cheongdam flagship store. The rooftop is a feature unseen in König’s other galleries; only its Cheongdam-dong site offers the exquisite vista from high up. For its opening exhibition, the gallery introduced the works of roughly thirty artists represented by König—relatively unknown in South Korea—to provide a glimpse into König’s worldview.

- A** MCM HAUS 412, Apgujeong-ro, Gangnam-gu, Seoul. 5F
- T** 02-3442-6968
- H** Tue.-Sat. 11:00-19:00 (Closed on Mondays and Sundays)
- U** koeniggalerie.com
- I** @koeniggalerie

© König Seoul



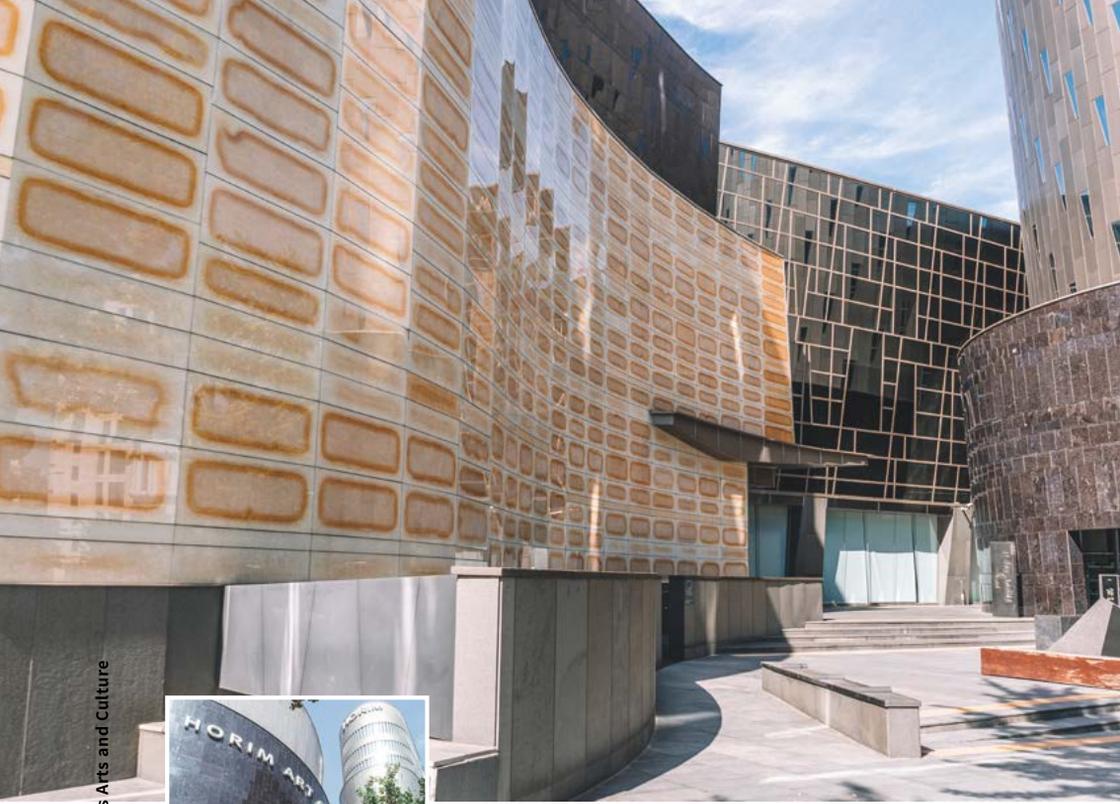
© König Seoul

## 2GIL29 Gallery

In an alleyway a ways off from the noise of Garosu-gil is Sinsa-dong 519-22: the location of 2GIL29 Gallery. The peculiar name—taken, seemingly, from its address—means two roads (이길, 二吉), signifying communication, and two mouths (이구, 二口) that circulate. 2GIL29 opened in 2015 and have always worked to introduce contemporary cultural artworks. Its curation doesn’t just stop at paintings and sculptures and extends beyond to photographs, illustrations, new media art, installation art, and antiques, effectively pioneering the work of satiating the diverse aesthetic curiosities of the modern human. From the works of the photographer Lim Young Kyun—famous for his profound artistic interactions with the renowned international video artist Paik Nam June—and the first-generation Korean ceramicist Kang Seokyeong to young artists such as Nanan and Qwaya, the 2GIL29 Gallery always offers stimulating inspiration.

- A** 35, Gangnam-daero 158-gil, Gangnam-gu, Seoul
- T** 02-6203-2015
- H** Tue.-Sat. 10:00-19:00 (Closed on Mon./Sun.)
- U** 2gil29gallery.com
- I** @2gil29gallery\_official





 Apgujeongrodeo Station

## Horim Museum Sinsa

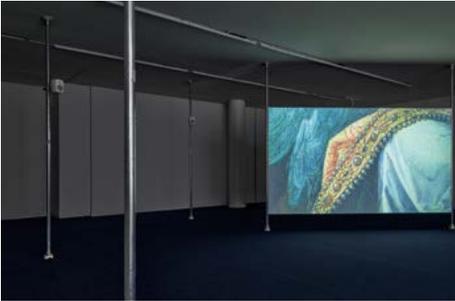
Horim Museum, which opened in 1982, was founded on the funds and antique collection donated and curated by chairman Yoon Jang-sub of the Sungbo Cultural Foundation. It is said that Yoon started collecting artifacts as a way of preserving and protecting Korean artifacts, preventing them from being exported abroad. The museum's main Sillim branch opened first, with the Sinsa branch opening in June 2009 in hopes of providing visitors with the opportunity to enjoy the beauty of Korea's cultural heritage. Horim Museum Sinsa and the Horim Art Center comprise three separate wings. Of these, the museum wing has an exterior that resembles a piece of pottery, with strikingly fluid curves. The exhibition hall is located in the second to fourth floors of the museum wing and hosts three to four exhibitions every year.

-  A 317, Dosan-daero, Gangnam-gu, Seoul.
-  T 02-541-3525
-  H Tue.-Sat. 10:30-18:00 (Closed on Mon./Sun.)
-  U [horimmuseum.org/sinsa](http://horimmuseum.org/sinsa)

© Park Jooyeon 2021. Solo exhibition «Other Feathers» at the Atelier Hermès. Photographs by Kim Sangjae, provided by the Fondation d'entreprise Hermès.



© Nam Hyejeon 2022. Solo exhibition «Gabriel» at the Atelier Hermès. Photographs by Kim Sangjae, provided by the Fondation d'entreprise Hermès.



© Laure Prouvost. Solo exhibition 2022 «Deep Travel Ink» at the Atelier Hermès. Photographs by Kim Sangjae, provided by the Fondation d'entreprise Hermès.



 Appujeongrodeo Station

## Atelier Hermès

Atelier Hermès is located in the first basement level of Maison Hermès Dosan Park and serves as a space for contemporary art exhibitions. The entrance may be slightly confusing to locate, as it is not at the front of the building next to the display windows. Rather, the entrance is located at the back near the parking lot; use the elevator to get to the atelier. Downstairs past Café Madang is the exhibition space. Since 2000, the Fondation d'entreprise Hermès has been awarding the Hermès Foundation Missulsang—the first foreign corporation to implement such an enterprise—and young artists granted the award are taking the world by storm, both nationally and internationally. Like other galleries mentioned, Atelier Hermès has been introducing the works of young contemporary artists since 2006 its conception.

-  7, Dosan-daero 45-gil, Gangnam-gu, Seoul.
-  02-3015-3248
-  Thu.-Tue. 11:00-19:00 (Closed on Wed.)
-  [fondationdentreprisehermes.org](http://fondationdentreprisehermes.org)



 Apgujeongrodeo Station

## Kimreea Gallery

Kimreea Gallery is the collective effort of a mother-and-daughter duo, the mother (Kim Reeea) having majored in art, and the daughter (Kim Sejeong) in architecture and the fine arts. The first and second floors are used for exhibitions; a balcony to one side of the first floor lends the space a soft glow. Since 2014, the gallery has been hosting the “Majoongmool Art Market” in hopes of supporting young artists and providing them with the opportunity to jump-start their careers. Individual artists—not the gallery—participate in their own separate booths, rendering the market a space for visitors to communicate directly with the artists.

-  5, Apgujeong-ro 75-gil, Gangnam-gu, Seoul. 1F
-  02-517-7713
-  Tue.-Sat. 11:00-18:00 (Closed on Mon./Sun.)
-  kimreeaa.com
-  @kimreeagallery\_official

 Apgujeongrodeo Station

## Tang Contemporary Art

In March 2022, Tang Contemporary Art—Asia’s largest gallery to date—set foot in the second basement level of the Songeun Art Center in Cheongdam-dong, marking its Korean debut. From its 1997 opening of its first location in Bangkok, Tang has made its way through Beijing, Hong Kong, and finally its fourth location: Seoul. Tang Contemporary Art represents numerous Southeast Asian and Chinese artists, including Ai Weiwei, whose artwork has been displayed at the National Museum of Modern and Contemporary Art in Seoul. The space, we hope, will allow you to discover anew Asian art—ever so geographically near, yet still unfamiliar.

-  6 Apgujeong-ro 75-gil, Gangnam-gu, Seoul. B2
-  0507-1392-8912
-  Tue.-Sat. 10:30-18:00 (Closed on Mon./Sun.)
-  tangcontemporary.com
-  @tangcontemporaryart

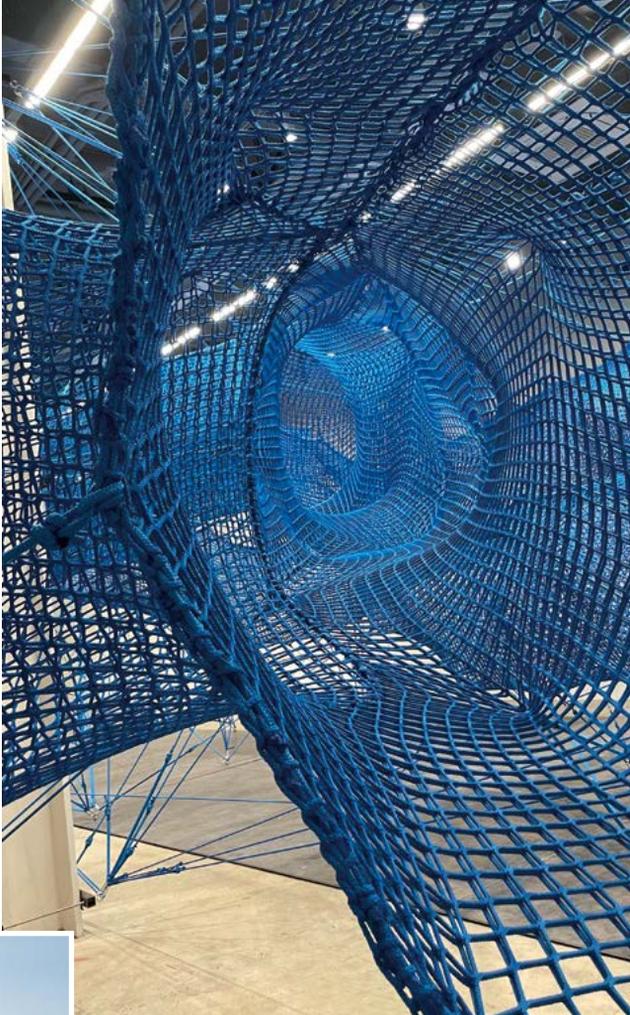


 Apgujeongrodeo Station

## K Museum of Contemporary Art

The K Museum of Contemporary Art is a three-minute walk away from the Apgujeong Rodeo Street; the entire length of the six-story building composes the museum. Since 2017, the museum has been showcasing novel experiences to its visitors with “Everyone is an Artist, Everything is Art,” “The Great Graffiti,” “Dear My Little Prince,” “The Museum of Oz,” “The Last Bookstore,” and other innovative exhibitions. The museum tends to curate exhibitions that move past simply enjoying art and rather allow its visitors to jump into the artworks themselves and experience it in person.

 807, Seolleung-ro,  
Gangnam-gu, Seoul  
 02-2138-0952  
 Tue.-Sun. 10:00-19:00  
(Closed on Mon.)  
 [kmcaseoul.org](http://kmcaseoul.org)  
 @kmcaseoul



© K Museum of Contemporary Art



 Samsong Station

## My Art Museum

My Art Museum is located in the first basement level of the Seomyu Center Building, which stands facing the Hyundai Department Store's Trade Center location across Teheran-ro. The museum, which opened in July 2019, has been curating bold exhibitions of the works of artists—such as Alphonse Mucha, Marc Chagall, Henri Matisse, Joan Miro—in premises so spacious you would hardly believe it stands smack in the middle of Samsung-dong. Its 2021 exhibition of the New York-based artist Alice Dalton Brown (titled “Alice Dalton Brown: Where the Light Breathes”, the first international retrospective exhibition of her works) was so popular that the exhibition was prolonged. While an exhibition is being hosted, the museum offers three docent tours every day; you can even register in advance for a private docent tour.

 518, Teheran-ro, Gangnam-gu, Seoul.  
Seomyu Center Building, B1.  
 02-567-8878  Everyday 10:00-19:40  
 myartmuseum.kr  @myartmuseum\_official



 Seolleung Station

## POSCO Art Museum

While the social responsibilities of a corporation are many, cultural and artistic patronage is one of the most important. In 1995, the company established the POSCO Gallery, and in 1998, the POSCO Art Museum. The museum hosts a variety of exhibitions and works to collect cultural artifacts, in line with its philosophy of “life-in-art, art-in-life.” Situated in and out of the POSCO Center are various artworks—such as Lee Ufan’s Relatum—such that anyone could encounter these artworks in their everyday lives without having to enter the museum itself.

 440, Teheran-ro, Gangnam-gu, Seoul. POSCO Center, B1  
 02-3457-1665  
 Weekdays 10:00-18:00  
(Closed on weekends and holidays)



©Taehwa Kim



©Taehwa Kim

©Noblesse Collection



 Apgujeong Rodeo Station

## Noblesse Collection

Explore the Noblesse Collection, an art gallery dedicated to infusing creativity and high-quality art into daily life with its motto, 'Bring Art to Life.' Operated by Noblesse Media International Inc., the publisher of <Noblesse>, <Noblesse MEN>, and <artnow>, this gallery is a living masterpiece that not only showcases talented artists but also hosts diverse exhibitions for the public to enjoy. Beyond discovery, Noblesse Collection utilizes various media channels to promote exhibiting artists and actively engages in a range of activities to enhance artistic participation and appreciation.

 13 Seolleung-ro 162-gil  02-540-5588

 Tue-Sat 11:00-19:00

(Closed on Sundays, Mondays, and public holidays)

 noblessecollection.com  @noblessecollection

# Performance art as a feast for the senses

## Performance venues

Plays, musicals, concerts, and other works of performance art have now become familiar cultural and artistic activities. Gangnam-gu is host to numerous concert halls fit for various performance art events—COEX being the primary example. Let's take a look at Gangnam's most iconic venues.

 Samseong Station

### COEX ShinhanCard Artium

COEX Artium is a 1,004-seat large-scale performance venue. From its opening performance—the 2009 production of *All The Brothers Were Valiant*—up until now, the venue has seen productions of *Almond*, *Fan Letter*, *The March of Youths*, and other musicals, and is also a popular place for concerts and fan meetings. The seats are located on the fifth and sixth floors of the building, with the ticket booth located on the fifth. The venue is located right next to the Trade Tower; getting off at Line 2's Samsung station allows for convenient access. If you need to park your vehicle, the COEX Mall's East Gate parking lot is close to the venue.

 513, Yeongdong-daero, Gangnam-gu, Seoul. COEX Artium 5F  
 1661-5628  [coexartium.co.kr](http://coexartium.co.kr)



 Samseong Station

### KT&G Sangsang Madang Daechi Art Hall

Sangsang Madang is run by KT&G as part its social contributions toward culture and the arts. There are five Sangsang Madang venues located in Hongdae, Chuncheon, and other places; the Daechi location is situated in the corporate headquarters of the KT&G Tower. The Daechi Art Hall on the third floor of the KT&G Tower is a medium-sized venue with 422 seats, allowing for musicals, plays, concerts, and other performances in various genres. The first floor of the building is home to an exhibition hall, the Daechi Gallery.

 416 Yeongdong-daero  02-3404-4311  [sangsangmadang.com/main/DC](http://sangsangmadang.com/main/DC)



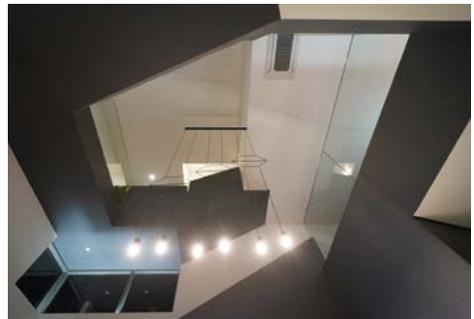




 Hak-dong Station

## VOD SUITE

VOD SUITE is the country's very first high-end private cinema that allows you to enjoy content on streaming platforms. As its name suggests, VOD SUITE was designed for visitors looking to enjoy watching videos on demand in an elegant suite. The cinema screens movies and shows from Netflix, Disney Plus, SERIES ON, TVING, and other streaming platforms not available in normal movie theaters, as well as your own videos—and practically any video you wish to see on screen. We recommend VOD SUITE for anyone who wants to enjoy movies of their choice in a cinema-esque setting.



**A** 6, Nonhyeon-ro 120-gil,  
Gangnam-gu, Seoul  
**T** 0507-1340-0791  
**H** Tue.-Sun. 14:30-22:00  
(Closed on Mon.)  
**U** vodsuite.com  
**I** @vodsuite



[A] 33, Nonhyeon-ro 163-gil,  
 Gangnam-gu, Seoul  
 [T] 02-2056-5787  
 [U] klarts.kr



Apgujeong Station

## Kwanglim Arts Center

Located between Sinsa-dong's Garosu-gil and Apgujeong's Rodeo Street is the Kwanglim Arts Center, one of Gangnam-gu's largest performance venues. Jangcheon Hall, which takes up the first and second basement levels of the building, is a medium-sized multi-purpose hall, seating 613 attendants and hosting mainly classical performances. The BBCH Hall, which opened in 2014, is a large-scale venue, seating 998 people and used to stage musicals. To date, musicals such as Next to Normal, Werther, Cyrano, and Seopyeonje have been performed at the BBCH Hall. The seats are located on the eighth and ninth floors of the building, with the ticket booth located on the eighth.

Samseong Station

## Baekam Art Hall

Since its opening in 2004, the Baekam Art Hall has showcased performance stretching across various genres—musicals, concerts, plays, dance, and more. It is a medium-sized venue with a total of 417 seats. Musicals such as Hedwig and the Angry Inch and The Story of My Life have been performed here. The seats and the ticket booth are located on the second basement level. The venue is approximately a five-minute's walk away from Samsung station's exit 8, making for easy access via public transportation, but has very limited parking space. We recommend you use the Tancheon Parking Lot nearby.

[A] 7 Teheran-ro 113-gil  
 [T] 02-559-1333 [U] baekamhall.com



## Other performance venues in Gangnam-gu

### Yerimdang Art Hall

[A] 337 Eonju-ro, Dongyoung Art Center Building, 2F,  
 Yerimdang Art Hall  
 [T] 02-6413-3689  
 [U] amculture.co.kr

### Yoondang Art Hall

[A] 844 B1 Eonju-ro.  
 [T] 02-3446-9795  
 [U] ydart.co.kr

### Ilchi Art Hall

[A] 806 B2 Seon-neung-ro.  
 [T] 02-2016-3355  
 [U] ilchiarthall.com  
 [I] @ilchiarthall

# A Haven of Tranquility Amidst Urban Bustle

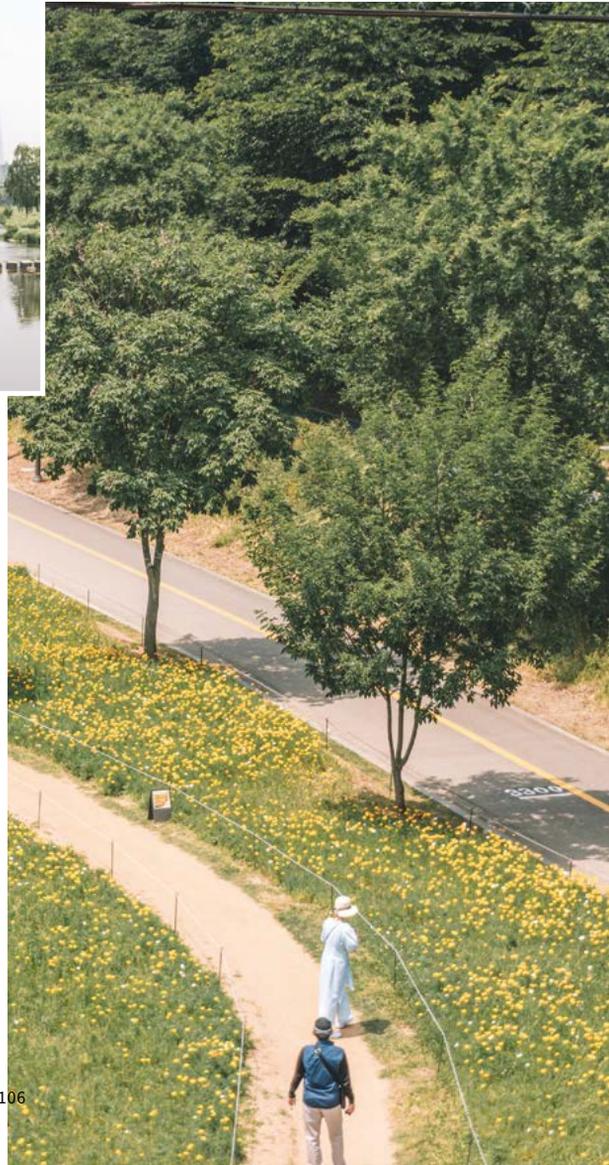
Following a hectic day amidst the hustle and bustle of fast-paced cars and crowds, the yearning for a moment of repose in nature is universal. While Gangnam stands out as Seoul's most dynamic and bustling downtown district, it paradoxically offers a myriad of serene havens for relaxation and rejuvenation.



Insight into Gangnam's Arts and Culture

## Gangnam Dulle-gil

Embark on a scenic journey along this trail that unveils the beauty of cherry blossoms in spring and the captivating fall foliage. The trail offers four distinctive courses: the Luxury River Trail, Ecological River Trail, Mountain Top Forest Trail, and Dulle Forest Trail. The Luxury River Trail commences from Yangjaecheon stream, extending towards the upper reaches of Tancheon, providing a delightful view of Yangjaecheon cherry blossoms in spring. For a different experience, consider exploring the Ecological River Trail, which ascends the Tancheon Stream and reaches Segok Stream. The difficulty level varies across sections, allowing you to choose a trail that aligns with your preferences.



## Daemosan Mountain

Daemosan Mt., standing at approximately 293 meters high, served as a royal tomb site for generations during the Joseon Dynasty, as it had significance as an auspicious feng shui location. Originally named Halmisan Mt. due to its resemblance to an old lady, it later received the designation Daemosan Mt. by royal decree when Heonreung, the tomb of King Taejong Yi Bang-won and Queen Wongyeong Min, was relocated to the southern part of this mountain. Offering panoramic views of the Gangnam area and the Han River from its summit, Daemosan Mt. is not only historically significant but also provides a scenic vantage point. At the mountain's base, a natural learning center adorned with various rare trees attracts

children and families for both education and leisurely walks.



A Gaepo-dong area

## Maebongsan Mountain

Maebongsan Mt. earned its moniker, Dokguri Mountain, due to the abundance of stones at its base. The mountain range stretches east from Umyeonsan Mt., passing through the low hills of Yangjae Intersection and culminating in the 88m and 95m peaks of Maebongsan Mt. in Dogok-dong. Given its relatively modest elevation, it is ideal for a leisurely stroll. The mountain is predominantly covered by oak trees, constituting 60% of the total area, offering a refreshing ambiance for a walk surrounded by the soothing scent of phytoncide.

A Dogok-dong area





 Appujeong Rodeo Station

## Dosan Park

Established in 1973 to pay homage to the patriotic and educational legacy of Dosan Ahn Chang-ho, Dosan Park sprawls across an expansive 29,974 square meters. Over the years, the park has transformed into a vibrant hub, attracting attention with the emergence of cafes and restaurants in its vicinity. Many people relish the simple pleasure of sipping coffee as they leisurely stroll starting from the park and along the 3,250-meter-long Dosan-daero, which stretches from Cheongdam-dong to Nonhyeon-dong, irrespective of whether it's a weekend or a weekday.



- A 20 Dosan-daero 45-gil
- H Open 24 hours

## Bongeunsa Temple

Delve into the rich history of tradition in the heart of Gangnam city at a temple with a legacy spanning over 1,200 years. This iconic temple, a beacon of Zen Buddhism in Korea, was originally established as 'Gyeonseongsa' during the reign of King Wonseong of Silla. Despite enduring damage during historical events such as the Japanese Invasion of Korea in 1592, the Manchu War of 1636, and the Korean War, the temple has been meticulously repaired and rebuilt to its present grandeur. The temple complex comprises Daeungjeon, Jijangjeon, Yeongsanjeon, Bukgeukbojeon, Panjeon, Mireukjeon, and Yeonggak, along with a collection of stupas and monuments that narrate its enduring history. It will be useful to know that the temple also offers a temple stay program.



 531 Bongeunsa-ro

 02-3218-4800



near by.

### Samseong Haemaji(Sunrise) Park

 39 Yeongdong-daero 128-gil

This park offers a sweeping panorama of the Han River and has a historical background as a former water supply facility. The upper section of the reservoir, initially slated for closure, underwent transformation into a public park in 2022 to welcome visitors. The park offers a comprehensive view of Olympicdae-ro, COEX, and more, establishing itself as a concealed gem for nightscapes. Given its name, which includes "sunrise," the park is also renowned as an excellent location to witness the beauty of the sunrise.

CHAPTER

# 3

## Curating Gangnam

Every part of Gangnam—its streets, buildings, restaurants, and bars—tells its own story. Gangnam’s age-old spaces are imbued with the district’s history, whereas its newly created places exude the new, vibrant culture and trends of Gangnam. Gangnam’s spaces make their own way of being; with each place, a history of its own. From cultural and artistic spaces enmeshed in new values and history, all the way to restaurants chosen by the district’s many office workers—here are the stories, as told by Gangnam’s very own spaces.





Innumerable spaces pop up and fade away in the span of a single day, but each space—from places boasting a century's worth of history to week-long pop-up stores—has its own value and meaning. Gangnam-gu is a testing ground, a battlefield, and the final destination for every type of space you can think of. The space of your dreams can be found here in Gangnam: in its peculiar, exquisite, and elegant streets.

# Space GN

Spots in Gangnam

# An age of cultural consumption

Integrative cultural spaces

Gone are the days when spaces and purposes correlated in a one-to-one function. There is no longer a need to decide whether to be a specialist or a generalist. Specialists have come together to become generalists at large. We would like to introduce several locations at which you can encounter, in the confines of a single space, all facets of culture, from well-made, carefully manufactured goods and elaborate dishes to exhibitions and literature charting the trajectories of age-old questions.



 Suseo Station

## Sikmulgwan PH

Here at Sikmulgwan PH, you can give your eyes and ears a well-deserved break from the ever-noisy city life. The entry fee covers the cost of one drink. The third and fourth floors are for exhibitions; to one side of the third floor exhibition hall are windows facing a mountain, the landscape lending itself to the art. Check for the exhibition dates on their home page or Instagram account.

-  24, Gwangpyeong-ro 34-gil, Gangnam-gu, Seoul
-  02-445-0405
-  weekday 12:00-18:00 (Closed on weekends)
-  [sikmulgwan.com](http://sikmulgwan.com)
-  [@sikmulgwan.seoul](https://www.instagram.com/sikmulgwan.seoul)





### Sinsa Station

## Yellow Basket

Yellow Basket stands as an experiential pop-up platform embracing the concept of 'infusing culture into everyday life.' Functioning as a distinctive cultural complex, it serves as a gathering space for diverse brands, inviting visitors to try and experience a multitude of products firsthand. The most significant advantage of Yellow Basket lies in its ability to provide an on-site experience, a dimension often absent in online shopping. With ever-changing displays featuring different brands, each visit promises a unique and immersive experience for those who appreciate exploring and interacting with varied products.

**A** 30-1 Apgujeong-ro 10-gil

**T** 070-8985-7578

**H** Daily 11:30-19:30

(Closed on the first Monday of every month)

**U** yellowbasket.co.kr

**I** @yellowbasket.store

### Apgujeongrodeo Station

## Gentle Monster Haus Dosan

In this 4-story-tall, 1-basement-deep building facing away from Dosan Park are gathered three of the hottest brands right now. While the building's official name is IICOMBINED Haus Dosan, people are more familiar with the name Gentle Monster Haus Dosan. Gentle Monster, an eyewear brand, was created in 2011 and became South Korea's most iconic, unrivaled brand in the mere span of 10 years. Gentle Monster Haus Dosan is a vision of Gentle Monster's future. The first and first-and-a-half floors always greet visitors with new exhibitions and layouts. The second and third floors are Gentle Monster's showroom, with the third floor housing Probe—an eye-catching robot built by Gentle Monster's Robotics Lab. The fourth floor is occupied by the cosmetics brand Tamburins, and the basement is home to the dessert shop NUDAKE. No matter which floor you're in, you're in for a sensual sight, the likes of which you'll see in art galleries.

**A** 50, Apgujeong-ro 46-gil, Gangnam-gu, Seoul

**T** 070-4128-2122 **H** Everyday 11:00-21:00

**U** gentlehaus.com **I** @gentlemonster



 Sinsa Station

## Sinsa House

A vintage structure constructed with brown bricks has been transformed into a dynamic cultural complex known as Sinsa House. Erected in 1996, the building retains its original charm while seamlessly integrating a diverse range of contents into its space. Sinsa House consistently offers novel experiences to visitors through a variety of exhibitions, pop-ups, and collaborative ventures with different brands. Additionally, the first floor houses Tamantar Coffee Bar, where patrons can indulge in a delightful selection of coffee, beverages, and desserts.

©Sinsa House



-  27 Gangnam-daero 162-gil
-  010-7251-8813
-  Daily 11:00-20:00
-  @sinsahouse

- A** A 24, Eonju-ro 168-gil,  
Gangnam-gu, Seoul
- T** 070-4333-4323
- H** Everyday 10:00-19:00,  
Weekends break time 12:00-13:00
- U** kinfolk.kr
- I** @kinfolkdosan



- A** 11, Eonju-ro 133-gil,  
Gangnam-gu, Seoul
- T** 02-6929-4470
- H** Tue.-Sun. 11:00-20:00(Closed on Mon.)
- U** platform-l.org



 Apgujeongrodeo Station

## Kinfolk Dosan

The Kinfolk Dosan is home to Kinfolk, a lifestyle magazine based in Portland, and Tartine Bakery, which first opened in San Francisco. Kinfolk has exceeded its reputation as a magazine to signify a lifestyle itself—one based on slowness and simplicity. Tartine Bakery echoes that sentiment in the sense that it only uses natural starters—no yeast—to slowly bake its bread. The first floor belongs to Tartine Bakery; the second floor is open to the public whenever Kinfolk hosts an exhibition.

 Hak-dong Station

## Platform-L

Platform-L opened in 2016 as an art center designed to provide various artistic experiences to visitors through the creative attempts of contemporary artists. Platform-L is the first-place winner of Gangnam-gu's 9th annual Beautiful Architecture Awards; the building's corners are smooth and rounded—not angular and rectilinear—and make for a striking view. The building encompasses a courtyard, which is the site of various performances, installation art, and other artistic attempts; the art shop and the café look out onto the courtyard. The building's galleries are located on the second



 Sinsa Station

## place 1-3

Amidst the clamor of Garosu-gil’s businesses, place 1-3 barely makes a noise. Entranced by its small storefront sign, visitors climb up narrow flights of stairs to its fourth-floor address. But what lies beyond its brown glass door is a whole new world. place 1-3 is reportedly a renovated residential home. Its products, despite being on sale, are neatly laid out in their respective spots as if they belong there. The store continues up to the fifth floor; the sixth floor is a small study. place 1-3 hosts single-day classes, which match the aura of the place.

-  21, Apgujeong-ro 10-gil, Gangnam-gu, Seoul . 4F
-  0507-1437-1311
-  Tue.-Sun. 12:00-19:00 (Closed on Mon.)
-  place1-3.com
-  @place1\_3



 Sinsa Station

## Figure and Ground

Figure and Ground’s exterior is striking, resembling a tower built out of layer upon layer of cinnabar bricks. The previous iteration of the building was over thirty years old when it was remodeled into the Figure and Ground as we know it today. The building is also the winner of the 39th Seoul Architecture Awards. The first floor houses a café and a retail store that vends home décor items. The first and second basement levels are used for a wide range of purposes, primarily as exhibition spaces. Figure and Ground’s first exhibition was photography exhibition “Lee Hyori: the Never Known,” which drew so much attention that visitors had to enter a lottery to get in. The building’s third to fifth floors operate coworking spaces. Its rooftop offers a vista of the entire neighborhood of Sinsa-dong; on sunny days, you can even spot the Seoul N Tower in plain sight.

-  53, Nonhyeon-ro 153-gil, Gangnam-gu, Seoul



 Maebong Station

## PEEK

PEEK is run by HPIX, a boutique furniture store that also runs a showroom near Dosan Park. The furniture displayed in PEEK's first-floor café is quite special: they're products of the German brand Tecta, made in the spirit of the Bauhaus movement. Of course, the furniture is hand-picked by HPIX. An entire side wall of the café has been taken over by a bookshelf, with the covers of art books and photo albums on full display. The café also sells books covering Bauhaus and Tecta. The first basement

 28, Gaepo-ro 17-gil, Gangnam-gu, Seoul.1F

 0507-1377-3227

 Tue.-Sun. 10:00-19:00 (Closed on Monday)

 @peek\_cafe



 69, Garosu-gil,  
Gangnam-gu, Seoul

 02-3446-9527

 Tue.-Sun. 11:00-20:00  
(Closed on Monday)

 highstreetitalia.com

 @highstreet\_italia



 Apgujeong Station

## High Street Italia

High Street Italia is an integrative cultural space full of hands-on experiences of Italy's wide array of cultures and brands. The space is run by the Italian Trade Agency under the theme of "an Italy closest to Seoul." The building features a book lounge featuring Korean translations of Italian book, the Italian Ministry of Tourism lounge featuring travel information on the country, an instrument lounge with Italian instruments on display, as well as other various spaces introducing Italy. High Street Italia also frequently hosts exhibitions of Italian brands. If you're interested in learning more about Italy, we recommend you pay a visit.





Yeoksam Station

**fyi**

Located on Yeoksam-ro’s street of entrepreneurs—the cradle of startups—fyi offers both tangible and intangible forms of inspiration to office workers, per its name, an abbreviation of the phrase “for your information.” Walking in through its wide wooden door takes you to a rather spacious interior. To the right of the entrance is an exhibition space. If there exists an object that could possibly inspire your average office worker—whether it be an artwork, a book, a ballpoint pen, or perfume—fyi will display it from its point of view. At the back of the location is a curated study for a “daily working life.” Step out through the doors to the side of the study to enter a neat little garden.

- 180, Yeoksam-ro, Gangnam-gu, Seoul. 1F
- 070-8885-1112 Weekdays 09:00-19:00 Weekends 11:00-18:00
- @fyi\_lounge



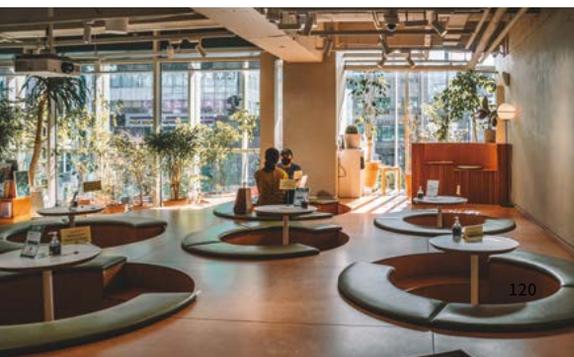
- 426, Gangnam-daero, Gangnam-gu, Seoul
- 070-4090-8005
- Tue.-Sat. 11:00-21:00 (Closed on Mon.)
- @daily\_teum

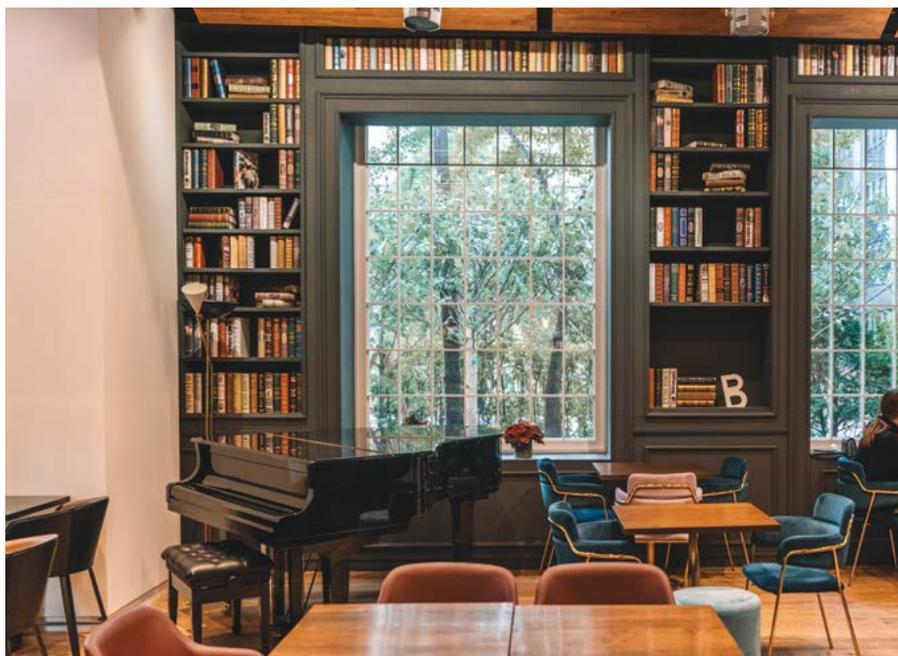


Gangnam Station

## Daily Teum

A three-minute walk from Gangnam station along the crowded, noisy Gangnam-daero is Daily Teum, an integrative cultural space designed by LG Uplus. While run by the mobile network operator, there’s not a single logo in sight that suggests their involvement. Visitors come to check out the exhibitions, grab some coffee, take pictures, and enjoy the space in any way they see fit. Each floor—from its basement floor all the way to its fifth floor—is thematically unique. For example, the first floor is a space for contemplation and inspiration, whereas the fifth floor is a space of digital and analog considerations. The most visible space in the building is the first floor, which keeps visitors entertained with its various pop-up stores that change every two or three weeks.





 Seolleung Station

## Booksays

Booksays is a multifaceted cultural haven designed to stimulate and inspire individuals, offering a helping hand in broadening their perspectives. The first floor houses a specialized bookstore emphasizing humanities and science, while the second floor is dedicated to a library. This space also hosts a range of lectures spanning humanities, science, and business, with available meeting rooms for reservation. Additionally, a bakery factory on-site bakes wholesome bread daily, providing visitors with the opportunity to enjoy a light meal alongside their chosen books.

**A** 311 Teheran-ro **T** 02-501-8804  
**H** Weekdays 07:00-22:00, Weekends 10:00-21:00  
**U** booksays.co.kr **I** @booksays\_



# Bookstores

## Time with Books



For quite some time, Daechi-dong has retained its status as the area with the highest concentration of bookstores in Gangnam-gu, and this remains true to this day. Particularly, catering to a consistent demand for reference books and workbooks, numerous mid-sized bookstores dot its residential neighborhoods. Despite the high rents in Gangnam-gu, there are individuals who, fueled by creative ideas, manage to craft wonderful spaces filled with books. Join us as we step into these uniquely organized book spaces in Gangnam-gu.

- A** 440, Teheran-ro, Gangnam-gu, Seoul
- T** 033-648-2760
- H** Weekdays 07:30-21:00, Weekends 08:30-21:00
- U** [terarosa.com](http://terarosa.com)
- I** [@terarosacoffee](https://www.instagram.com/terarosacoffee)

 Seolleung Station

### Terarosa at the POSCO Center

Terarosa is a café surrounded by the 10,000 or so books owned by POSCO. Located on the first floor of the POSCO Center, Terarosa was built in a renovated space in the building to commemorate the 50th anniversary of the founding of POSCO. The café's interior pairs coffee with books and steel—the symbol of POSCO. The entrance, tables, objets d'art, and most components in the café are made of steel, making for an icy atmosphere, but the books offer a certain coziness in the coldness of the room. Many visitors seek out Terarosa to cultivate their lives through reading in the café's wide-open spaces. Others come to enjoy the café's various specialty tea, coffee, bread, and other items on their menu.





 Seolleung Station

 Yeoksam Station

## Ina Books

Once a barren land for bookstores, the area saw a transformative moment with the opening of Ina Books in 2016. Situated in a hub where numerous office workers traverse daily, the absence of proper bookstores was notable until then. Ina Books distinguishes itself with curated themes such as 'Becoming a Good Leader,' 'Navigating Worries at 40,' and 'The Desire to Write.' CEO Ina Choi and acquaintances' recommended reads have a dedicated shelf. The bookstore hosts diverse book-themed cultural events, fulfilling its role as a thought-provoking cultural space. A second branch opened in 2020 on the first floor of Gangnam Finance Center in Yeoksam.

Seolleung Branch

-  521 4F, Seolleung-ro, Gangnam-gu, Seoul
-  02-2088-7330
-  Weekdays 12:00-19:00
-  @inabooks



GFC Branch

-  152, Teheran-ro, Gangnam-gu, Seoul. 1F
-  02-561-7330  Weekdays 11:00-19:00 (Closed on Weekends)
-  @inabooks\_gfc





 Cheongdam Station

## Sojeon Seolim

Nestled in a serene corner where Cheongdam-dong, the hub of consumer culture, meets the tranquil Han River, Sojeon Seolim emerges as a 'book forest surrounded by white bricks.' Unveiled in February 2020, this bookstore introduces the concept of a paid library, a still novel idea. Visitors can opt for a full-day or half-day ticket to explore its unique offerings. The space encompasses a welcoming cafe on the first floor, the main hall in the basement, and Yedam, a dedicated area for diverse book-related events. Boasting a meticulously curated collection exceeding 30,000 books, the space is adorned with a variety of chairs thoughtfully chosen for the comfort of book enthusiasts. Artwork graces every corner, complemented by appropriate lighting, creating an ambiance that is a perfect haven for book lovers.



 B1, 23 Yeongdong-daero 138-gil  
 02-542-0804  
 Tue-Sun 11:00-21:00 (Closed on Mondays)  
 @sojeonseolim

 Apgujeongrodeo Station

## Calling Books

Spanning approximately 3 pyeong in size, the space unfolds before your eyes through the expansive glass wall. Though narrow enough for three or four people to nearly touch shoulders, it is impeccably filled. Decorations on one wall unveil the bookstore's distinctive identity, while low bookshelves and tables in front of the floor-to-ceiling glass wall are effectively utilized to showcase new books, exhibitions, and merchandise regularly. The bookstore derives its name from 'calling water,' inviting visitors to relish the joy of encountering a book that beckons to them like a refreshing call for reading right in the heart of Apgujeong Rodeo Street.



 Unit 103, 1st floor, 14-4, Seolleung-ro 157-gil  
 0507-1410-7876  
 Tue-Wed 13:00-18:00, Thu - Sat 13:00-20:00  
 (Closed on Mondays and Sundays)  
 @iam.callingbooks



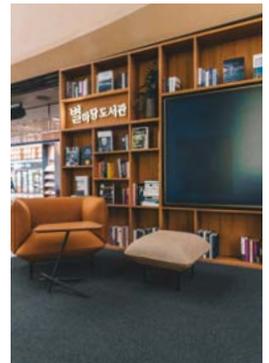
- A Starfield Coex Mall 513,  
Yeongdong-daero, Gangnam-  
gu, Seoul. B1
- T 02-6002-3031
- H Everyday 10:30-22:00
- I @starfield.library



Samseong Station

## Starfield Library

Starfield Library's 13-meter bookcase is located at the center of a shopping mall, grabbing the attention of even those who have no interest in reading. In its numerous bookshelves continuing organically from its basement level to the ground floor, roughly 70,000 books await their readers. The ground floor carries literature and humanities books, and the basement level offers books related to pastimes and practical reads. A noteworthy feature of the Starfield Library is its bookcase dedicated to magazines, featuring over 600 types including international publications. Starfield hosts book talks, concerts, and other events in its expansive space, evocative of an outdoor amphitheater. The events are open to the public. Chairs have been placed around the library so that you can have a comfortable place to read your books—or just to rest your tired legs after a day of shopping.



# Gangnam Architecture 101

A walk through beautiful buildings

Seoul: the city that never sleeps in its rapid transfiguration. Of its districts, Gangnam is perhaps the most rapidly changing yet. The day before is markedly different from the day of. Who knows what the day after will bring? The construction of South Korea's tallest building is in full swing; meanwhile, its labyrinthine underground transforms by the day. Unless documented otherwise, all these changes might be lost to time. Since 2006, Gangnam has been selecting and awarding buildings built within its borders—the first local government to do so—and hosting the Gangnam Beautiful Architecture Exhibition.



 Apgujeong Station

**GOLD&WISE THE FIRST**  
(Grand Prize Winner at the  
12th Awards)

The KB Bank financial center stands as a testament to architectural beauty, notably recognized with the prestigious 2023 Gangnam-gu Beautiful Building Grand Prize. This striking building is distinguished by the openness of its ground floor, designed in an arch shape that extends to the outdoors, and the enchanting spaces on the 3rd to 5th floors, where sunlight filters through curved aluminum louvers. Comprising 2 underground floors and 7 above-ground floors, with a total floor area of 3,293.34m<sup>2</sup>, the exterior of the building evokes the sensation of beholding a captivating sculpture.



 849 Eonju-ro



## Gucci Seoul Flagship Store (Winner of the Excellence Award in the 11th Exhibition)

The exterior of the Gucci Seoul Flagship Store is a vertical garden, subverting preconceptions that a garden must always be low-lying and expansive. Peeking through the building's easy-on-the-eyes pastel green façade is lively, vivacious herbage. The plants sway softly in the wind and sun, imbuing passersby underneath with their life force. The building blends with the trees lining the avenue as if it had been here for a long, long time. The Gucci Seoul Flagship Store—a manifestation of nature in the urban landscape—was awarded the Excellence Award in the 11th Gangnam Beautiful Architecture Awards.

-  462, Apgujeong-ro, Gangnam-gu, Seoul
-  1577-1921
-  Mon.-Sat. 11:00-20:00, Sun. 11:00-19:00

## D\_734 (First Prize Winner at the 12th Awards)

The studio and showroom originally constructed in the 1980s for first-generation fashion designers have undergone a remarkable transformation into the headquarters of a new fashion brand known as D\_734. Serving as a symbolic link between fashion pioneers and the next generation, the establishment's exterior features high-strength PC concrete panels arranged in a distinctive pattern resembling processed fabric, reminding of its role as the headquarters for a clothing and fashion brand. This innovative design approach seeks to neutralize the inherent austerity of concrete by integrating overlapping dense module panels and a play of natural light, creating a visually compelling and dynamic structure.

-  63-4 Cheongdam-dong

### Tip. Read up on the architecture before you go.

On the Gangnam-gu Office's home page, search for "Beautiful Architecture" to view a record of all award-winning buildings from the very first exhibition to the most recent one. The address and name of the building (as well as its use) are described in detail. Make sure to read up on the information before plotting out a route to make for a better use of your time.





 Eonju Station

## MBC Gangnam Smart Center (Winner of the Excellence Award in the 11th Exhibition)

The MBC Gangnam Smart Center is the broadcasting company's first-ever building in the district. A winner of the Excellence Award in the 11th Gangnam Beautiful Architecture Awards, the MBC Gangnam Smart Center piques the interest of its passersby with its peculiar exterior, evocative of a thin screen of blinds. Given MBC's stature as a media company, the building was designed to embody the fulfillment of a physical connection through the medium of digitality. Underneath the exterior are two basement floors and 6 floors aboveground, each of which was specially designed to fit the identity of the space, whether it be office spaces or rest areas.



 161, Bongeunsa-ro,  
Gangnam-gu, Seoul  
 0507-1427-0018



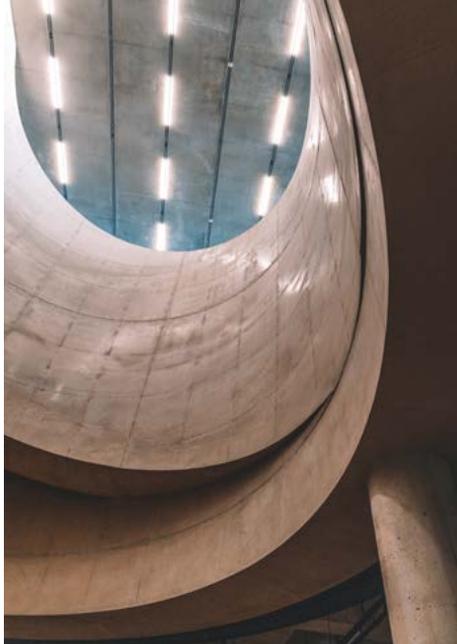
## Harim Group Headquarters (Grand Prize Winner of the 9th Exhibition)

In South Korea, one can't think of chicken without thinking of Harim. Their headquarters are located across Sinsa-dong's Garosu-gil. The Harim Group Headquarters building, which finished construction in August 2016, was awarded the 2017 Korea Architecture Award, followed by the 9th Gangnam Beautiful Architecture Grand Prize (non-residential category) in 2019. On the first floor of its 14-story building is a café and various other commercial facilities. From afar, the fluid curves that run across the face of the building are striking. The curves are particularly noticeable at night, thanks to the LED lights installed, which light up the front of the building in a splendid glow of gold.



130, Dosan-daero, Gangnam-gu, Seoul

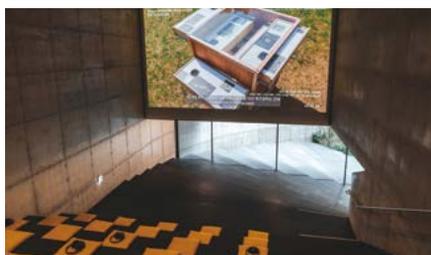




 Apjujeongrodeo Station

## ST Songeun Building (Grand Prize Winner of the 11th Exhibition)

The ST Songeun Building was designed by Herzog & de Meuron, a Swiss architect-duo who designed the likes of London’s Tate Modern and the Beijing National Stadium for the 2008 Olympics; the duo was awarded the Pritzker Architecture Prize—commonly referred to as the Nobel Prize of architecture—in 2001. Their first-ever project in South Korea was the Songeun Art and Cultural Foundation’s ST Songeun building, located in Cheongdam-dong. The foundation was established in 1989 for the purpose of discovering and supporting young, promising artists. Before the building’s present iteration saw the light of day, the premises was home to a much smaller building—the Songeun Art Space. Construction for the new building began in 2018 and finished in 2021. From the front, the building offers no distinguishing features from the rest of the buildings lining Dosan-daero. The side, however, reveals a striking triangle with a point so sharp you could almost prick your finger on it. On a closer look, the building’s surface is marked with a distinctive, eye-catching texture. The surface is made of concrete, but was fitted with woodblock molds to imitate the texture of pine trees. The inspiration is said to have come from the building’s name, Songeun (송은, 松隱), meaning “hidden pines.” The building comprises 11 floors aboveground and five basement levels. The exhibition spaces start on the second basement level and continue



-  441, Dosan-daero, Gangnam-gu, Seoul
-  02-3448-0100
-  Mon-Sat 11:00-18:30  
(Closed on Sundays and public holidays)
-  [songeun.or.kr](http://songeun.or.kr)
-  @songeun\_official



 Apgujeongrodeo Station

## Louis Vuitton Maison Seoul (Winner of the Special Award in the 10th Exhibition)

Staring at the Louis Vuitton Maison Seoul is like witnessing the fluttering of translucent wings. The building is said to have been inspired by Suwon’s Hwaseong Fortress and the elegant movements of the Dongnae Hakchum dance, which in turn is inspired by the movements of a crane. The designer is none other than Frank Gehry, a master of contemporary architecture also known for designing the Guggenheim Museum located in the Spanish city of Bilbao. The details of the building’s interior have come to life under the masterful touch of Peter Marino, who also designed the Chanel Seoul Flagship Store. Louis Vuitton Maison Seoul’s spaces are not just for displaying and selling Louis Vuitton products; the premises also hosts art exhibitions, a restaurant, and other attempts at artistic expression.

### Tip. Read up on the architecture before you go.

On the Gangnam-gu Office’s home page, search for “Beautiful Architecture” to view a record of all award-winning buildings from the very first exhibition to the most recent one. The address and name of the building (as well as its use) are described in detail. Make sure to read up on the information before plotting out a route to make for a better use of your time.

 454, Apgujeong-ro, Gangnam-gu, Seoul  
 02-3432-1854  Everyday 11:00-20:00

 Maebong Station

## Building Soom (Winner of the First Prize in the 10th Exhibition)

The company building for EMK Musical, Building Soom was thematically designed to evoke external spaces floating midair. Like the floors, designed to be disjointed from each another, every single architectural aspect of the building was painstakingly arranged to provide inspiration to the building’s primary tenants: musical directors. The exterior staircase zigzags across and connects the floors and has been designed as an architectural piece where people can pass through, lean on, and sit—like an amphitheater—as they conjure up all sorts of ideas. The freely arranged architectural composition is bound to boost your imagination and provide you with yet more inspiration.

 176, Nonhyeon-ro, Gangnam-gu, Seoul



# Kid-friendly locales

Scattered around Gangnam are places you can visit with your children, from locations that will pique their interests to those that even help explore various careers. Children are welcome in Gangnam, where animals and history await them.



 Apgujeongrodeo Station

## Figure Museum W

Figure Museum W is a place of fun for adults and children alike, regardless of gender or age. From its second basement floor to its fifth floor, figurines are displayed across all seven of its floors. It's great fun checking out the figurines, including those from Japanese animations and American cartoons as well as characters from the Marvel franchise. The museum features limited-edition figurines found nowhere else in the world, so make sure not to miss out on this stop. If you're even the tiniest bit invested in the world of figurines, we recommend you stop by the figurine shop located on the first floor of the building.



- A** 3, Seolleung-ro 158-gil, Gangnam-gu, Seoul
- T** 02-512-8865
- H** Weekdays 13:00-17:00, Weekends 11:00-18:00 (Closed on Mon.)
- U** [figuremuseumw.co.kr](http://figuremuseumw.co.kr)

 Bongeunsa Station

## COEX Aquarium

Aquariums: the subaquatic world in your proximity. The COEX Aquarium hosts over 40,000 underwater creatures of roughly 650 species in an aquatic environment that has been closely modeled after natural habitats. Home to manatees—rare giant herbivore animals at risk of extinction—as well as 110 or so sharks of 17 different species, the aquarium makes for a fun, meaningful time for young visitors. There is also a gift shop where you can purchase dolls of sharks, dolphins, manatees, sea lions, and other animals.

**A** 513, Yeongdong-daero, Gangnam-gu, Seoul  
**T** 02-700-7200 **H** Everyday 10:00-20:00  
**U** [coexaqua.com](http://coexaqua.com)



**A** 721, Eonju-ro, Gangnam-gu, Seoul. Seoul Headquarters Customs Main Building 1F.  
**T** 02-510-1083  
**H** Weekdays 10:00-17:00 (Closed on Weekends)  
**U** [nlcy.go.kr](http://nlcy.go.kr)

 Hak-dong Station

## Korea Customs Museum

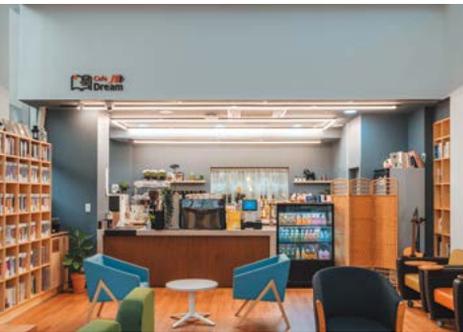
The Korea Customs Museum was established to commemorate Korea's history of customs, as well as the efforts of officials who have worked to protect the nation's tariff autonomy and national interests. The museum was first established on the first floor of the Seoul Regional Customs office on August 2000 in commemoration of the 30th anniversary of the opening of the Korea Customs Service. While the museum doesn't boast the biggest space, the premises are filled to the brim with interesting displays, including an audiovisual room and exhibitions for the history of customs, customs administration, and tariff diplomacy. Signing up for an experiential customs program allows you to try on the official uniform worn by customs officers and observe the inner workings of the customs administration, making for a worthwhile exploration into customs as a career.



 Gangnam Station

## National Library for Children and Young Adults

The National Library for Children and Young Adults is home to the largest number of books and materials for children and young adults in the entire nation. The library spans from its basement floor all the way up to the 4th floor. The basement floor features a hands-on augmented reality exhibition, and the first floor has Story Land—a storytelling zone for children—and Picture-Book Land, a collection of materials for toddlers. The second floor hosts a creative workshop, a hands-on storytelling exhibition, digital content creation zones for young adults, and an exhibition room. The third and fourth floors are dedicated to research material, picture books and storybooks from all over the world, and books that have won national or international children's book awards. The augmented-reality picture-book room gift children and young adults with the opportunity to spread their dreams and wings of imagination.



-  21, Teheran-ro 7-gil, Gangnam-gu, Seoul
-  02-3413-4800
-  Everyday 09:00-18:00 (Closed on the second and fourth weeks of every month on Mon.)
-  [nly.go.kr](http://nly.go.kr)

## Irwon Raon English Library

The Irwon Raon English Library is the first library in the district to be dedicated to books in the English language. Located on the first basement floor of the Irwon Sports and Cultural Center, the Irwon Raon English Library has around 18,000 English books of varying levels, including picture books, pop-up books, and chapter books, as well as 800 DVDs. The library also hosts various English-language events, such as the Christmas one where children explore the holiday's traditions with a native English-speaking teacher. There are also clubs available for sign-up, which we recommend you join with your children if they interest you. Next to the library is an indoor playground for children under the age of 6, which makes for a pleasant visit after a reading session in the library. We recommend you reserve a spot first before visiting.



**A** 22, Yeongdong-daero, Gangnam-gu, Seoul, B1  
**T** 02-6712-0595 **H** Weekdays 09:00-18:00, Weekends 09:00-17:00  
(Closed on Mon., holidays) **U** [library.gangnam.go.kr/englib](http://library.gangnam.go.kr/englib)



## Irwon Eco Park

Irwon Eco Park opened in 2017 as a redevelopment of the Tancheon-mul Recycling Center, which was once used for wastewater management. The park features a number of various sports facilities such as courts for tennis, futsal, badminton, footvolley, and gateball, as well as a botanical garden and an environmental park. The botanical garden, in particular, is home to a wide variety of plant species and is often used to provide educational experiences to young visitors. Irwon Eco Park also hosts a number of eco-friendly festivals, making for a great location for kid-friendly excursions.

**A** 4-12 Irwon-dong, Gangnam-gu, Seoul  
**T** 02-3410-9738



# Encounter the beauty of hanok

## Hanok space

There are places in Gangnam that make you wonder if you've somehow left the district behind. We're talking about hanoks—traditional Korean houses. Hanoks are a slice of Korea's own unique beauty, hidden amidst the forest of high-rises. We recommend you stop by one of these hanok locations and rest awhile, basking in the leisure and relaxation.



- 📍 3, Jagok-ro 7-gil, Gangnam-gu, Seoul
- ☎ 02-2226-5930
- 🕒 Weekdays 09:00-18:00, Weekends 09:00-17:00 (Closed on Mon.)
- 🌐 [hchildlib.gangnam.go.kr](http://hchildlib.gangnam.go.kr)

🚆 Suseo Station

## The Motgol Hanok Children's Library

The Motgol Hanok Children's Library proudly flaunts the beauty of its hanok from afar. As befits a hanok-style library, the library has a wide courtyard where children can freely run around and even partake in traditional games. Its Yulhyeong-gwan building hosts programs introducing aspects of traditional culture—such as the Thousand Character Classic—and also has an exhibition of traditional artifacts, making it the perfect place for children to learn more about the history of the nation. The library's Jayang-dang building offers books to read, as well as spaces for adults in a well-lit hallway. We recommend you check out the library with your children for a fun reading session and a moment of relaxation.

## Philkyungjae

Philkyungjae is a 500-year-old house built by Lee Cheonsu, the great-grandson of Prince Gwangpyeong—the fifth son of King Sejong the Great. Lee’s descendants have occupied the house for generations, though the premises now house a traditional Korean restaurant. In 1987, the house was designated as the first official traditional building. Now, Philkyungjae specializes in royal Korean cuisine and works to spread the tastes and flavors of the peninsula to its visitors. The establishment only takes reservations and allows entry 30 minutes before the time of your booking—plenty of time for you to walk around the old estate and experience the beauty of traditional Korean housing.

-  205, Gwangpyeong-ro, Gangnam-gu, Seoul
-  0507-1472-2116
-  Everyday 12:00-22:00, break time 15:00-18:00



## H.ORM

A hanok gallery-cum-café, H.ORM is the sort of place that, upon encountering it on the streets, you feel as if you’ve discovered a treasure trove. The abbreviation of “hours of realizing myself,” H.ORM is a gift you give yourself: every moment after you enter the café is a moment spent wholly on yourself. The first floor is a café, and the second floor is a gallery, though the scenery out the window itself is as beautiful as any other artwork. H.ORM offers coffee, sparkling drinks, tea of various flavors, and other drinks alongside their dessert menu.

-  30-1, Heolleung-ro 571-gil, Gangnam-gu, Seoul
-  0507-1326-9148
-  Tue-Sun 12:00-20:00 (Closed on Monday)
-  @h\_orm\_cafe



M  
S

TAM  
BUS  
MIN  
712

SHOWERY BODY WASH  
**BIGALICO**  
tamburins

SHOWERY BODY WASH  
**BIGALICO**  
tamburins

SHOWERY BODY WASH  
**BIGALICO**  
tamburins

**Gangnam is home to numerous companies—as many as the high-rise buildings scraping the surface of the sky. From fashion and commerce to distribution, culture, and many other businesses, these companies uphold the values while imprinting an image of their brands in the minds of people.**

# Brand GN

Brands in Gangnam

# Experiencing brands

## Brand hands-on zones

There are places in Gangnam that make you wonder if you've somehow left the district behind. We're talking about hanoks—traditional Korean houses. Hanoks are a slice of Korea's own unique beauty, hidden amidst the forest of high-rises. We recommend you stop by one of these hanok locations and rest awhile, basking in the leisure and relaxation.



 Apgujeongrodeo Station

### Hyundai Card Cooking Library

The Hyundai Card Cooking Library offers a comprehensive exploration of the culinary world, inviting patrons to indulge their eyes and taste buds. On the first floor, Deli, a casual dining place and cafe, beckons visitors with a simple yet delightful menu. Venture up to the fourth floor, and you'll discover Green House, an exclusive dining space dedicated to one group of customers only. Green House takes pride in crafting menus from fresh ingredients cultivated through eco-friendly farming practices and operates solely on a 100% advance reservation system. The Cooking Library also boasts an extensive collection of books, delving into various aspects of the culinary arts.

**A** 46 Apgujeong-ro 46-gil

**T** 02-513-2900

**H** Tue-Sun 12:00-21:00 (Closed on Mondays and public holidays)

**U** [dive.hyundaicard.com/web/cookinglibrary/spaceMain.hdc](http://dive.hyundaicard.com/web/cookinglibrary/spaceMain.hdc)





©Ediya Coffee Lab



## Eonju Station

### Ediya Coffee Lab

Ediya Coffee Lab, operated by the franchise cafe Ediya, was introduced in April 2016 to mark the 15th anniversary of the coffee shop brand's founding. Serving as the successor to the Ediya Coffee Research Institute, this space is dedicated to coffee research and cultural communication. Spanning approximately 500 pyeong over two floors, Ediya Coffee Lab presents a diverse selection of specialty coffee beans and desserts tailored to customers' preferences. At the main bar, patrons can savor a variety of freshly roasted coffee beans prepared using different extraction methods.

**A** 636 Nonhyeon-ro **T** 02-545-6467

**H** Daily 07:30-02:00 **U** ediya.com

## Hyundai Motor Studio Seoul

Hyundai Motor Studio Seoul is a must-visit for anyone interested in automobiles. Run by the Hyundai Motor Company, the studio is a laboratory of sorts, for automobile culture in which art and lifestyle coexist with automobiles. The first and second floors are a design exhibition titled “Reflection in Motion.” The third floor is dedicated to an exhibition of the Genesis line, and the fourth and fifth floors have exhibitions of yet other Hyundai automobiles. You are welcome to get on any of the cars on display. There is a children's experience where they learn what a car designer is and design and color the exterior or interior of a car using professional drawing equipment.



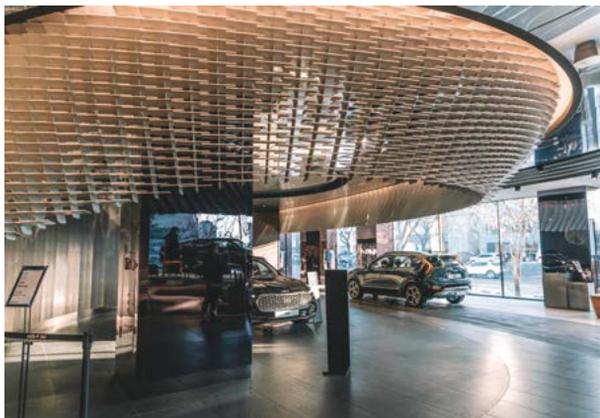
- 📍 738, Eonju-ro, Gangnam-gu, Seoul
- ☎ 1899-6611
- 🕒 Everyday 09:00-21:00  
(Closed on the first Monday of every month)
- 🌐 [motorstudio.hyundai.com/seoul](http://motorstudio.hyundai.com/seoul)
- 📱 @hyundai.motorstudio



## Kia360

The exterior of Kia360 is mesmerizing, composed of 7,553 modules in midnight black and polar white—KIA’s new brand colors. Inside is the Brand & Design Zone, where you can meet the KIA brand and its design philosophy; the EV Life Zone, where you can imagine for yourself a sustainable future of the looming age of electric vehicles and a life of connected mobility; as well as the KIA User Zone, which allows you to design your very own car. You can even get on the vehicles on display. If cars are your thing, we recommend you pay Kia360 a visit.

-  417, Apgujeong-ro, Gangnam-gu, Seoul
-  02-518-0360
-  Everyday 09:00-21:00 (Closed on the third Monday of every month)
-  [kia360.kia.com](http://kia360.kia.com)



## Rapha Seoul Clubhouse

Rapha Seoul Clubhouse is known as the mecca for avid cyclists. The Rapha Seoul Clubhouse is the brand’s 10th location, after London, New York City, San Francisco, Osaka, Tokyo, Manchester, Amsterdam, and Copenhagen. While the clubhouse offers cycling products for purchase, the main reason why it has risen to fame as a mecca is because of the Rapha Cycling Club (RCC). A global community of avid cyclists and racers, the Rapha Cycling Club offers free coffee for all its members—in every single one of its clubhouses around the world—and also rents out high-end bicycles.

-  35-1, Apgujeong-ro 10-gil, Gangnam-gu, Seoul
-  02-515-2758
-  Weekdays 11:00-20:00, Weekends 10:00-19:00
-  [rapha.cc/kr/ko](http://rapha.cc/kr/ko)

## Signature Kitchen Suite

The Signature Kitchen Suite Nonhyeon Showroom offers visitors a chance to experience LG Electronics' premium built-in furniture brand—the Signature Kitchen Suite. The showroom is the first in the nation to display built-in furniture in various interior design styles as if you were walking through a real home. The showroom also acts as a cultural space, where you can experience the furniture hands-on and take notes of the lifestyle designs offered. The space was designed by Thom Mayne—winner of the world's most prestigious architecture award, the Pritzker Prize—who was inspired by the Signature Kitchen Suite. All the more reason for you to visit and experience the space as a form of art transcending kitchen appliances. The showroom also hosts exhibitions, and its cooking studio offers chances for people to learn how to cook under the tutelage of renowned chefs. Take note that LG recently opened a second showroom in Cheongdam.



### Nonhyeon Showroom

📍 133, Hakdong-ro, Gangnam-gu, Seoul

☎ 02-3777-6600

🕒 Mon.-Sat. 10:30-18:30 (Closed on Sun.)

🌐 [signaturekitchen.co.kr](http://signaturekitchen.co.kr)

📱 @signature\_kitchen\_suite



### Cheongdam Showroom

📍 13, Apgujeong-ro 60-gil, Gangnam-gu, Seoul

☎ 02-3777-6700

🕒 Mon.-Sat. 10:30-18:30 (Closed on Sun.)

🌐 [signaturekitchen.co.kr](http://signaturekitchen.co.kr)

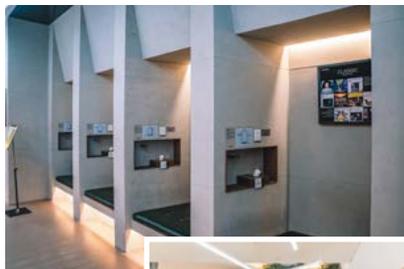
📱 @signature\_kitchen\_suite



## Place 1

Place 1 has somehow evaded the stereotype of what a bank building should look like. Run by KEB Hana Bank, Place 1 is not just a space for basic banking transactions, but has rendered itself as an integrative cultural space where visitors can enjoy the luxuries of culture and leisure within its walls. In particular, the circular, artistic disks protruding from the exterior seem to lend the building a three-dimensionality you can only witness in an art gallery. Once you step inside, you can purchase a cup of coffee from the first-floor lobby, then enjoy it in its basement level space. Floors 2 to 5 are office spaces, and the sixth floor provides a space where you can freely leaf through books. If you're looking to spend some time at Place 1, we recommend you check out its first basement floor and the sixth floor.

-  26, Yeongdong-daero 96-gil, Gangnam-gu, Seoul
-  02-545-1111
-  Weekdays 09:30-15:30 (Closed on Weekends)



# The worth of a brand

## Flagship stores

There are places in Gangnam that make you wonder if you've somehow left the district behind. We're talking about hanoks—traditional Korean houses. Hanoks are a slice of Korea's own unique beauty, hidden amidst the forest of high-rises. We recommend you stop by one of these hanok locations and rest awhile, basking in the leisure and relaxation.



- A** 47, Apgujeong-ro 42-gil, Gangnam-gu, Seoul
- T** 0507-1341-8410
- H** Everyday 12:00-20:00
- I** @sinoon.dosan

 Apgujeong Station

### Sinoon Flagship Store Dosan

Located right next to Dosan Park, the Sinoon Flagship Store Dosan showcases sensuous, uniquely styled apparels that have taken inspiration from everyday motifs, paintings, images, objects, and other sources and have reinterpreted and rendered such inspirations into a uniquely Seoul mood. The flagship store consists of two floors, both of which exude coziness through the interplay of its displays and the beams of sunshine. The store offers a wide array of clothes designed by Sinoon for purchase, though it's also much fun to wander around its beautiful interior.

- A** 39, Dosan-daero 55-gil, Gangnam-gu, Seoul
- T** 02-545-8284
- H** Tue.-Sat. 11:00-20:00  
(Closed on Sun.-Mon.)
- U** andyou.style
- I** @hotel\_de\_andyou

 Apgujeongrodeodeo Station

### Hôtel De And You

Hôtel De And You makes you feel as if you have arrived at a small hotel somewhere in Europe. Given its motifs of urbanity and travel, Hôtel De And You has been decorated in the theme of a boutique hotel. Its spring/summer and fall/winter collections draw inspiration from cities around the world, into which the interior of Hôtel De And You is remodeled every time, making for an enjoyable time as you walk around, taking a look at the clothes and the interior design. The store also runs a café, so make sure to stop by for a leisurely cup of coffee after a trip around Hôtel De And You.



 Apgujeongrodeo Station

## Boon the Shop Cheongdam

A venue encapsulating the aesthetics and philosophy of Boon the Shop, Korea's pioneering fashion specialty store under the Shinsegae umbrella. While Boon the Shop has several branches, including those in Shinsegae Department Store's main branch, Gangnam, and Busan Centum City, the flagship store in Cheongdam-dong stands out as the largest, offering a diverse array of styling suggestions on each floor. With staff fluent in English and Chinese, the flagship store is a magnet for overseas tourists. This unique space also doubles as an art gallery, providing visitors with the opportunity to appreciate various works of art alongside their fashion exploration.

 21 Apgujeong-ro 60-gil  02-2056-1234  
 Daily 11:00-20:00  boontheshop.com



 Hanti Station

## The Conran Shop Korea

If you're an interior design aficionado, you have to visit The Conran Shop—a premium lifestyle boutique. The forerunner of all lifestyle boutiques, The Conran Shop was first founded by the British interior designer Sir Terrence Orby Conran in 1974; the Seoul location was the 12th branch to open. The store is more than 3,300 square meters big and offers a wide selection of imported products from premium lifestyle brands, including furniture, home decorations, kitchen appliances, utensils, bedding, books, and other miscellaneous products. The Conran Shop offers not only products of its own brand, but also those from other brands. This, of course, means that time will fly as you look at all the exhibited products; we recommend you set aside an ample amount of time when visiting.



 401, Dogok-ro,  
Gangnam-gu, Seoul  
 02-531-2591  
 Mon.-Thu. 10:30-20:00,  
Fri.-Sun. 10:30-20:30  
 conranshop.kr  
 @theconranshop.korea



 Sinsa Station

## Diptyque Garosu-gil Flagship Store

The Diptyque Garosu-gil Flagship Store is run by the niche French parfumerie maison Diptyque and evokes a cozy family home straight out of Paris. The Seoul flagship store is the largest among any of its locations; this includes the main store in Paris and the other branches in major cities such as London, Rome, New York City, and Tokyo. The first floor of the store has been fitted with a vintage look and allows customers to purchase from all their perfume and candle lines. The second floor is furnished with a cafeteria, kitchen, laundry room, living room, bathroom, and other spaces to aid customers as they experience the Diptyque brand in depth.



-  15, Garosu-gil, Gangnam-gu, Seoul
-  02-3446-7494
-  Everyday 11:00-21:00
-  @diptyque

## Tamburins Flagship Store Sinsa

The Tamburins Flagship Store Sinsa is imbued with the aesthetic values of the brand, not only in its products, but also in the scents, package designs, and various spaces. The store is run by the cosmetics brand Tamburins and is a place where you can encounter many a Tamburins product and their newest launches. Each of its many spaces are decorated with interior objects of various compositions and designs, making the store a great spot for photographs—and a highly lauded destination for millennials and Gen-Zers. Given its location in Garosu-gil, the Tamburins Flagship Store Sinsa is a perfect stop as you visit other destinations offered by the popular street.



### Sinsa branch

-  44, Apgujeong-ro 10-gil, Gangnam-gu, Seoul
-  02-511-1246
-  Everyday 12:00-21:00
-  [tamburins.com](http://tamburins.com)
-  @tamburinsofficial

### Dosan Branch

-  50, Apgujeong-ro 46-gil, Gangnam-gu, Seoul. House Dosan 4F. Tamburins
-  070-4128-2124
-  Everyday 11:00-21:00
-  [tamburins.com](http://tamburins.com)
-  @tamburinsofficial





**Gangnam culture has transcended national borders to become a global hub under the banner of K-culture. Undoubtedly, Gangnam content stands at the core of the broader K-culture phenomenon. Renowned as a hub for celebrities' management offices and a myriad of associated businesses, including beauty shops and fashion select stores, Gangnam garners attention from domestic and international trendsetters. The concentration of flagship stores for premium global brands in Gangnam seems almost natural.**

# Contents GN

Contents in Gangnam

# Must-Visit G-Content Spots

Gangnam draws numerous 'K-culture maniacs' from around the globe, and merely stepping into this space quickens their heartbeat, for it is the birthplace of the K-culture that captivates them. Join us as we embark on a journey to discover the 'sacred sites' of G-Content, where the moment you enter, you'll find yourself bursting into cheers.

## Samseong Station

### Ktown4u

Ktown4u stands as the premier global online and offline platform for K-POP, with 90% of its total sales exported overseas and boasting 6.4 million members across 240 countries worldwide. The COEX branch, inaugurated in May 2023, serves as Korea's largest K-POP complex facility seamlessly integrated with its proprietary application. Within this establishment, the second floor houses a retail space featuring various records, books, and merchandise, catering to the diverse tastes of K-POP enthusiasts. On the third floor, you'll find the Ktown4u Coex Academy, a state-of-the-art training center complete with a recording studio, dance hall, and practice room. Here, aspiring K-POP artists can benefit from a range of experiences guided by trainers from the four major entertainment companies. The fourth floor is a vibrant cafe, offering a delightful array of experiences, including special menus during artist pop-ups.



- [A] 2nd to 4th floors,  
COEX Artium, 513  
Yeongdong-daero
- [T] 02-552-9877
- [H] 2nd floor Daily  
10:00-20:00,  
3rd floor Daily 12:00-22:00,  
4th floor Daily 11:00-20:00



## KstarROAD

Places with special stories have the power to transcend time. Think of Abbey Road, forever associated with The Beatles. Similarly, the interest in Gangnam, sparked by the iconic song 'Gangnam Style', endures, solidifying its reputation as one of the most sensuous and trendy places globally. Enter K-Star ROAD, a city branding initiative that showcases Gangnam's allure to the world. Designated as a cultural street, it simplifies the experience of Korean Wave culture by spotlighting cafes, restaurants, beauty shops, and shopping venues frequented by stars, carefully selected based on rigorous standards. Notably, the road leading from the renowned Galleria Department Store to Cheongdam Intersection features 17 Hallyu star art toys known as 'Gangnam Dolls.' These artistic figurines can be directly purchased at Gangnam Doll House.



 339-2 Apgujeong-ro, Gangnam-gu



 Gangnam Station

## Kukkiwon

Established in 1972 with the mission to promote Taekwondo, Kukkiwon has evolved into the global headquarters of Taekwondo, attracting around 150 million practitioners worldwide. Kukkiwon spearheads various initiatives aimed at expanding the reach of Taekwondo. These encompass promotional and dan examinations, leader training, Taekwondo academic research, operation of Taekwondo demonstration groups, and the dispatch of Taekwondo instructors overseas. Situated behind Kukkiwon, the Kukkiwon Museum chronicles the rich history of Taekwondo through diverse materials. Despite being located in Gangnam, the atmosphere around the museum is remarkably serene, making it an ideal destination for a tranquil stroll.

-  A 32 Teheran-ro 7-gil
-  T 02-567-1058

 Gangnam Station

## Gangnam Square

Gangnam Square, nestled between exits 11 and 12 of Gangnam Station, has undergone a transformation into a vibrant hub for experiencing various cultures. The large media wall continuously plays K-POP music videos, while a designated photo zone and newly revamped benches enhance the square, creating a comfortable and inviting space. Operated as a permanent K-culture performance hall, Gangnam Square aims to be a dynamic venue for cultural activities. Given the high influx of foreign tourists to Gangnam Station, the square strives to showcase a diverse array of Korean culture. Cultural performances, ranging from K-POP to traditional Korean music and Taekwondo, are featured, offering an immersive experience for visitors. In the heart of Gangnam, the pulse of K-culture continues to evolve.

 A 396 Gangnam-daero  
(between Gangnam Station Exits 11 and 12)



# Transformative Escapes

Mood-Enhancing Spots for a Fresh Look



The beauty industry is currently abuzz with discussions around 'eco-friendliness,' 'naturalism,' and 'vegan' practices. In Gangnam, this global trend finds expression in the concept of 'clean beauty,' a movement that adheres to stringent standards. Going beyond external beauty, there is a collective aspiration for meaningful change that encompasses both personal well-being and environmental considerations.



## Label C Garosu-gil Branch

Label C, the vanguard of clean cosmetics, is rewriting the beauty narrative with a focus on paramount issues like 'eco-friendliness,' 'veganism,' and 'naturalism.' The inaugural flagship store of Label C, a clean beauty haven under the umbrella of Samsung C&T's fashion division, is situated on the iconic Garosu-gil. The store showcases products that are globally recognized for their skin-friendly attributes and eco-friendly practices, aligning with the ethos of clean beauty. One such brand is BAMFORD, a British natural beauty powerhouse infused with plant extracts, offering a versatile range spanning diffusers, cleansers, foundations, and body products. Maison Louis Marie, celebrated for its vegan perfumes, and Absolution, a leading French natural clean beauty brand, add to the diverse array of offerings at Label C.

[A] 54 Garosu-gil [T] 02-544-1080 [H] Daily 11:00-20:00



## Gangnam Medical Tour Center

Gangnam, hailed as the world's premier medical tourism destination, is taking a giant leap forward with the establishment of the Gangnam Medical Tour Center. Nestled at Apgujeong Station, the center offers a seamless experience, beginning with specialized guidance at the language-oriented information desk. Visitors receive comprehensive assistance for every facet of medical tourism, including airport pickups, interpretation services, hospital information, hotel reservations, and insights into nearby tourist attractions. The Healing Zone within the center creates a tranquil space for private healing time, complete with opportunities to interact with real medical equipment. Featuring a community room and shared office facilities, it serves as a meeting hub for the foreign community. With free Wi-Fi available and an unmanned robot cafe, the center doubles as a cozy haven for relaxation.



-  1st floor, Gangnam Tourist Information Center, 161 Apgujeong-ro
-  02-1661-2230  10:00-18:00
- (Closed on Weekends and public holidays)
-  [medicaltour.gangnam.go.kr/main.do](http://medicaltour.gangnam.go.kr/main.do)



## Sulwhasoo Dosan Flagship Store

The Sulwhasoo Dosan Flagship Store allows visitors to experience, with all five senses, all that the brand has to offer. All six of its floors are furnished with Sulwhasoo's very own spaces, from its fifth floor all the way down to its basement floor, which houses Sulwhasoo's signature space in full embodiment of the essence of Asian beauty. The basement floor has been designed as a premium anti-aging spa featuring traditional herbal medicine. The first floor is a "heritage room" that displays the history of Sulwhasoo, and the second floor has on display new products and other Sulwhasoo products found only here at its Dosan Flagship Store location. The third floor is the brand's VIP lounge, as well as a culture lounge hosting classes. On the fourth floor is a spa room overlooking Dosan Park, and lastly, the fifth floor is an open-air lounge where visitors can bask in all that Sulwhasoo has to offer.



-  18, Dosan-daero 45-gil, Gangnam-gu, Seoul
-  02-541-9270  Tue.-Sun. 10:00-19:00 (Closed on Monday)
-  [sulwhasoo.com/kr/ko/flagship/dosan/index.html](http://sulwhasoo.com/kr/ko/flagship/dosan/index.html)



 Apgujeongrodeo Station

## Dear Dahlia Dosan Flagship Store

Nestled near Dosan Park, the Dear Dahlia flagship store emerges as a sanctuary for beauty enthusiasts passionate about vegan options. Inspired by the dahlia flower, this 100% vegan brand stands against the use of animal-based ingredients in color cosmetics, presenting products that embrace natural ingredients to nurture the skin without irritation.

The store is filled with photo spots here and there, taking full advantage of the neat and colorful beautiful image of the dahlia flower. The first floor unveils a beauty atelier, inviting visitors to experience an array of products, including Dear Dahlia's latest offerings. Ascend to the second floor and discover a vegan cafe and bakery, where the menu features brunch and desserts favored by celebrities.

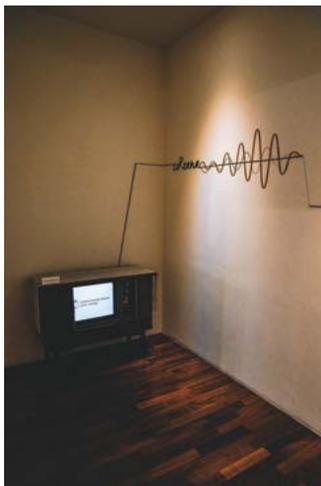
 A 14 Dosan-daero 45-gil  T 02-547-0502

 H Daily 11:00-20:00



## Space\*c

space\*c is an integrative cultural space founded by Coreana Cosmetics. space\*c attempts to create a new mode of culture by marrying the traditional with the contemporary. The location is home to the Coreana Cosmetics Museum—the nation’s only museum dedicated to the traditional cosmetics culture of Korea—as well as the Coreana Museum of Art, which showcases works of contemporary art in its first and second basement levels. The Coreana Museum exhibits not only visual art, but also inspires visitors with its exhibitions and programs involving music, theatre, dance, literature, and other genres.



**A** 827, Eonju-ro, Gangnam-gu, Seoul

**T** 02-547-9177

**H** Tue.-Fri. 11:00-18:00

(Closed on Sat.-Mon.)

Subject to change depending on exhibition

**U** [spacec.co.kr](http://spacec.co.kr)

**I** @coreanamuseum



©space\*c



©Coreana Cosmetics Museum



re: *Mark's*

← GOLF PARKING P

↑ ONKAGE SUSHI MAI

→ restaurant & cafe *re: Mark's*

→ 100% LOCAL & JAZZ vin-ga

re: *Mark's*  
CAFE  
ALL DAY  
BRUNCH  
DINING  
TAKEAWAY

re: *Mark's* CAFE  
restaurant & cafe

BREAKFAST 8:30 - 10:30  
LUNCH 11:30 - 10:00 CLOSED  
BRUNCH 10:00 - 10:00

ALL DAY  
BRUNCH  
DINING  
TAKEAWAY

Can't decide on what to eat? Then come on over to Gangnam. On second thought, coming to Gangnam might not help: there's simply too many choices to choose from.

In any case, even time spent trying to decide on the menu and venue is bound to be time well—and happily—spent. The district offers everything: cafés, pâtisseries, boulangeries, brunch places, Korean and international cuisine, Michelin-starred restaurants, century-old diners, vegetarian fare, and of course, places to grab a drink.

Now, it's time for you to make your decision.

# Tasty GN

Eateries in Gangnam

# Café

A relaxing cup of coffee—a break from life.

Gangnam-gu is a battleground between the finest major café chains. Despite their massive, fast-paced service, there are people who keep their ground, brewing each and every cup of their coffee with great care. Situated across Garosu-gil and Dosan Park are several cafés notable enough to be landmarks. Some of these spaces catch you off guard in the vast forest of skyscrapers, making you wonder what these cafés are doing here. Welcome to Gangnam: the crossroads of businesspeople rousing themselves with thick espressos in the afternoon and passersby basking in the bliss and relaxation of each drop that drips from their pour-over.



©Magpie & Tiger Sinsa Tea Room



## Magpie & Tiger Sinsa Tea Room



Magpie & Tiger Sinsa Tea Room offers a captivating tea journey in a modern, tranquil setting. Guests can delight in a tea confectionery course expertly paired with artisan teas. The <Seasonal Tea Course> highlights teas and confectioneries crafted from fresh seasonal ingredients. The Tea Course begins with a welcome tea, leading to a deeper exploration of teas, complemented by a hands-on tea roasting experience. The name 'Magpie & Tiger' is inspired by the traditional 'Hojakdo' painting, depicting a tiger and a magpie, which was often exchanged during New Year festivities as a symbol of good fortune in old days. Reflecting this rich heritage, this tea room embodies a vision where tea enriches daily culture, echoing our ancestors' integration of art into everyday life.

- ㉔ 2nd floor, Klairs Seoul, 44 Nonhyeon-ro 153-gil ☎ 0507-1352-4023
- 🕒 Wednesday-Sunday 13:00-20:30 (Closed Monday and Tuesday) 📱 @magpie.and.tiger
- 🌐 magpie-and-tiger.com



 Apgujeong Station

## Milestone Coffee

Milestone Coffee has been keeping its ground since 2014 on the fast-changing streets of Garosu-gil. The place is rather crowded, save early mornings or late nights, but their kindhearted service is bound to cheer you up the moment you order. The most iconic menu here is their einspänner, a latte topped with a thick dollop of cream. The cream is by no means overly cloying and pairs beautifully with their velvety coffee. Milestone's desserts are as doted on as their coffee; especially popular is their apple crumble, filled with apples and cinnamon. When ordered for here, apple crumbles are served with a heaping of vanilla ice cream.

**A** 49, Nonhyeon-ro 159-gil, Gangnam-gu, Seoul  
**T** 0507-1425-1195 **H** Everyday 10:00-21:00  
**U** milestonecoffee.kr **I** @milestone\_coffee



 Apgujeongrodeo Station

## Camel Coffee Dosan

Camel Coffee is located entrance of Dosan Park. You can tell that their coffee is going to be good just by their antique interior. The café's namesake Camel Coffee is composed of sweet cream and a bitter latte: a blend so mesmerizing that the flavors are permanently seared into the minds of those who taste it. Given its location, the café also offers Dosan Coffee, which we recommend if you like coffee. While Camel Coffee has a large number of coffee options compared to other kinds of beverages, the store also offers a few kinds of tea and desserts for the enjoyment of those who cannot drink coffee.

**A** 16-8, Dosan-daero 45-gil, Gangnam-gu, Seoul  
**T** 010-7774-1484 **H** Everyday 10:00-21:00  
**I** @camelcoffee\_kor



 Sinsa Station

## Coffee Fiel

Between the Harim HQ building and the neighboring Starbucks, the bold scent of coffee wafts down the street from an unseen hideout. At the end of the scented road is Coffee Fiel. At its entrance is a coffee roaster of enormous proportions, grabbing the attention of passersby; the café is spacious, with ample seats both indoors and out. Coffee Fiel offers more than 10 kinds of coffee beans to order from—which comes as no surprise, given that Fiel roasts their own coffee on the premises. Their citron americano—an iced americano laden with citron preserves—is a brief taste of summer found only here at Coffee Fiel.

**A** 62, Nonhyeon-ro 149-gil, Gangnam-gu, Seoul  
**T** 0507-1407-8138  
**H** Weekdays 08:30-21:00, Weekends 12:00-20:30  
**U** coffeefiel.com **I** @coffefiel



 Gangnam-gu Office Station

## Standard System

Although located a stone's throw away from Dosan-daero, noise seems to have no place here in Standard System, where you can focus wholly on your cup of coffee. Furnished here are more than ten types of beans, finely and strictly selected to give you a wide range of choices. Found only in Standard System is their most iconic menu—the Honeybee white—complete with a generous chunk of native honeycomb. The barista recommends taking a bite out of the honeycomb first, then—with the honeycomb still nestled in your mouth—taking a sip of the latte, poured from standard dark coffee beans.



**A** 48-5, Seolleung-ro 148-gil, Gangnam-gu, Seoul **T** 0507-1493-1922  
**H** Everyday 11:00-19:00  
**I** @standardsystem.coffee

 Gangnam-gu Office Station

## Gute Leute

The German word for “good people,” gute Leute boasts a calm, grayscale interior that is at once expansive and pleasant. Their namesake menu—gute Leute—is a sweet butterscotch-based espresso drink, atop which is placed cookies and cream. It is said to have been inspired by the city of Seoul. If you identify as a coffee aficionado, you might want to give their Classic Course a try, in which you can taste all five of their most iconic drinks. Each season comes with limited-time drinks and coffee courses based thereon; you'll want to visit gute Leute season after season.



**A** 16, Seolleung-ro 131-gil, Gangnam-gu, Seoul. 1F  
**T** 02-518-1117  
**H** Everyday 08:00-22:00 **I** @gute\_leute\_



 Sinsa Station

## Gray Gristmill



It is said that each and every customer at Gray Gristmill is brewed their own personal cup of coffee by a single barista. Gray Gristmill's specialty coffee has been hand-picked and developed by the barista Bang Joonbae—a member of the national team for the World Barista Championships. The café allows you to enjoy your own customizable cup of coffee by choosing the drink type you want—between americano, pour-over, latte, and affogato. Gray Gristmill is a must-visit location if you are a coffee aficionado. If you like what you taste, the café has coffee beans set aside for purchase.

**A** 15 Appujeong-ro 2-gil **T** 02-546-8902  
**H** Everyday 11:00-20:30 **I** @gray\_gristmill



 Apgujeong Station

## Small Batch Seoul



Small Batch is Melbourne's most iconic micro-roastery. For coffee, we recommend their flat white, an Australian classic. The espresso here pairs well with milk, having been pulled from their Candyman blend, which smells mildly of grapes, plums, lemons, and other citrus as well as chocolate. The flavor is richer and nuttier than a latte or a cappuccino, velvety on your lips and tongue. The roastery is situated in a refurbished house and thus small, but is cozy and well-lit by the sun.

**A** 6-7, Eonju-ro 168-gil, Gangnam-gu, Seoul  
**T** 070-7554-7777 **H** Weekdays 10:00-17:30,  
 Saturdays 11:00-18:00 (Closed on Sundays)  
**I** @smallbatvh.seoul



 Apgujeongrodeo Station

## Eupcheon-ri 382

Eupcheon-ri 382, a rural cafe concept in Apgujeong, embodies the essence of countryside warmth within the city. Taking its name from the name of an actual area located in Jain-myeon, Gyeongsan, Gyeongbuk province, this cafe brings the generosity of rural hearts to urban life. With direct ties to local farmers and governments, it supports mutual development through agricultural products like Gongju's chestnuts and Yecheon's apples, boasting 180 affiliated stores nationwide. Indulge in reasonably priced menus featuring top-notch ingredients, from Roasted Grain Lattes with fresh fruits to hearty sandwiches and salads. The cafe's nostalgic charm, complete with vintage agricultural machines, makes it a popular photo spot.



-  10 Eonju-ro 168-gil
-  0507-1428-0390
-  Daily 08:00-23:00
-  @eupcheonri\_official

 Sinsa Station

## Sand Coffee Nontanto Sinsa

Welcome to Sand Coffee Nontanto Sinsa, where you can try Turkish-style coffee brewed over sands exceeding 300 degrees in heat and kaymak—made with clotted cream using the milk of water buffalos. The cezve coffee, which is brewed in a small cezve pot with coffee grounds and water and poured straight out without filtration, is rather strong, as the grounds settle in directly in your cup. You can ask the grounds to be filtered, however. Kaymak can be ordered after 2:30 in the afternoon and is served with plain bread and honey.



 Samseong Jungang Station

## T.o.ch coffee(Samseong branch)

The windows here are breezy, wide open towards Seonjeongneung. ed.by.t coffee's spotless interior—punctuated only by the low hum of music—zones you into your coffee. An enormous coffee roaster takes up a brunt of their smallish space as if to reassure you. The beans here are gathered straight from its producers, roasted here, and even shipped as wholesale orders. This says plenty about the flavor of their coffee. The brewed coffee here changes constantly; each cup of coffee comes with a card listing the producer, plantation, and other details pertaining to the beans. Their single-origin coffee beans are sold in store and online in units of 100 grams.

-  35, Dosan-daero 17-gil, Gangnam-gu, Seoul. 1F
-  02-542-0206
-  Sun.-Thu. 11:00-22:00 Fri., Sat. 11:00-23:00

-  41, Bongeunsa-ro 68-gil, Gangnam-gu, Seoul. 1F
-  02-555-0224
-  Weekdays 08:30-20:00, Weekends 12:00-19:00
-  t.o.ch\_ed.by.t



## Felt Coffee at Dosan Park



Intense: one way to describe Felt Coffee at Dosan Park, which is painted a monotone shade of black, inside and out. The café shares a building with the designer brand Juun.J; their courtyard will grab your attention. Also peculiar is their flowerpot, which hangs midair. Inside the café, tall windows surround the courtyard, windows through which customers look out at the courtyard as they sip on their coffee. Given Felt Coffee's reputation for focusing on the beans and not on pyrotechnics, its coffee drinks are faithful to their roots. The Dosan Park location is special, however, as its coffee beans have been mixed in a reinterpretation of Juun.J's image.

-  23, Eonju-ro 164-gil, Gangnam-gu, Seoul
-  070-7756-3145
-  Everyday 11:00-21:00
-  feltcoffee.com  @felt\_seoul



## Bunker Company at Apgujeong

Bunker Company's coffee has fans seeking out their roastery in Hanam, hard to reach via public transportation. Their Apgujeong branch is situated at the corner of a street that connects Apgujeong station to Rodeo Street—a rather quiet alley with villas, apartments, and a middle school. The café itself is located in a renovated house, spacious in its two stories. Every cup of coffee comes with a card listing the producer, variety, and other coffee-related details, as well as the points of deliberation made by the baristas while concocting the blend. Also noticeable is their thoughtfulness—like providing sparkling water with your espresso.

-  23, Eonju-ro 167-gil, Gangnam-gu, Seoul. detached house 1,2F
-  0507-1357-1456  Everyday 08:30-21:00
-  bunkercompany.co.kr  @bunker\_company



# Dessert

Gangnam's delectable roads of desserts.

The fragrant scent of freshly baked bread fills the streets. Sweet vanilla cream gives you a glimpse of heaven in your mouth. Bread and desserts are no longer the supporting actors; they are the real deal. Hidden throughout Gangnam are bakeries and pâtisseries so good that customers from far away reserve their seats in advance. It is interesting to note that a large number of these pâtisseries specialize in French-style desserts.



 Yeoksam Station

## BAGUETTE\_K.



BAGUETTE\_K. is a boulangerie located in the back alleyways of Yeoksam-dong—a strange location for a bakery. As its name suggests, their baguettes and baguette sandwiches are all delicious. There are three kinds of baguettes sold: the crunchy Epi baguette, the soft Malesherbes baguette, and the chewy Monge baguette. A surprisingly popular item on their menu is their banana pudding. While delicious on their own, try surprising yourself by spreading the banana pudding on a slice of baguette—like jam—to discover an entirely new flavor. BAGUETTE\_K. is open from 6:30 in the morning, kindly opening its doors to workers who head to work having skipped breakfast. There is also an endless stream of customers who visit from afar just for the baguettes.



- A** 21-10, Teheran-ro 34-gil, Gangnam-gu, Seoul
- T** 02-567-9501
- H** Everyday 06:30-19:30
- I** @baguette\_k





 Apgujeong Station

## Mannadang



In the realm of K-desserts amid the K-culture craze, Yagwa takes the spotlight, with a coined term 'yakketing' indicating its online mall scarcity. Mannadang, situated in Garosugil, specializes in this iconic treat. Operating as an orae store, it has been crafting desserts fit for kings since 1963 under master artisan Hwang Mun-cheol. Mannadang's Yagwa boasts a distinctive flavor of rich grain syrup and a dense, chewy texture. The menu extends to collaborations with Noted, a current dessert hotspot. Additionally, Mannadang offers innovative delights like Mandu-gwa, featuring fried Yagwa dough with fillings, and Duteoptteok (Rice Cake with Nut Filling), presenting a range of traditional Korean sweets.

-  Unit 101, 1st floor, 61 Nonhyeon-ro 175-gil
-  0507-1327-3312
-  Mon.-Sat. 10:00-18:00 (Closed on Sun.)



 Apgujeong Station



## Apgujeong Kongjudduk

Apgujeong Kongjudduk, renowned for its black sesame injeolmi, is a must-try for rice cake enthusiasts. Originating from the Daejeon branch established in 1965, they craft fresh rice cakes daily. Offering next-day delivery for orders before 13:00, it has garnered a positive consumer response. Their nutritious rice cakes, featuring chestnuts, jujubes, pine nuts, beans, mugwort, red beans, and pumpkin, serve as a popular breakfast substitute. The latest hit is the black sesame injeolmi, generously coated with black sesame powder. Gift sets containing signature menu items are favored as return gifts or wedding presents, making them ideal for holidays. The preservation of traditional methods ensures a taste that appeals to all, including seniors.

-  10 Nonhyeon-ro 161-gil
-  02-516-3643
-  Daily 06:00-23:55





 Apgujeongrodeo Station

## Knotted Cheongdam



A bite of Knotted’s milk cream donut will melt away all your worries and frets, just like the cream melting on your tongue. The slab of cream, thicker than the donut, isn’t cloying at all; while sweet and strong, the cream is airy and clean to the taste. The colorful array of donuts in the showcase will have you fretting in happiness. There are also scones, cookies, croissants, cakes, and a variety of non-donut options. Cafe Knotted Cheongdam is the first branch in the nationally renowned Knotted Donut franchise, which has evolved from a simple donut shop to a landmark in café culture. The entrance of the store entices passersby with cutesy merchandise featuring two of Knotted’s characters: Smiley and Sugar Bear. There is plenty of seating space up to the second floor.



-  15, Dosan-daero 53-gil, Gangnam-gu, Seoul. 1F
-  0507-1426-9399
-  Everyday 09:00-21:00
-  @cafeknotted





## Shoto

Available at Shoto are shortcakes made primarily with a colorful range of seasonal fruits. The chef-owner, a pâtissier, previously worked at the Shilla Hotel. Shoto's shortcakes are composed of thick, velvety sheets of cake and a not-too-sweet cream that pairs well with the sugary flavors of the fruit. The strawberry shortcake is their most popular menu, though the apple mango shortcake outranks it in the summer, when the fruit is delivered straight from orchards in Jeju-do. The store itself is quite small—make sure to check the cake lineup for the day on their Instagram page.



-  14-6, Apgujeong-ro 18-gil, Gangnam-gu, Seoul. 1F
-  0507-1324-3625
-  Wed.-Sat. 12:00-21:00 Sun., Mon. 12:00-20:00
-  @shoto\_patisserie





 Gangnam-gu Office Station



## Levain Rules

If you love a hearty, healthy loaf of bread, you can't do better than Levain Rules. The boulangerie enjoys its prestige thanks to its sourdough bread, which is unbelievably savory and aromatic for a bread made only with flour, water, and salt. Besides from its classic Levain sourdough bread, they offer a 70% whole wheat variety, one with cacao nibs, another with cranberries and walnuts, and other kinds of sourdough bread. The sourdough is usually sold in half loaves; reservations are available. There are also a variety of sandwiches made from sourdough, baguettes, and ciabatta, the most popular of which is the jambon-beurre. The original Levain Rules is located near Gangnam-gu Office, with a second branch in front of Seonjeongneung.



-  660, Seolleung-ro, Gangnam-gu, Seoul. 1F, 105
-  0507-1389-1270
-  Everyday 09:30-20:30
-  @levain\_rules

## Cette Saison



Cette Saison’s dessert lineup changes slightly by the season, with sweet corn eclairs in the summer and half-dried persimmon eclairs in the fall. Their vanilla tart, however, shines like polished marble and is the only pastry offered year round. The vanilla almond crème is faintly sweet; the taste of vanilla lingers without the cloying sweetness. The pâte sablée is so dense, it requires a bit of brawn to dig into the layer with the fork. The store has only one table that seats six, meaning you might have to wait if you want to dine in. Equally as popular as their desserts is their one-day class, where you can learn the recipe for their most iconic dessert.

- A 39, Eonju-ro 146-gil, Gangnam-gu, Seoul. 1F
- H Thu.-Sun.12:30-18:30 (Closed on Mon.,Wed.)
- I @cettesaison\_official



Maejong Station

## Pâtisserie Kim Young Mo at Dogok Tower



It takes more than average skills and half-hearted determination to run a pâtisserie using your own name. But it would be no understatement to call master pâtissier Kim Youngmo—who has been baking for the past forty years under his name—the greatest pâtissier in the country. The Dogok Tower branch of Pâtisserie Kim Young Mo opened in 2000 and is the oldest of all the stores currently run by Kim. If it’s your first time visiting, you might lose yourself among the endless varieties of bread available. If so, turn to the noticeboard listing the “7 Best Pastries to Try at Pâtisserie Kim Young Mo”. Of them all, their Mont Blanc is their best-selling pastry, a steady seller with over 6.7 million units sold since its release in 1993.



- A 10, Eonju-ro 30-gil, Gangnam-gu, Seoul.
- T 02-3460-2005
- H Everyday 08:00-22:30
- U k-bread.com



### Père et Fils

Père et Fils is a brunch café run by Pâtisserie Kim Young Mo and is situated right next to the pâtisserie’s Dogok Tower branch. While not the most spacious of places, the high ceilings open up the space; its characteristic antiquated interior evokes a historical European café. The menu varies depending on the mealtime—you can order from the brunch menu between opening time to 3:50 in the afternoon. As it is run by Pâtisserie Kim Young Mo, Père et Fils’s bread selection needs no introduction. Their Mont Blanc pasta—ragu pasta and truffle cream pasta inside Pâtisserie Kim Young Mo’s most iconic Mont Blanc—is a specialty dish you’ll find nowhere else.





 Hanti Station



## Quelquechose

Customers line up in front of Quelquechose before it even opens, hoping for a shot at one of seven limited vanilla tarts sold daily. Seasonal desserts such as the peach charlotte or the raspberry ispahan are always eagerly awaited by patrons, but the pâtisserie’s most steady-selling item is their macarons, bountiful inside the showcase. Fatcarons—massive macarons made with a wide array of ingredients—were once all the craze, but Quelquechose’s macarons are true to their roots and timeless. With a texture straddling the crunchiness of the coque and the chewy filling—combined with the all-natural flavors of rose tea, olives, and other ingredients—Quelquechose’s macarons are bound to satisfy you despite their unassuming size.

 5, Dogok-ro 70-gil, Gangnam-gu, Seoul  
 070-8899-0607  Thu.-Mon. 12:30-19:30  
 (Closed Tue., Wed.)  @quelquechose\_seoul



 Yeoksam Station



## Rosette London Bagel

Upon entering Rosette London Bagel, the delightful aroma of bagels envelops the bakery. True to its name, this is a popular destination for bagel enthusiasts. Beyond the classic bagel, the menu boasts a variety of options, including truffle bagels, kaya butter bagels, and cheese olive bagels. Customization extends to choosing your preferred cream. In addition to an array of bagels, they offer a selection of beverages, including coffee, ade, and juice for a well-rounded experience. Freshly baked bagels are available at 8:30 am and 12:00 pm, ensuring you can enjoy them hot and fresh.

 20 Teheran-ro 3 3-gil  
 0507-1470-5459  
 Weekdays 08:30-22:00, Weekends 10:00-16:00





## Revisité

Revisité is a petite French pâtisserie located behind Seonjeongneung. Though the store is rather small, there's ample variety of desserts available, including petit gateaux, macarons, financiers, madeleines, and other baked goods. Petit gateau flavors change frequently. When eating there, the employees kindly provide explanations as to the ingredients used and how to eat them. Their vanilla tarts and cherry basil flavor are especially popular. Being a pâtisserie, Revisité does not have many drink options available. Their coffee is superb, however; some workers in nearby offices come just for the coffee.



- 📍 A 34, Samseong-ro 107-gil, Gangnam-gu, Seoul. 1F
- ☎ T 070-8899-0607
- 🕒 H Tue.-Sat. 12:00-19:00 (Closed on Sun., Mon.)
- 📱 I @revisite.patisserie



## Etoile

Madeleines, financiers, and other baked desserts lie in delicious heaps inside Etoile's humble spaces that fit two or three customers at most. Even though Etoile doesn't have any space indoors to enjoy your food, and you're probably going to wait outdoors given the lack of space, the line moves fast. The madeleines come in a variety of flavors, including plain madeleine, madeleine au thé, madeleine glacé matcha, and madeleine chocolat, and the most popular flavor is their madeleine glacé citron. The refreshing taste of lemon reverberates in your mouth without being overly sour. Orders of more than 13,000 KRW come packaged in boxes with illustrations on them, making for perfect gifts.



- 📍 A 35, Apgujeong-ro 10-gil, Gangnam-gu, Seoul. B1
- ☎ T 070-7627-0057
- 🕒 H Everyday 12:30-21:00

# SPECIAL

## Spending time at Maebong Station's Café Street

Walking along Maebong Station's Café Street, you will come across a number of various cafés—as the street's name suggests. Early lunch hour sees brunch cafés fill one by one with customers; the cafés, too, teem with people looking to relax with a nice cup of tea. Reminiscent of Europe's open-air cafés, the Café Street is a wonderful place if you're looking for a relaxing time, whether on your own or with a friend.



 Maebong Station

### Cafe Be.Meal



A brunch café on the café street near Maebong station? Look no further than Cafe Be.Meal. Named for the café's purpose—for every visit to be a meal—Cafe Be.Meal is not only a favorite of visitors faraway, but also of locals. Their most iconic dish is scrambled eggs with truffle croissants. The croissant, in particular, rivals those found in bakeries. Cafe Be.Meal's sous-vide eggs and spicy jjajang tteokbokki are unique, found in no other brunch cafés, and are popular dishes among customers. Ordering a brunch meal comes with a discount on drinks, except for bottled drinks.

㉔ 30-8, Nonhyeon-ro 26-gil,  
Gangnam-gu, Seoul. 1F  
☎ 02-577-5180  
🕒 Mon.-Sat. 09:00-16:00  
(Closed on Sun.)



 Maebong Station

## Keepers Market at Maebong

Just looking at Keepers Market makes you feel as if you have been transported to a street in Europe. Its mint-colored exterior grabs your attention from afar. Inside, desserts are piled up high atop their stands as if to greet you. Keepers Market offers a diverse drink menu including lattes, sparkling drinks, and juices, alongside their desserts. The café also sells wine. The café is open from 9:00 in the morning on weekdays and is visited by many a office worker looking for some quick coffee on the go. An eco-friendly café, Keepers Market offers a 500-won discount if you bring your own tumbler.



-  56, Nonhyeon-ro 28-gil, Gangnam-gu, Seoul 1F, 2F
-  0507-1415-9109
-  Daily 09:00-21:30
-  @keepers.market\_official





 Maebong Station

## Brian's Coffee



The moment you step into Brian's Coffee, the scent of coffee and desserts bombard your senses. Its scones, pound cakes, cookies, financiers, croissants, and other delectable desserts are popular for sure, but nothing is more beloved here than its coffee. Given Brian's Coffee's exceptional coffee, we recommend you try its coffee and desserts together. The interior is divided between its two floors, and the plants scattered throughout help you find peace at heart. The butter, cream, and other ingredients used for their products are available for direct purchase.

-  46, Nonhyeon-ro 26-gil, Gangnam-gu, Seoul 1F, 2F
-  02-529-6399
-  Everyday 09:00-22:00
-  [brianscoffee.com](http://brianscoffee.com)



## Room Service 301



It's a fitting name, Room Service 301, given that the café is located in the first room on the third floor. Like its name, Room Service 301 offers the highest quality in its drinks, using specialty-grade coffee beans. Its drink menu is wide and impressive, including pour-over coffee, matcha drinks, green grape-ade, and organic herbal teas. Try pairing your drinks with their attractive, beautiful desserts. Along with their indoor space, Room Service 301 also offers a rooftop, perfect for outdoor seating on good days. It's good to take note that, in the summer, the view of the verdant trees out the window make for a wonderful backdrop, making for once-in-a-lifetime photo.



- 📍 193, Yangjaecheon-ro, Gangnam-gu, Seoul Room 301
- 🕒 Tue.-Sun. 11:30-22:00 (Closed on Mon.)
- 📱 @roomservice301





 Maebong Station

## B Plate by Brown Bread

B Plate by Brown Bread has been catering to customers with bread and sandwiches since 2009. As can be evinced from the name “Brown Bread”, the bakery offers a diverse menu of bread-related options. From meal-worthy, hearty sandwiches to croissants, pretzels, and pain au chocolat, its bread menu is impressive and diverse, not to mention delicious and fit for such a well-renowned bakery. B Plate also offers beverages; we recommend you pay a visit and enjoy a relaxing time with a simple, warm meal.



-  41, Nonhyeon-ro 24-gil, Gangnam-gu, Seoul
-  070-8658-1236
-  Mon.-Sat. 08:30-18:00 (Closed on Sun.)
-  @bplate\_by\_brownbread

 Maebong Station

## FULLMONTY



The brunch café FULLMONTY boasts an elegant, impressive white-and-black exterior. What's special about FULLMONTY is that it offers a proper English breakfast, which, perhaps, lies at the start of brunch culture. Composed of eggs, bacon, British sausages, baked beans, roasted tomatoes, Yorkshire pudding, ugly potatoes, and yet other ingredients, an English breakfast is a simple yet hearty meal for all. FULLMONTY also offers a wide array of menu options such as soups, salads, and stews, alongside beverages such as coffee, beer, and wine, making the place a perfect location to dive into Britain's brunch culture.



-  18, Nonhyeon-ro 24-gil, Gangnam-gu, Seoul
-  0507-1330-4531
-  Weekdays 09:30-23:00 Weekends 09:00-23:00
-  @fullmonty.seoul



 Maebong Station

## Citron



The café Citron is named just like the fruit, which resembles a large lemon. Citron offers a number of baked goods and brunch menus that utilize its namesake fruit. All items on the menu are made from scratch using healthy, natural ingredients without sacrificing taste; its organic menu attracts many a regular customer. Aside from its bakery menu, Citron's shaved ice is also a popular option. Their Korean apple mango shaved ice a must-try dessert if you ever get to visit. Citron's menu changes according to the seasons and the ingredients available therein, making the establishment a joy to visit in every season.

-  56, Nonhyeon-ro 26-gil, Gangnam-gu, Seoul
-  0507-1338-3998
-  Tue.-Sun. 10:00-19:00 (Closed on Mon.)
-  @cafe.citron

# Brunch

Starting the day with a leisurely brunch.

On a leisurely morning, indulge in brunch without hesitation. The allure lies in fragrant coffee, savory bread, fresh salads, and bittersweet desserts, creating a refreshing oasis even in the midst of the city's concrete jungle. The charm is not just in the food but also in the inviting spaces that serve these delightful offerings.

 Apgujeongrodeo Station

## Maison South Cape



Maison South Cape, situated in the vicinity of Dosan Park, offers a diverse array of dishes crafted from pristine ingredients sourced from the clean South Sea area. The menu features salads, sandwiches, pasta, risotto, and steak. For an exquisite dining experience, an omakase-style dinner course is also available. If you're seeking delicious food in a delightful atmosphere, Maison South Cape comes highly recommended.

-  17 Dosan-daero 45-gil
-  02-6205-6701
-  Daily 11:00-20:00
-  @southcape\_maison





 Apgujeongrodeo Station

## Any Occasion Cheongdam

Any Occasion is an up-and-coming brunch café and grocery store run by GFFG, which also runs Little Neck, Knotted Donut, Woktionary, and other venues in the Apgujeon Rodeo Street area. Their signature menu is an assortment of bagels. Any Occasion's premises are not the most spacious, and on weekends, you may have to wait in line in the wee hours of the morning. Their Any Bagel set comes with bagels, cream cheese, homemade tomato jam, and carrots râpées salad. In the second basement level of the building is Any Occasion B2 Basement, a wine bar.

- A** 14, Dosan-daero 51-gil, Gangnam-gu, Seoul. 1F
- T** 0507-1435-1470
- H** Tue.-Sun. 09:00-21:00 (Closed on Mon.)
- I** @anyoccasion.official





 Apgujeongrodeo Station

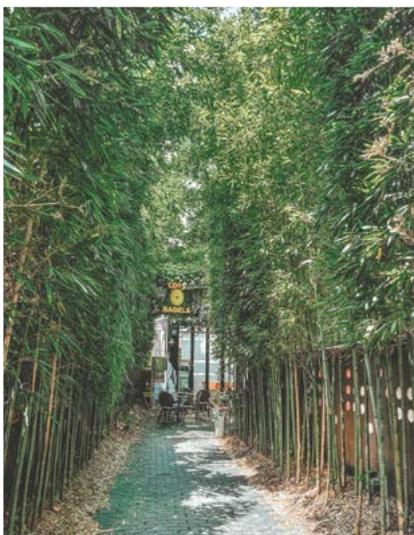
## New York Lots O Bagels



New York Lots O Bagels serves up a slice of New York from its solace within a bamboo grove. Based in New York's Astoria neighborhood, the renowned Lots O Bagels now has a location in Apgujeong. Made in the traditional Jewish hand-rolled style, Lots O Bagels's homemade bagels come in a wide variety. Many customers visit in the morning for a simple meal. Their cream cheese also comes in various flavors; try choosing flavors that best fit your needs.



**A** 28, Apgujeong-ro 48-gil, Gangnam-gu, Seoul  
**T** 02-3448-7777 **H** Mon.-Fri. 08:30-20:00, Sat.-Sun. 08:00-20:00  
**I** @newyorklotsobagels



## Midtown



Amid Garosu-gil's short buildings, a tall gray building sticks out, emblazoned at the top with Midtown's name. By day, Midtown is a brunch café. At night, the café transforms into a nocturnal scene, proffering wine, cocktail, and whiskey. Set up in a corner is a DJ booth. Midtown offers a wide range of dishes, from classic eggs benedict to salads, pancakes, sandwiches, pasta, and other dishes. Pets are allowed when sitting outdoors.



- A 40, Dosan-daero 11-gil, Gangnam-gu, Seoul
- T 02-540-5240
- H Mon.-Thu. 10:30-23:00 Fri. 10:30-01:00
- Sat. 10:00-01:00 Sun. 10:00-23:00
- I @midtownseoul



 Apgujeong Station

## Re:Mark's



The Re:Mark's restaurant's expansive and warm sepia interior is both calming and relaxing. Uncharacteristic of the neighborhood, Re:Mark's opens early in the morning, which is a big plus. Their signature menu is the Monte Cristo sandwich, which was once all the rage in family restaurants all over. Cheddar cheese and slices of jambon sandwiched between toast, then deep-fried and dipped in raspberry jam—no other food is as perfect a union between sweet and savory as their Monte Cristo.

**A** 6, Eonju-ro 168-gil, Gangnam-gu, Seoul. 1F  
**T** 02-6925-3129  
**H** Mon.-Sat. 08:30-24:00, Sun. 08:30-18:00  
**I** @remarks\_restaurant



 Sinsa Station

## Neue Atmung



Neue Atmung's building seems as if it was a residential house at one point in history, but has now been reborn as a vibrant brunch café. Though not very spacious, the café has terraces on both the first and second floors, and the interior seating is rather ample. The brunch menu is expansive, full of dishes you can order as long as the café is open. Whether it be salads, pancakes, pasta, or anything else, you won't regret the choice you make. Of the menu, however, the brown-rice gnocchi—filled with beef and tossed in rosé sauce—is a menu you'll find only here at Neue Atmung. Their carrot cake, apple pie, and other desserts are baked on the premises and are popular as well.

**A** 19, Dosan-daero 23-gil, Gangnam-gu, Seoul  
**T** 070-8834-5444  
**H** Tue.-Sat. 10:30-22:00, Sun. 10:30-21:00 (Closed on Mon.)  
**I** @neue\_atmung



 Sinnonhyeon Station

## La Brick Seoul



La Brick signifies pleasure: a light, but not light sort of pleasure. The exterior of its premises evokes warmth and transports you to a scene from continental Europe. Its interior, on the other hand, is filled with customers enjoying not only drinks and cakes, but also their brunch options. The brunch menu includes mushroom-and-egg sandwiches, cheese omelets, the La Brick egg morning meal, and the La Brick butter meal: a wide variety of options you can choose from, depending on your preferences. Their terrace seating allows pets; if you're looking for a brunch place to enjoy with your pet, we recommend you try La Brick.

-  66, Bongeunsa-ro 18-gil, Gangnam-gu, Seoul
-  0507-1388-9203
-  Daily 10:00-22:00
-  @labrick\_official



 Yangjae Station

## Hongpotzip



Hongpotzip takes pride in using 100% domestic red beans, ensuring a delightful experience of their savory and lightly sweetened red bean offerings. The restaurant's inviting and sophisticated interior, inspired by the color of red beans, adds to its popularity. Red bean porridge, red bean bingsu, sweet red bean bread, and freshly baked bungeoppang at the entrance are among the highlights. The combination of red bean bingsu and bungeoppang is hailed as a perfect match, aligning with the recent halmaenial (grandmother + millennial) trend. The red beans employed in crafting bingsu demand meticulous attention, requiring a prolonged simmer over high heat. The careful preparation is integral, and the outcome is a product of sincerity at every step. The rising steam from the cauldron and the delightful aroma of red beans conjure a nostalgic countryside ambiance.

-  31 Nambusunhwan-ro 359-gil
-  02-572-6577
-  Daily 11:00-21:00
-  @hongpotzip\_yangjae



# K - food

## Must-Try Delights for Foreign Visitors

Apgujeong Rodeo is currently buzzing with the trending theme of 'traditional liquor.' The unique blend of traditional flavors in a trendy atmosphere is taking center stage. Rediscovering Korean dishes like green onion pancakes, hotpot, and bossam that complement traditional liquors, people are savoring the fusion of tradition and modernity. It's an opportunity to relish the healthy and invigorating tastes unique to Korea.

 Samsong Station



### Muwol Table

This establishment specializes in serving a tidy single-person Korean dining set with a casual and unassuming atmosphere, ideal for solo diners. Embracing the motto 'every day is a good day, a good table every day,' akin to every mother's wish, they offer wholesome rice, lightly seasoned soup, and side dishes crafted with heartfelt sincerity. The menu strikes a harmonious balance between catering to the preferences of the younger generation while preserving traditional flavors. The single-person dining set comprises just the right portions of rice, soup, and side dishes, making it an excellent choice for a solo meal, a casual date, or a cozy gathering with family and friends.

**A** 23 Gangnam-daero 102-gil  
**T** 02-552-9280  
**H** Daily 11:00-22:00



 Apgujeongrodeo Station



### Baetgodong

Baetgodong is sliced Raw Octopus bulgogi, a squid and octopus bulgogi place that has been in the Apgujeong Rodeo neighborhood for more than 30 years. The restaurant is a favorite of not just local residents and office workers, but also travelers from near and far; the seats fill up completely as soon as it opens. Baetgodong's most popular menus are its squid hot pot meal and its small octopus hot pot meal. They feature various kinds of fresh vegetables, squid, octopus, and other ingredients whose spicy flavors will make you salivate. The restaurant also offers other kinds of hot pots, scallion pancakes, mung-bean pancakes, and other dishes, though their fried squid is a renowned delicacy.

**A** 54, Eonju-ro 172-gil, Gangnam-gu, Seoul  
**T** 0507-1413-8008  
**H** Weekdays 11:30-22:00, Weekends 12:00-22:00



 Apgujeongrodeo Station

## Slow Village Brewery Apgujeong Rodeo Branch

This unique venue boasts Korea's inaugural urban brewery, crafting and selling makgeolli right on-site. Slow Village Makgeolli offers a selection of four flavors, each evolving subtly during the maturation process. These flavors are representative of the four seasons: a fresh and light carbonated taste akin to spring, a refreshing and robust carbonated taste reminiscent of summer, a well-aged soft sourness like fall, and a deep winter taste sought after by true enthusiasts. The sweetness diminishes as the season progresses, resulting in a richer taste – much like the nuances of life. Indulge in the natural, premium flavors of makgeolli crafted exclusively with rice, malt, and water, omitting any artificial sweeteners.

-  2nd floor, 13, Seolleung-ro 155-gil  02-544-9402
-  Sun.-Wed. 17:00-24:00, Thu.-Sat. 17:00-02:00
-  @slowwbrew-pub

 Yeoksam Station



## Baekgom Makgeolli

Located on Apgujeong Rodeo Street, Baekgom Makgeolli stands out as a traditional liquor haven, offering a diverse selection of over 300 Korean liquors – the most extensive collection in the country. Housed in a renovated two-story white building with a cafe-like ambiance, the 120-pyeong spacious store includes an inviting open outdoor terrace for patrons to enjoy their drinks. Adding to its allure, Baekgom Makgeolli serves delicious seasonal dishes with strong regional flavors, such as kimchi pancake with squid from the East Coast, salt-grilled Dalgogi from Busan, and boiled octopus from Jeju. The establishment underscores the luxurious experience of savoring traditional liquor.



-  1st - 2nd floors, 39 Apgujeong-ro 48-gil
-  0507-1377-7644
-  Tue.-Thu. 17:30-23:30, Fri.-Sat. 17:30-01:00
- (Closed on Sundays and Mondays)



Sinsa Station

## Choonsikdang



Choonsikdang, translating to 'a gathering of people who eat spring,' is a renowned Korean restaurant in Garosu-gil, Sinsa-dong, celebrated for its homestyle dishes. The distinct character emerges from a fusion of the mother's 30 years of culinary expertise and the innovative ideas of her son, who spent a decade in the fashion industry. Choonsikdang, housed in a simple yet charming two-story building, serves authentic Korean cuisine that delights the palate with the natural flavors of quality ingredients and the mother's culinary finesse. Furthermore, the restaurant successfully introduces exotic elements to traditional Korean dishes, which receives favorable reviews from guests. Choonsikdang is not just a place to enjoy delicious food; it's also a visually captivating space, designed for patrons to savor both the culinary delights and the ambiance.



- A 17 Dosan-daero 23-gil, Gangnam-gu
- T 02-511-4022
- H Mon.-Sat. 18:00-02:00, Sun. 17:30-24:00

Apgujeongrodeo Station

## Choigane Mushroom Shabu Maeuntang Kalguksu



Choigane serves delicious shabu-shabu and kalguksu, and they're proud of it, given their striking motto: "You won't regret this, even if you had to walk five miles for it." Their main dishes are shabu-shabu and spicy mushroom noodle soup, as mentioned in its name. Lunchtime sees a long line of office workers waiting for that spicy, picante flavor of their soup. On weekdays, Choigane's shabu lunches are available until two in the afternoon, so we recommend trying their shabu if you happen to visit on a weekday lunch. Besides their main dishes, Choigane offers grilled bulgogi, boiled dumplings, and other side dishes to complement your shabu-shabu.



- A 36, Dosan-daero 51-gil, Gangnam-gu, Seoul. 2F, 3F
- T 02-547-7676 H Everyday 11:00-21:40
- I @choigane\_shabu

- A 16 Nonhyeon-ro 111-gil
- T 02-517-6030
- H Mon.-Fri. 09:30-20:00, Sat. 09:30-15:00  
(Closed on Sun.)



Eonju Station

## Nonhyeon Son Kalguksu



This is one of the most visited restaurants in Gangnam, renowned for its exceptional hand-made kalguksu noodles and sujebi, boasting an outstanding thick soup. The restaurant features three options: two signature menus mentioned above and Kaljebi, offering a delightful combination of the two. The addition of finely minced beef and shredded zucchini enhances the soup's lightness, enveloping the palate in a rich, flavorful experience, which is complemented by delicious kimchi, typical at kalguksu restaurants. With the option to customize spice levels with pepper seasoning, the dining experience is elevated. What sets Nonhyeon Son Kalguksu apart is the unlimited refill policy for sujebi and kalguksu noodles, showcasing the restaurant's generous hospitality in the heart of Gangnam. Don't miss the seasonal delight of refreshing bean noodles, available from June onwards.



 Apgujeongrodeo Station

## The Giwa Apgujeong Main Branch



The Giwa is a Korean bar that seamlessly blends the charm of Korean architecture with a touch of modernity. Traditional roof tiles adorn the entrance wall, showcasing the timeless beauty of Hanok, while the gentle glow of traditional lanterns adds a cozy warmth to the ambiance. On pleasant days, outdoor tables are arranged in the front yard, enhancing the overall charm. True to its nature as a bar, the menu features delectable snacks that pair perfectly with makgeolli, such as pancakes, boiled pork, bossam kimchi, and tofu-je yuk kimchi. The beverage selection includes an array of options, from makgeolli to beer, soju, and highball. The lunch offerings include casually enjoyable items like the bossam set menu, cockle bibimbap, and bossam bibim noodles.



-  15 Seolleung-ro 155-gil  02-512-2701
-  Weekdays 11:30-02:00 Weekends 11:30-03:00
-  @the\_giwa\_official

 Gangnam Station



## Tteokdoritang

This place gained fame through a YouTube video, showcasing its signature dish, Tteokdoritang—a fusion of chicken doritang and tteokbokki. The well-seasoned chicken, chewy rice cakes, and reasonable price contribute to its popularity. The rice cake in chicken doritang, which can be eaten about 5 minutes after it starts boiling, has a different taste from tteokbokki. You will see that adding rice cake to chicken doritang is a very clever idea! The dish includes cooked bean sprouts, and dipping them in the flavorful soup enhances the experience. Adding rice cakes, ramen noodles, or opting for fried rice with the remaining soup is recommended for an extra delight. The dish pairs well with potato pancake.



-  28-9 Teheran-ro 1-gil
-  02-501-2940
-  Mon.-Sat. 11:30-22:30
-  Sun. 11:30-22:00



# Michelin

 Michelin restaurants:  
the battle of the stars.

There are 35 restaurants that received at least one star from the Michelin Guide for 2023. More than half of them are located in Gangnam-gu. The district is home to restaurants that are marked as “A very good restaurant in its category”, “Excellent cooking, worth a detour”, or “Exceptional cuisine, worth a special journey”. “Battle of the stars” is no understatement when it comes to these exceptional establishments.



© Soigné

 Sinsa Station

## Soigné



Chef Lee Jun, renowned as a pioneer in Korea's first pop-up restaurant, introduced his culinary expertise at Soigné, the first restaurant he founded. Opening on December 24, 2013, the name is derived from the French word for ‘high perfection’ or ‘well-made’, as well as Chef Lee’s nickname, Soigné Lee, from his time studying abroad. While serving globally inspired dishes, the foundation remains Korean. Notably, guests can engage with chefs at bar-style seats. The ever-changing menus, referred to as ‘episodes’, can be complemented by meticulously curated wine pairings.

-  2nd floor, Sinsa Square, 652 Gangnam-daero
-  02-3477-9386
-  Tue-Sun 12:00-22:00  
(Break time 15:00-18:00, Closed on Mondays)
-  [soignerestaurantgroup.com/wp/soigneseoul/](http://soignerestaurantgroup.com/wp/soigneseoul/)
-  @soigneseoul

 Apgujeongrodeo Station

## Jungsik Seoul



Jungsik is the work of Chef Yim Jungsik, who previously opened the first Jungsik—in New York, and proceeded to attain two Michelin stars, two years after opening. Chef Yim is considered to be the founder of “New Korean” cuisine, in which traditional Korean ingredients are reborn in ground-breaking ways. In line with his philosophy, Jungsik combines both familiar and unfamiliar Korean cuisine for you to try. Alongside lunch and dinner courses, a separate vegetarian course is prepared. The Jungsik café, located on the first floor of the restaurant, offers their signature dessert, Jangdok. The proprietors also run Hotel Anteroom Seoul, located in Sinsa-dong, as well as I Pho U, a Vietnamese restaurant in the heart of Seoul.

-  11, Seolleung-ro 158-gil, Gangnam-gu, Seoul
-  02-517-4654
-  Everyday 12:00-22:00  
(break time 15:00-17:30)
-  [jungsik.kr](http://jungsik.kr)
-  @jungsik\_inc



© Jungsik Seoul





 Apgujeongrodeo Station

## Mingles



Mingles’s name derives from the English word “mingle,” meaning “to mix together” or “blend.” True to its name, Mingles’s cuisine stays faithful to the traditions of Korean cuisine while showing off innovative twists, garnished masterfully by Chef Kang Mingu and his technique and sensibility. At first sight, his dishes appear to be French or Italian, but a single bite reveals them for the Korean cuisine they undeniably are. Mingles is not only a two-star Michelin restaurant, but also ranked 16th in Asia’s 50 Best Restaurants of 2022—the highest rank achieved by a Korean restaurant.



©Mingles



-  19, Dosan-daero 67-gil, Gangnam-gu, Seoul. 2F
-  02-515-7306
-  Tue.-Sat. 12:00-22:00  
(Break time 15:00-18:00, closed on Sundays and Mondays)
-  [restaurant-mingles.com](http://restaurant-mingles.com)
-  @mingles\_restaurant

 Gangnam-gu Office Station

## Muoki



Muoki is run by Chef Park Muhyeon—equipped with his experiences in the States, the United Kingdom, Australia, South Africa, and other regions of the world—and has ranked as a Michelin one-star restaurant for three consecutive years. It’s difficult to pin down the nationality of Muoki’s cuisine, but each dish retains the natural flavors of its ingredients. What makes Muoki—well, Muoki—is their chefs’ creativity, which shines in every dish. It’s a reassuring sight to see: the chefs, busy and hard at work in their wide open kitchen.



-  12-12, Hakdong-ro 55-gil, Gangnam-gu, Seoul. 2F
-  0507-1314-4171
-  Mon.-Sat. 12:00-22:00,  
(break time 15:00-18:00, Closed on Sun.)
-  [muoki.kr](http://muoki.kr)
-  @muoki.seoul



©Muoki



# Heritage

Linger  
in the past.  
Make it last.



㉔ 835, Eonju-ro, Gangnam-gu, Seoul  
 ㉔ 02-548-3030 ㉔ Mon.-Sat. 11:30-22:00,  
 Sun.,Holidays 11:30-21:00 (break time 15:00-17:00)  
 ㉔ sgdinehill.co.kr/samwon-garden ㉔ @sg\_dinehill

㉔ Apgujeongrodeo Station



## (New) Mandujip

(New) Mandujip has been standing its ground since 1981—seven years before the first South Korean McDonald’s branch opened in Apgujeong. Mandujip started with the late Han Dongsook, who hailed from Pyeongyang and sold mandu soup like the one she used to have back in her hometown; the restaurant has now been passed down to her son. Squished inside their rather thick mandu wrappers is an ample amount of filling, comprising minced pork, mung-bean sprouts, tofu, scallions, and other ingredients. The broth is boiled from beef plate and spring onions and is light and savory. Their thick, seared mung bean pancakes are also a popular choice.



There existed people who made a living in Gangnam-gu—long before it was even called that—and there still remain those who continue that mode of living. These old shops have weathered decades in the confines of Gangnam-gu, and their façades reflect the district’s history in all its glory. That history is still in the making.

㉔ Apgujeong Station

## Samwon Garden



At one point in time, most galbi restaurants in the country had the word “garden” in it. This so-called “garden galbi restaurant” craze started with none other than Samwon Garden, which opened in 1976 in Apgujeong. Samwon Garden was revolutionary for its time, featuring a 42,700-square-foot premises, valet parking services, and uniformed waiters; the restaurant has undergone a renovation and has reopened in June of 2022. Upon disclosing their news of re-opening on Instagram, many expressed their delight, citing all the wonderful times they had at Samwon Garden, from their children’s birthday parties to graduation dinners. The renovations drastically expanded the premises to seat 600 in its main building and annex. The wide windowpanes offer a spectacular view of the verdant “garden.” While the old building is no more to be seen, Samwon Garden’s beloved, traditional marinated galbi is still unparalleled.



㉔ 338, Apgujeong-ro, Gangnam-gu, Seoul  
 ㉔ 02-544-3710 ㉔ 12:00-21:30 (break time 15:30-16:30,  
 Closed on Sun.) ㉔ mandoojip.modoo.at

㉔ Yangjae Citizen’s Forest Station

## Wonjo Dakanmari



Wonjo Dakanmari in Gaepo-dong offers a simple yet delicious version with chicken, potatoes, and onions. The garlic-infused soup enhances the dish’s taste, creating a delightful experience. Immerse the chicken-cooked potatoes in the restaurant’s special sauce crafted with onions and chives, and you’ll be captivated by the delectable, refreshing flavor, leaving you reluctant to set aside your spoon. For those seeking a spicy companion for their drinks, the chicken doritang is also recommended.

㉔ 13 Nonhyeon-ro 10-gil ㉔ 0507-1380-4422  
 ㉔ Daily 11:00-22:00 (Break time 15:00-16:30)

 Apgujeong Station



## Hanilkwan

Hanilkwan first opened in 1939 on the streets of Jongno sam-ga, and has since relocated to Apgujeong in 2008, continuing their history, which is now nearing a century. Its entrance is decorated with a Seoul Future Heritage plaque, a Long-Lasting Small Business notice, and the signatures of countless celebrities, all of which lend to the historicity and renown of the establishment. Hanilkwan's bulgogi is an archetypal Seoul-style bulgogi, complete with a just-sweet marinade, an ample amount of broth, various vegetables, and sirloin so tender that the slightest touch with a chopstick will tear it. The bulgogi here is considered to have played an important part in popularizing bulgogi. Try ordering the Hanilkwan lunch menu—available until 2:30 in the afternoon—to enjoy a single portion of bulgogi at a reasonable price. Their limited-quantity traditional galbi soup is also quite popular. Furthermore, it wouldn't be Hanilkwan without its elderly customers, who come to dine and take a trip down memory lane.

**A** 14, Apgujeong-ro 38-gil, Gangnam-gu, Seoul **T** 02-732-3735  
**H** Everyday 11:30-21:30 **U** hanilkwan.co.kr **I** @hanilkwan\_official



 Gangnam Station

## Shinjeong



Shinjeong has been in business since 1986 near Gangnam station—the most rapidly changing neighborhood in all of Gangnam-gu. The establishment offers a wide range of meat dishes, such as roasted duck, roasted lamb racks, and Jingsukan. Their most popular menu is the noodle hot pot. Thinly sliced beef plate, spring onions, and noodles are boiled in broth made from steeped anchovies and kelp. Shabu-shabu and Jingsukan differ in the fact that the former takes all the ingredients and boils them at once. Shinjeong's main dishes and side dishes are all lightly seasoned and tastes like it's good for your body. The restaurant is spacious and roomy, perfect for large gatherings.



**A** 29, Teheran-ro 8-gil, Gangnam-gu, Seoul  
**T** 02-554-1033  
**H** Weekdays 11:30-22:30, Weekends 11:30-21:30

 Daechi Station

## Manna Bunsik



Manna Bunsik is located in the underground shopping center of Eunfa Apartment in Daechi-dong and has been in operation since 1990, three years before the CSAT. Although they have been making tteokbokki for a long time, such as guk tteokbokki and Garae tteokbokki, Manna Bunsik's tteokbokki remains unchanged even after 30 years. They stick to only soft and chewy wheat cakes. Delicacies unique to manna bunsik include fried rice cakes served on a plate and sprinkled with sauce, and poppy ice cream with vanilla ice cream sandwiched between rice cakes. Many regulars frequent the place despite having moved away to other neighborhoods—out of fondness, perhaps, or the flavors.



**A** 212, Samseong-ro, Gangnam-gu, Seoul. A-63  
**T** 02-557-7040  
**H** Daily 10:00-21:00  
(Closed on the 2nd and 4th Sun. every month)

# Vegetarian

Vegetarian restaurants:  
hamburgers, did you say?



Vegetarianism has long since surpassed the mere act of abstaining from meat; it is now an established culinary movement. Each day sees more restaurants offering items that both vegetarians and non-vegetarians can enjoy. According to statistics by the Seoul Metropolitan Government, Gangnam-gu is home to 98 restaurants that offer alternative vegetarian options—the most for any district in Seoul. It's a familiar scene now, of customers entering vegetarian restaurants with yoga mats under their arms.

 Sinsa Station

## Pinch Brunch Bar



The hubbub of Garosu-gil abates in the alleyway home to Pinch Brunch Bar, which greets both vegans and non-vegans alike—even their pets. Chef Ryu Jeho—who has cooked and trained in various vegetable-based cuisine in the United States and Denmark—showcase vegetarian fare using seasonal, local ingredients to be enjoyed by even the staunchest of non-vegans. The plating is beautiful and spotless, a proper feast for your eyes. The dishes retain the natural flavors of each ingredient in perfect harmony on your palate. The entire menu, including the drink options, are vegan.

-  19, Apgujeong-ro 4-gil, Gangnam-gu, Seoul
-  0507-1390-0526
-  Wed.-Sat. 11:30-22:00 Sun. 11:00-17:00  
(Closed on Mondays and Tuesdays)
-  @pinch\_brunch\_bar



 Gangnam-gu Office Station

## Style Vegan at Gangnam-gu Office



Some dishes, such as salads, are obviously vegetarian. Other dishes—Style Vegan’s hamburgers, pizza, fried chicken, and milkshakes—make you do a double take. Appearance-wise, it’s surprising to know that Style Vegan’s entire menu is vegan. Tasting their food, you are surprised once again at how the flavor is nearly indistinguishable from everyday meat- and dairy-based products. The restaurant is constantly developing their menu—like with their vegan red bean shaved ice—and actively makes use of their Instagram account to share news on vegetarianism. One side of the restaurant is dedicated to selling a wide array of vegan products.

-  6, Seolleung-ro 135-gil, Gangnam-gu, Seoul
-  1800-2361
-  Tue.-Sun. 11:00-22:00 (Closed on Mon.)
-  @stylevegankr



 Bongeunsa Station

## Plantude



Plantude is a portmanteau of “plant”, as in plant-based, and “attitude,” in the exact sense of the word. Plantude is a vegan restaurant run by Pulmuone—a corporation that sells plant-based tteokbokki, plant-based griddled bulgogi fried rice, and other various vegan dishes, alongside their ever steady-selling tofu noodles. All items on their menu have received a certification from the Vegan Standard Certification International Institution and utilize Pulmuone’s various frozen vegan products to showcase vegetarian cuisine that is at once simple, commonplace, and soothing.

-  513, Yeongdong-daero, Gangnam-gu, Seoul. I-1111, B1, Starfield
-  02-551-3933
-  Everyday 11:00-21:00





## Mahina Vegan Table



For those who are not yet familiar with vegan cuisine, explore the world of veganism at Mahina Vegan Table, where every menu item is free from animal cholesterol. The restaurant, situated on the second floor of a building in an Apgujeong alley, embraces a commitment to healthy and delicious vegan cuisine. With house-made buns and pasta sauce, they ensure that no animal ingredients, such as milk, eggs, or butter, are used. Mahina Vegan Table also features artistic collaborations, allowing patrons to appreciate artwork while savoring their meals. The burgers, remarkably similar to traditional ones, boast textures, aromas, and flavors that surpass typical vegan expectations. The fluffy buns alone are a delightful treat, proving that vegan hamburgers can be both possible and delicious.

**A** 2nd floor, 75 Nonhyeon-ro 175-gil **T** 0507-1371-5331  
**H** Tue.-Sun. 11:30-21:00 (Closed on Monday)



## Loving Hut



Loving Hut is run by the eponymous franchise, an international vegan food chain. The restaurant offers 100% vegan cuisine, devoid of meat, seafood, dairy, and eggs. From meals such as burgers, soy bulgogi, soybean paste stew, and cutlets to desserts such as drinks, ice cream, cake, and bread, the entire menu is stocked with vegan items. Even if you're not vegan, but simply interested in the lifestyle, Loving Hut is a great place to visit, try some food, and look around, as they also sell vegan products.

**A** 35, Gaepo-ro 22-gil, Gangnam-gu, Seoul  
**T** 02-576-2158  
**H** Everyday 11:00-21:00



## Uuum Free-From Eatery & Bakery



Uuum’s name means two things: the interjection “um” (or “mm”) made when tasting something delicious, and the Korean word “um” (or “eum”) which means to subtract—as in subtracting harmful ingredients. Uuum offers different menus for lunch and dinner, and its menu kindly indicates the various options it offers, such as vegan, gluten-free, and vegetarian. Vegan or not, its dishes go down smooth, as they utilize high-quality ingredients. Uuum not only makes their own food, but also bakes their own bread; you can bet they offer vegan and gluten-free bread as well. The store also sells natural wine and organic drink options. The interior is spacious and clean and has bar seats available near the kitchen.

- A** 47, Nonhyeon-ro 28-gil, Gangnam-gu, Seoul. 1F
- T** 0507-1328-9229
- H** Tue.-Fri. 11:30-21:00,  
break time 14:00-17:30,  
Weekends 11:00-21:00,  
break time 15:00-17:30  
(Closed on Mon.)
- I** @uumseoul



# Bar

## Drink the night in Gangnam

In this day and age, even whiskeys are scoured for their age and production region. It is no rare sight to see bartenders dressed neatly in suits, solemnly shaving away at a ball of ice. Apgujeong-dong and Cheongdam-dong are host to a number of whiskey bars; combined with casual vibe of cocktail bars, Gangnam-gu offers a plethora of places that serve various whiskey-based concoctions. Try finishing a day on an elegant glass of single malt whiskey; on another, a refreshing, cold glass of highball as a nightcap.



 Apgujeong Station

### Sav Seoul



Embark on a journey through a cave passage reminiscent of a winery's underground warehouse, leading you to a space with a captivating transparent glass floor. At Sav Seoul, a renowned wine bar operated by Ayoung FBC, one of Korea's top five wine importers and distributors, a resident professional sommelier is at your service, simplifying the wine selection process for both beginners and enthusiasts. Explore the wine lab, peruse the curated bottles, and choose the perfect wine for your palate. Private rooms are available, providing an intimate and secluded atmosphere for a unique experience. Sav Seoul, a trailblazer in democratizing wine appreciation beyond class distinctions, offers a diverse selection of reliable wines at accessible prices. If you purchase wine at Winenara, the corkage fee is waived. Instead, you are asked to order a bottle of wine at Sav Seoul.



 B1, 6 Nonhyeon-ro 175-gil  02-512-4939

 Thu.-Sat. 18:00-02:00, Mon.-Wed. 18:00-24:00 (Closed on Sundays)

## Le Chamber



Discover a hidden gem behind a bookshelf—a secret speakeasy bar named Le Chamber. As you descend the stairs, a weighty bookshelf greets you, serving as the exclusive entrance to this clandestine space. Click on the book labeled 'Le Chamber,' and a magical door opens to reveal a captivating realm. Inside, an array of bottles adorns the wall, with a bar table placed prominently. The menu provides details on the flavor, ingredients, and alcohol content of each signature cocktail, simplifying your choice. Engage with the bartender, share your preferences, and witness an entertaining performance as they craft your chosen cocktail. Le Chamber offers an unforgettable cocktail experience, from the preparation process to the moment you savor it and beyond.

**A** Basement 1, 42 Dosandaero 55-gil **T** 010-9903-3789

**H** Mon.-Thu. 19:00-03:00, Fri.-Sat. 19:00-04:00, Sun. 19:00-02:00



## Compact Record Bar



Immerse yourself in the intersection of fashion and record culture at this unique venue. A fusion of showroom and local LP bar, this space embodies the experience of a DJ with over 20 years of expertise as a designer. The atmosphere exudes a local hangout vibe with vibrant music and libations, making it an ideal spot for a casual post-meal drink. True to its name, the owner has ingeniously packed everything into a compact space of about 9 pyeong. Revel in a diverse selection of alcohol, including beer, whiskey, cocktails, wine, and highballs, while professional DJs spin vinyl records spanning various genres. The bar regularly hosts both local and international DJs, showcasing their impressive record collections. Additionally, you can explore and purchase Compact Record Bar's merchandise, featuring items like T-shirts, hats, and bags.

**A** 1st floor, 46 Dosan-daero 25-gil

**T** 010-2718-5866

**H** Mon.-Sat. 19:00-02:00 (Closed on Sundays)





©Cheongdam Nine



 Cheongdam Station

## Cheongdam Nine



Step into this Italian dining haven, where each day unveils a fresh jazz melody to complement your meal. Nestled below ground, the second basement level beckons with live jazz performances, transforming your dining experience into a luxurious escape from the ordinary. Ascend to the first basement level to discover an Italian culinary journey, complete with nine exclusive private rooms. At the Jazz Live Bar, indulge in a choice between the Nine Course or Chef's Special Course meals. Revel in the harmonious blend of authentic Italian flavors and soulful jazz, all without any additional admission charges. Why not lose yourself in a day filled with music and culinary delights?"

-  B1 & B2, 634 Samseong-ro
-  02-2002-9800
-  12:00-24:00 (Operation hours to be changed in 2024)  
Performance schedule: Sun-Wed 19:30-21:10  
Thu-Sat 19:30-23:10



 Apgujeongrodeo Station

 Sinsa Station

## Chelsea's Highball

Chelsea's Highball is home to a highball machine, a collaboration between Suntory Hoshizaki—a Japanese manufacturer of ice makers. From Suntory's renowned Kaku highballs to Chelsea's signature drink—the tomato highball—Chelsea's offers dozens of types of highballs, making it all the more entertaining to take your pick. There are, of course, whiskey, cocktails, and other kinds of liquor. Chelsea's also has a wide variety of appetizers; their fish and chips and Neapolitan pasta is particularly delectable. The appetizer portions are rather large, enough to have in place of a meal. Chelsea's has two locations: one in Cheongdam, and another on Garosu-gil. Both locations exude lively and exciting vibes.

### Cheongdam branch

 14, Dosan-daero 85-gil, Gangnam-gu, Seoul. 1F

 0507-1496-1308

 Mon.-Sat. 16:00-01:00 (Closed on Sun.)

### Garosu-gil Branch

 47, Dosan-daero 15-gil, Gangnam-gu, Seoul. 1F

 0507-1307-1033

 Tue.-Sun. 16:00-01:00 (Closed on Mon.)



# Pinch Brunch Bar

- Seasonal green curry gnocchi
- Hummus salad + Sourdough
- New lavender chocolate cake
- Glass wine - white 13- macabeo, sauvignon blanc  
vegan, organic!
- Bottled wine  
Natural, vegan!



₩10 straws + 물리슈 for 환경!

## Cilantro Tart



₩9,000



SUSTAIN-EATS  
THE KINFOLK TABLE



Two white plates, two glasses, and silverware are arranged on a white table. A green chair is visible in the foreground.

Rosette London Bagel



Camel Coffee Dosa





스타빌

경남  
경남고속도로

영양문화거리  
영양사거리

영양공원  
영양사거리

신사역  
신사역

한양아파트  
한양아파트

KB



ZELL

949-2043

24

스킨

BURBERRY

정당역

50

직진후  
좌회전

자유영업권  
신호권유



전방  
우회전



## **LIVE Gangnam vol.2**

Published on 2023.12

Published by The Department of Tourism Promotion of the Gangnam-gu Office

Written and photographed by EASY&BOOKS Editorial Department

Designed and printed by PYGMALION, Inc.

**Not for sale.**

All visual and textual elements of this book are protected by copyright law and cannot be used without prior authorization.

While this book has been produced in collaboration with and with support from the Gangnam-gu Office, the editorial choices involved in the design and production of the book have been dictated by Pygmalion, Inc.





