

Unfamiliar, yet nostalgic alleys

Since before we can remember
We have grown used to broad, spacious streets.
We have lost
our memories of alleys,
which are narrow and uncomfortable
but wide enough
to create memories, exchange pleasantries,
and share human warmth.
Let us embark on a spontaneous journey
to these unfamiliar, yet nostalgic alleys.

Top 30 Famous Alleys Handpicked by Citizens

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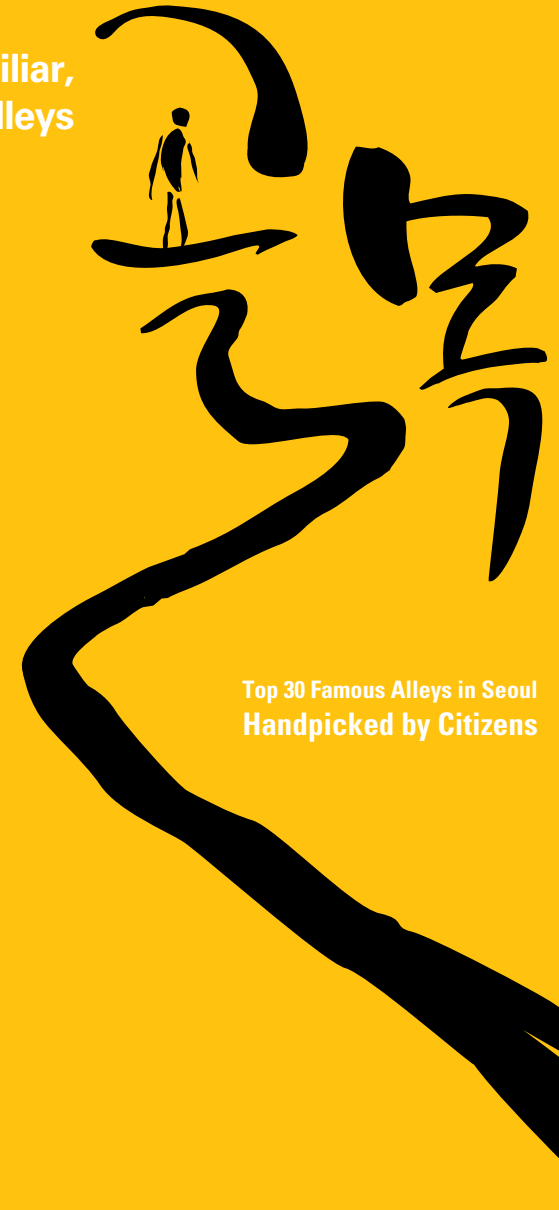
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Unfamiliar,
yet nostalgic alleys



Top 30 Famous Alleys in Seoul
Handpicked by Citizens

Unfamiliar,
yet nostalgic alleys



Discovered by citizens and reborn into a theme -Stories of local neighborhood alleys

If you turn your attention away from such famous tourist destinations as the Golden Lane in Prague, filled with mystical stories of alchemists and goldsmiths, the filming site of *The Godfather*, which transformed a bleak industrial zone into an area representative of the sophisticated New York City, or DUMBO (Down Under the Manhattan Bridge Overpass) of Brooklyn, you will find alleys that are full of precious stories.

Everyone, perhaps, has some memory of an alley or of a special incident that occurred in an alley. Alleys have always been a part of our daily lives, and yet, they have been lost under the towering shadow of development.

Alleys that were once considered old and shabby are now being reborn as museums and galleries displaying history and culture. This is part of an effort to satisfy the desire of citizens for more significant and richer cultural spaces and to stimulate the regional economy.

The *Top 30 Famous Alleys Handpicked by Citizens* is a guide book that contains award-winning entries of the "Rediscovering Alleys Competition" hosted by Seoul Story, an online story-telling platform that provides interesting details on attractive destinations in Seoul, and famous alleys in Seoul that have been uncovered and introduced by the Citizen Storytelling Team. We hope this is the beginning of a great, citizen-led effort to create a neighborhood community culture that enhances the quality of life of citizens as well as create unforgettable memories for domestic and international visitors to Seoul.

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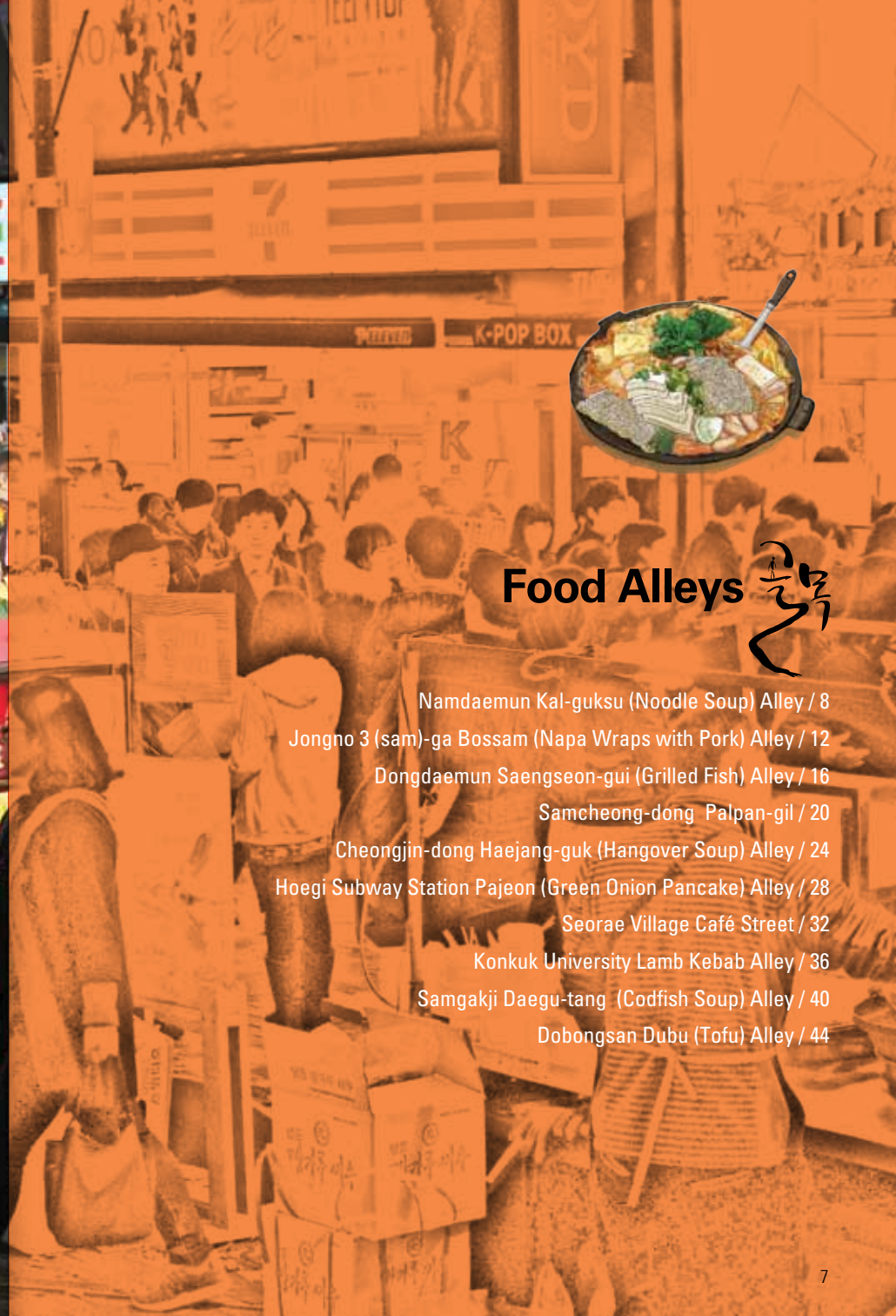


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Food Alleys

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A heartwarming taste

Namdaemun Kal-guksu Alley

(Noodle Soup)

What is the best choice of food when eating out? Dishes praised by food critics and sophisticated interiors are important criteria for some, but those without deep pockets unanimously agree that low prices and large servings are the way to go. You will find that these two conditions are perfectly met in Namdaemun Kal-guksu Alley.



Namdaemun Kal-guksu Alley began to take shape during the Korean War. Immediately after the war broke out, on June 25, 1950, a cluster of shops selling leftovers from the U.S. Army base began serving *kal-guksu*. Today, this alley of shops has become a representative food alley symbolizing Namdaemun and Myeong-dong.

Kal-guksu Alley is located in Namdaemun Market, the oldest traditional market in Seoul with more than 10,000 stores and a place that provides up-close experiences of the vitality of the everyday lives of the Korean people.

The vitality of life here can be felt from the entrance.

The Alley is situated near Exit 5 of Hoehyeon Station on Subway Line 4. A short, 50-meter walk to the right of the exit will lead you to a market street billowing with steam on your left. The famous *kal-guksu* restaurants will unfold before your eyes on both sides of the alley.



The *kal-guksu* noodles served at these restaurants are famous for being handmade. The noodles are boiled in anchovy stock and garnished with fried tofu, seaweed flakes, and sesame seeds, while the *bori-bap* and *chal-bap* are served *bibimbap*-style. The cook takes an assortment of shredded white radish, water parsley, bean sprouts, and lettuce, piles them on top of some rice in a bowl and serves it with a bowl of spicy yet savory *doenjang-guk*.

Also, if you order *naengmyeon*, you will be treated to a complimentary bowl of *kal-guksu*, and vice versa. If you order *bori-bap*, you will be served complimentary bowls of both *kal-guksu* and *naengmyeon*. The total price of a meal is around KRW 5,000 to 6,000, and the portions are very generous. For these reasons, there are no empty seats at lunch time.

Sitting huddled in tightly packed seats in this narrow alley is a chance for you to experience the real life of Korean people.



A complimentary bowl of *naengmyeon*

Finding the Alley



A bowl of *kal-guksu* with a healthy serving of fried tofu

In search of more exotic delicacies?

Galchi-jorim (braised cutlassfish) Alley is also well-known for its delicious restaurants.

Galchi-jorim is a dish made with liberal helpings of red pepper powder and white radish cooked in a nickel-silver pot. At least two people must order a meal of *galchi-jorim*, but if you have a way with words, you may just manage to order a single portion for yourself.



Bori-bap and chal-bap (bibimbap)



Less than a one-minute walk from Exit 5 of Hoehyeon Station



Enticingly affordable prices

Alley Tour Tip

By subway: Exit 5 of Hoehyeon Station on Subway Line 4
By bus: #104, 105, 604, or 7011
Namdaemun Market
(www.namdaemunmarket.co.kr)
Inquiries: 02-753-2805

Nearby sites worth visiting

Sungnyemun Gate | Sungnyemun Gate is the oldest wooden building in Seoul and Korea's number one national treasure. It is also called "Namdaemun (South Gate)" as it was the southern gate to the capital city of Seoul. The second story of the gate tower was lost in a fire in February 2008, but has since been restored.

Seoul Museum of Art (sema.seoul.go.kr) | The Seoul Museum of Art is Korea's representative art gallery, located within the former Supreme Court building in Jeongdong-gil. Without a fence surrounding the premises, it is an open cultural space for citizens to indulge in artistic contemplation.



**A bite after a movie or
with drinks after work**

Jongno 3 (sam)-ga Bossam Alley

(Napa Wraps with Pork)

The Jongno 3 (sam)-ga Sageori, which has long been famous as the hub of film in Seoul, is an area with no lack of great places to eat. An alley filled with bossam restaurants satisfies the rumbling stomachs of couples after watching films almost two hours long. Generous servings of lean meat and oysters combined with kimchi are perfect as a full meal or a dish with drinks.

Bossam Alley is located on Supyo-ro 20-gil.



Located at Supyo-ro 20-gil, Jongno 3 (sam)-ga Bossam Alley is a narrow street about 150 meters long and three meters wide located next to Seoul Cinema. The *bossam* restaurants here are densely packed within a 100-meter section. Take a few steps into the dark alley, and you will soon spot the red and white signboard of a *bossam* restaurant.

The alley is filled with milky-white steam escaping from large pots filled with boiling pork



After office hours, white-collar workers flock to the alley to quench their thirst.

Since long ago, this spot has been famous for its movie theaters as Danseongsa, Seoul Cinema, and Piccadilly Cinema were all located there. After catching a movie, people flock to the back alleys of Jongno 3 (sam)-ga to fill their growling stomachs and share a few drinks.

The main dish in Bossam Alley is, of course, *bossam*. Among the different types, *gul bossam* is by far the best choice. It features a tray lavishly piled with warm, lean pork, *bossam kimchi*, white radish, and fresh oysters, which all go perfectly with some drinks. First-time visitors to Bossam Alley are always amazed at the generous servings. A plate of *gul bossam* is accompanied by *ojingeo-bokkeum*, *gamja-tang*, and *gyeran-jjim*. Feasting on such complimentary dishes would be enough to satisfy any empty stomach. *Bossam* restaurants in other areas of the city usually charge customers for extra servings of *kimchi*, but here, additional *kimchi* is complimentary.

The delicious food and excellent service at these restaurants have continued to attract people for decades. In the evening, the alley is always noisy and crowded, mostly with white-collar workers who have just left the office. This alley has also been featured on numerous television shows. Although there was a huge fire in 2012, the alley has been restored, and now has a much cleaner look.

Furthermore, *bossam* is popular not only among Koreans; in a recent survey titled "Seoul's Tasty Foods" for foreigners, it proudly ranked eighth place.



Hearty-flavored *gamja-tang* is complimentary and can be refilled as often as desired.

Nearby food alleys not-to-be-missed

In the area surrounding Jongno 3 (sam)-ga, there are several other streets boasting excellent food as well. Exiting Bossam Alley onto Jongno 2 (i)-ga will bring you to a street filled with *pojang machas*, or small tented restaurants on wheels. Stalls lining the street toward Cheonggyecheon (Stream) sell every conceivable snack to accompany a shot of alcohol. Also, behind Tappol Park, is Nakwon-dong Food Alley. Many of the restaurants here are famous for their tasty dishes, but the greatest advantage of Nakwon-dong Food Alley is its competitive prices.

A complimentary plate of *ojingeo-bokkeum* (stir-fried squid)



A view of Bossam Alley. Several *bossam* restaurants are clustered along a section of road about 100 meters long.

Oysters, *bossam kimchi*, white radish, peanuts, and lean meat create an ample meal.



Finding the Alley

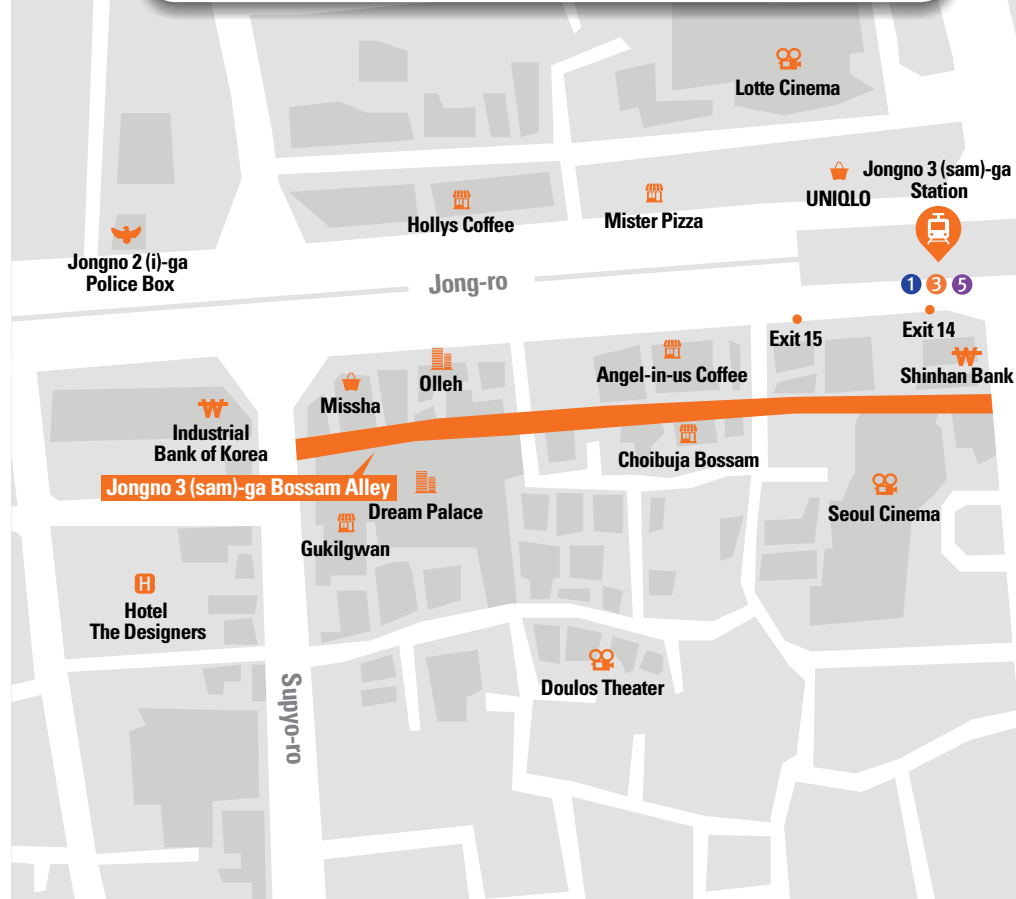
Alley Tour Tip

By subway: Exit 14 of Jongno 3 (sam)-ga Station on Subway Lines 1, 3, and 5
By bus: #101, 103, 143, 150, or 160
Jongno-gu (tour.jongno.go.kr)
Inquiries: 02-2148-1114

Nearby sites worth visiting

Jongno Jewelry Alley | Jewelry Alley is where the largest number of jewelry stores are located in Jongno, an area dubbed "Korea's mecca of jewelry." You can purchase various types of jewelry at prices 20 to 40 percent lower than at other shops. Recently, another jewelry store opened in the former Danseongsa building.

Nakwon Music Mall | Korea's hub of musical instruments, the building that now houses Nakwon Music Mall was built in 1960 as a residential and commercial complex, a rare structure at the time. It is unique because its first floor is used as a road for cars. In 1979, a project to develop the nearby Tappol Park prompted a large number of piano shops to move inside the building, creating the foundation for today's Nakwon Music Mall.



Pyeonghwa Market's
partner for 30 years

Dongdaemun Saengseon-gui Alley

(Grilled Fish)



"Saengseon-gui with soju?", invites the store owner across the street. "Sounds good," replies the fabric store owner. Saengseon-gui Alley, with its consistently delicious food and wonderful hospitality, is what has enabled this typical exchange to continue day after day in Pyeonghwa Market for three decades.



Deeper inside the alley are *dakhanmari* (whole chicken) restaurants, where an entire chicken is served in clear broth and eaten together with *kal-guksu* (noodle soup).

The entrance to the eatery market of Dongdaemun Shopping Complex. Stalls selling *hotteok* (sugar-filled Korean pancakes) and *sundae* (Korean sausages) as well as Saengseon-gui Alley and Dakhanmari Alley can be found here.

It was some 40 years ago when the first *saengseon-gui* restaurant, selling deep-fried food and grilled fish, opened in this alley. The positive response from its customers prompted other restaurants selling similar menus to pop up one after the other.

Visitors will see mainly four types of people walking along this alley: women standing in open doors to welcome customers, employees facing the smoke and turning fish on the grill, potential customers considering their choice of restaurant, and delivery workers carrying trays piled high with hot dishes.

Customers often have trouble choosing a restaurant, but as any savvy local will tell you, "All of the restaurants are superb." There are a total of 14 restaurants serving *saengseon-gui* here, and most have loyal customers that have frequented their restaurants for more than a decade. The main selling point for them is the guaranteed excellent-tasting food and quality service.

The fish served here is delivered fresh from the market every morning. All kinds of fish, including Spanish mackerel and mackerel, are salted with domestically-

produced sea salt and left to mature in a refrigerator for a day. The fish are pre-cooked, and once an order is made, they are heated over a briquette fire in about five minutes.

A view of Saengseon-gui Alley. Endless waves of customers, from merchants from the nearby Pyeonghwa market to tourists, come in search of a hearty meal.

The dishes, side dishes, and prices at these restaurants are all pretty much the same. The main dish is comprised of *godeunggeo*, *samchi*, *imyeonsueo*, *jogi*, *kkongchi*, and *galchi*, while *nakji-bokkeum*, *ojingeo-bokkeum*, *cheong-gukjang*, and *doenjang-jjigae*, among others, are also offered. The usual price for a meal is around KRW 7,000, with side dishes such as *doenjang-guk*, *kimchi*, *kong-namul-muchim*, *yeolmu-kimchi*, and *kkaennip*. These restaurants are well known among foreigners as well, with many having found them by searching on the Internet or via word-of-mouth. Chinese visitors are said to prefer the grilled *jogi*; westerners, the fried fish; and Japanese tourists, the *samchi*.





생선구이류		음미재료	
이갈	수 8,000	갈치찌개	8,000
고치	치 8,000	원장찌개	6,000
통어	7,000	청국장	6,000
살치	7,000	순두부	5,000
조기	7,000	해물칼국수	6,000
풍치	7,000	낙지칼국수	7,000
		수제비	6,000
복용류			
낙지볶음	8,000		
재육볶음	6,000		
오징어볶음	6,000		

A variety of fish is served, including *imyeonsueo* (atka mackerel), *galchi* (cutlassfish), and *godeungeo* (mackerel). Prices average around KRW 7,000

A sensational harmony of fish and chicken

Deeper inside Saengseon-gui Alley are a handful of *dakhanmari* (whole chicken) restaurants, where a whole chicken is cooked in clear broth. As simple as it sounds, its taste is said to be unrivaled. These restaurants were opened after the *saengseon-gui* restaurants, but many people come to the alley in search of a healthy bowl of chicken as well. They are located near the west end of Saengseon-gui Alley.

Samchi-gui (grilled Spanish mackerel) Set. A whole *samchi* is served boned and cut in half.

Pre-cooked fish, such as *godeungeo* (mackerel) and *samchi* (Spanish mackerel), are immediately cooked over briquette fires upon ordering



Finding the Alley

Alley Tour Tip

By subway: Exit 9 of Dongdaemun Station on Subway Lines 1 and 4
By bus: #101, 105, 152, 201, 263, 370, 720, or 721
Jongno-gu Office (www.jongno.go.kr)
Inquiries: 02-2148-1853

Nearby sites worth visiting

Gwangjang Market (www.gwangjangsijang.kr) | In 1905, Gwangjang Market became the first traditional market officially registered by *Hanseongbu*, an administrative and judiciary agency of Seoul during the Joseon era. It first gained a reputation as a wholesale and retail fabric market, selling products such as suiting fabric and curtains, but recently, its unique eatery culture, featuring *mayak kimbap* and *bindae-tteok* (mung bean pancake), has made it even more popular.

Changsin-dong Cliff Village | Changsin-dong Cliff Village is a neighborhood in Seoul defined by its sharp cliffs. The cliffs evoke painful memories of the Japanese colonization of Korea as it was formerly a quarry formed from 1910 to the late 1920s as the Japanese dug out stones to build major buildings, including the building of Bank of Korea and former Seoul Station main building, but are awe-inspiring nonetheless to those seeing them for the first time.



**Locals beckon travelers
to rest a while**

Samcheong-dong Palpan-gil



Samcheong-dong's Palpan-gil, also known as "Yangban Alley," is one of Seoul's oldest streets. Having existed for many decades, the area offers generous hospitality and a relaxing ambience. Local hospitality can be felt in the chairs placed along the street for passers-by. The overall mood of the street and building interiors have a classic feel.



Murals adorn several walls along the street.



These notable characteristics have had an influence on the stores located along the street. For example, there is a restaurant specializing in *mineo* (croaker) that counts members of parliament among its loyal customers and a tart store that attracts people from all over the country. Also, there is a shop selling soft bread made with milk that is always crowded with customers.

By around 8 p.m., darkness descends on the street. As the majority of customers are people from Cheongwadae and nearby art galleries, the neighborhood's business day is over once they head home. Accordingly, a famous jazz club on Palpan-gil stays open until only 11 p.m. The security guards from Cheongwadae standing at both ends of the street may give you pause at first, but they are not as intimidating as you might expect. They often surprise the odd passerby asking for directions with a very kind reply.

One unique feature of this street is that every house has a bench or chair in front of it. This is the gentle hospitality of locals offering the tired feet of passers-by a few minutes' rest. Also, murals adorn several of the walls here, and there is a charming garden of flowers made from used plastic bottles.



Chairs placed outside stores are a sign of the neighborhood's gentle hospitality.



Portraits are a popular souvenir.

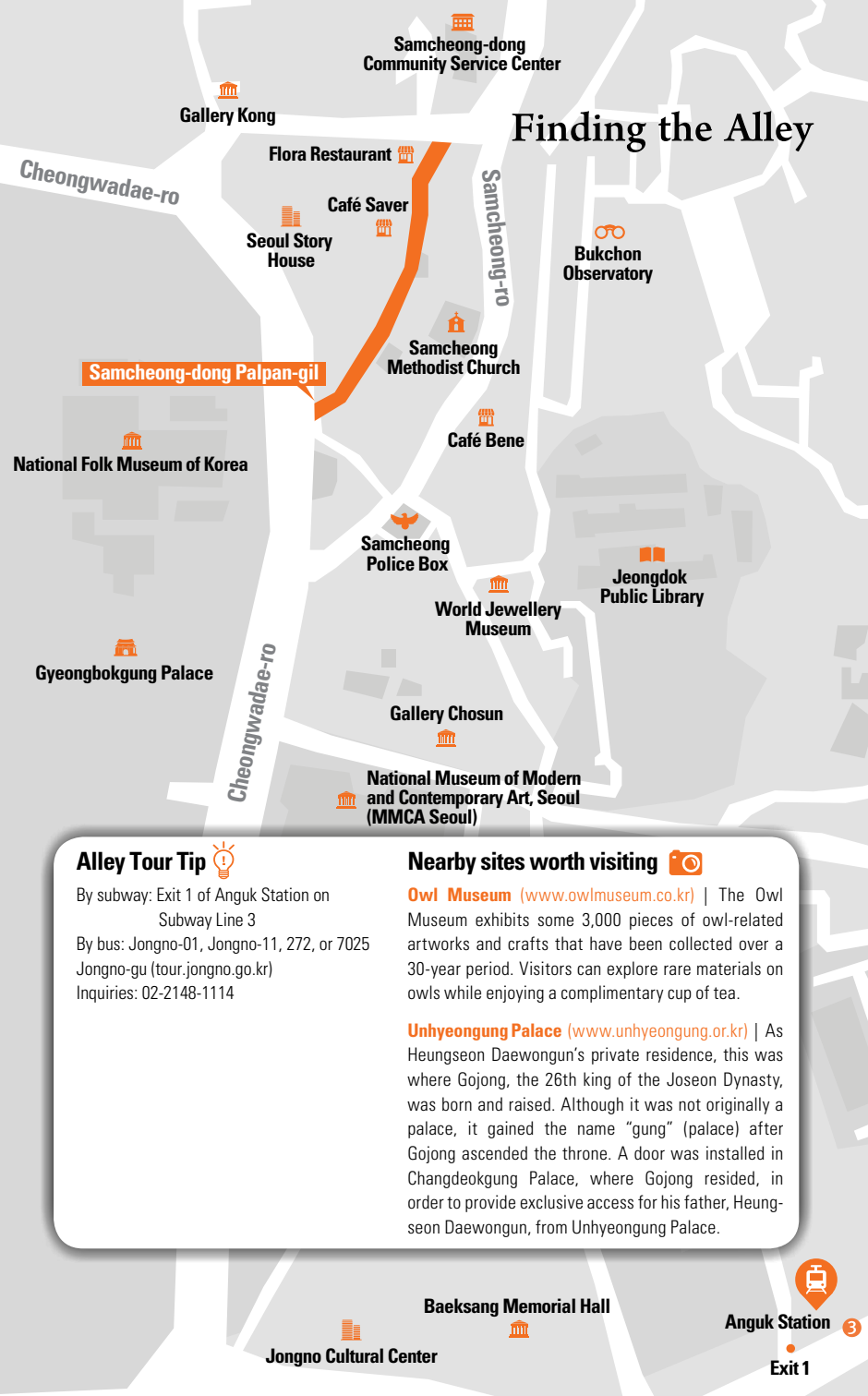
An eye-catching cartoon figure



Seoul City Tour Bus

If you would like to see the Samcheong-dong area as well as nearby major tourist destinations within the Seoul City Wall, why not try the Seoul City Tour Bus? The double-decker bus also offers a night tour. (www.seoulcitybus.com)

Major routes : Gwanghwamun Square – Seoul Station – Itaewon – Dongdaemun Market – Insa-dong – Samcheong-dong – Cheongwadae



Alley Tour Tip

By subway: Exit 1 of Anguk Station on Subway Line 3

By bus: Jongno-01, Jongno-11, 272, or 7025

Jongno-gu (tour.jongno.go.kr)

Inquiries: 02-2148-1114

Nearby sites worth visiting

Owl Museum (www.owlmuseum.co.kr) | The Owl Museum exhibits some 3,000 pieces of owl-related artworks and crafts that have been collected over a 30-year period. Visitors can explore rare materials on owls while enjoying a complimentary cup of tea.

Unhyeongung Palace (www.unhyeongung.or.kr) | As Heungseon Daewongun's private residence, this was where Gojong, the 26th king of the Joseon Dynasty, was born and raised. Although it was not originally a palace, it gained the name "gung" (palace) after Gojong ascended the throne. A door was installed in Changdeokgung Palace, where Gojong resided, in order to provide exclusive access for his father, Heungseon Daewongun, from Unhyeongung Palace.

A shelter for hungry woodcutters

Cheongjin-dong Haejang-guk Alley (Hangover Soup)

A gust of cold wind reminds us of a steaming bowl of *haejang-guk*. The simple composition of the refreshingly spicy soup, made with lavish servings of meat and dried radish greens, and a bowl of rice makes a hearty meal or a perfect match for some liquor in the late evening. *Haejang-guk* restaurants are a dime a dozen nationwide; nevertheless, true *haejang-guk* lovers like to sing praises of Cheongjin-dong Alley.



Haejang-guk Alley in Cheongjin-dong dates back to the Joseon era, when there was a wood market nearby. Woodcutters felled trees and lugged them more than 40 kilometers to this spot. By the time they reached the market, they were starving, so they sought out a hearty meal to fill their empty stomachs.

Their preferred choice was *haejang-guk*—a bowl of soup



During the Joseon era, Cheongjin-dong was a wealthy neighborhood of government offices and houses of middle-class families.

Entrance to Cheongjin-dong Haejang-guk Alley

boiled with potatoes and bean sprouts and served with rice (which customers added to the soup). It was also a dish widely enjoyed with some *makgeolli* or *moju*. Pyeonghwagwan, the first restaurant of its kind in the area, was always bustling with not only woodcutters but all kinds of traders.

Haejang-guk Alley began to take shape around 1930, when the first *haejang-guk* restaurants began setting up shop here. They began as street stalls selling *sulguk* or *haejang-guk* to the merchants at the wood market. The soup was made from beef bones, cabbage, bean sprouts, potatoes, and some soybean paste and served with rice. But after the Korean War, the dish developed into *haejang-guk* with the addition of *seonji* (ox blood) and intestines. In the 2000s, *haejang-guk* restaurants were scattered all over Cheongjin-dong, but they now remain in only certain areas.

The *seonji haejangguk* found here is notable for its refreshing taste. A spoon of soybean paste is gently melted into thick beef bone broth, then the meat is boiled in the broth again, and finally *seonji* and dried radish leaves are added and cooked for many hours. Customers who like spicy food can add red chili paste or red pepper powder to taste. The complimentary side dish is only a plate of *kkakdugi*, but it is always more than enough.

Of particular note is that the *seonji*-based *haejang-guk* of Cheongjin-dong had a great impact on the *seonji haejangguk* made in other regions across the country.



Site of the old marketplace at the entrance of Cheongjin-dong

"Haejeong" is the correct form of "haejang"

Many people believe that the name "haejang-guk" is derived from "hae-jang," which means to "calm the stomach (解腸)." But it actually originated from "haejeong (解醒)," in which "jeong" signifies an "illness caused by liquor." In other words, "haejang" means to "relieve illness caused by liquor," and therefore, "haejang-guk" is a soup eaten to relieve hangovers.



Today, modernized and renovated stores occupy half of Cheongjin-dong.



Cheongjin-dong *haejang-guk* is famous for its refreshing taste.

A simple side dish, but no less delicious.

Finding the Alley

Alley Tour Tip

By subway: Exit 1 of Jonggak Station on Subway Line 1

By bus: #101, 103, 150, 160, or 470

Jongno-gu (tour.jongno.go.kr)

Inquiries: 02-2148-1114

Nearby sites worth visiting

Cheonggyecheon (Stream) (www.cheonggyecheon.or.kr)

A stream stretching for 10.84 kilometers with a basin area of 59.83 square meters and that divides Jong-ro along Eulji-ro. Near Salgoji Bridge, just outside Wangsimni, it meets up with Jungnangcheon (Stream) and flows into the Hangang (River). After having been covered over in 1960, it was reopened in 2005 as a stream flowing through the city center with 22 bridges crossing it.

Gyeongbokgung Palace (www.royalpalace.go.kr)

Gyeongbokgung Palace was the residence of the emperor during the Joseon Dynasty. It was also called "Bukgwol (Northern Palace)" due to its location to the north of the capital. It was used as the main palace during the early Joseon era, but was destroyed by fire during the Japanese Invasion of Korea in 1592 and left in ruins for many years. It was reconstructed during King Gojong's reign and used as a palace—located in the perfect spot, according to the principles of *feng shui*.

Jongno
Fire Station



Jong-ro

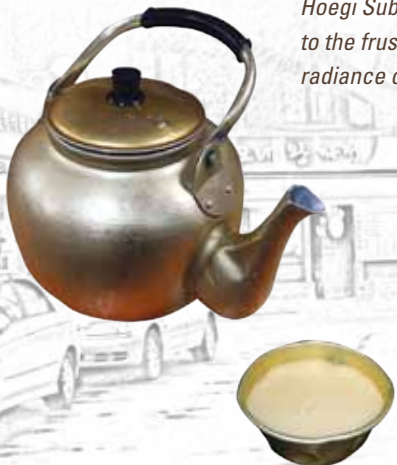
Jonggak Station

Memories entwined in sizzling dredges

Hoegi Subway Station Pajeon Alley (Green Onion Pancake)



Our “first shot of alcohol” or “most memorable drinking party” usually occurs during our university days. Hoegi Subway Station’s Pajeon Alley has borne witness to the frustrations and difficulties of life, but also to the radiance of youth.



Pajeon Alley originated with *pajeon* being sold in a small shack in the 1970s. Since then, the number of *pajeon* shops has increased gradually, and today, there are about a dozen.

Hwigyeong-dong, where Pajeon Alley is located, is home to the University of Seoul, Kyunghee University, Hankuk University of Foreign Studies, and Sahmyook University. If we include Korea University and the Korea National University of Arts, there are a total of six universities in the surrounding area. This explains why the majority of customers are in their 20s.

It was in 1980, with the opening of Hoegi Station on Subway Line 1, when the first signs of a university town began to take root here. This naturally led the area to be



An introduction to Pajeon Alley

dominated by students commuting to nearby schools. The most expensive dish rarely exceeds KRW 10,000, and favorite menus include not only *pajeon*, but also *jeyuk-bokkeum*, *dak doritang*, and *dubu kimchi*.

At the height of the student demonstrations in the 1970s and 80s, students flocked to the *pajeon* shops to passionately express their frustrations and disappointment with life over *makgeolli*. Students in their 20s account for more than 70 percent of the customers, and the rest fall under the “386 Generation,” who spent their youth in these streets. The *pajeon* served in this alley is quite unique, and is dubbed “*Dongaseu pajeon*” owing to the thick dredges that cover its outer layer, making every bite both mouthwatering and fulfilling. The *pajeon* is akin to *bindae-tteok*, and will fill an empty stomach as well as any meal.



Dishes at *pajeon* shops rarely go over KRW 10,000.



Walls filled with doodles and scribbles offer a glimpse into the life of university students.



Pajeon consumed with *makgeolli* (rice wine) and *kkakdugi* (diced radish kimchi) can more than compete with other meat dishes.



Origin of Pajeon

Pajeon originated from the Battle of Dongnae Fortress during the Japanese Invasion of Korea in 1592. The prefect of Dongnae, Song Sang-hyeon, and the Korean people protested vehemently, but they soon ran out of weapons and, in the end, they fought by throwing green onions in the eyes of their enemies. The prefect and most of the people who fought in the battle lost their lives, and the people of Dongnae began to cook green onions in pancakes as a tribute to their lost men and offered them to the king.

Finding the Alley



Alley Tour Tip

By subway: Exit 1 of Hoegi Station on Subway Line 1

By bus: #120, 147, 201, or 261

Dongdaemun-gu Office (www.ddm.go.kr)

Inquiries: 02-2127-4708

Nearby sites worth visiting

Hongneung Arboretum | Hongneung Arboretum, established on the site of Hongneung, the grave of the royal Queen Myeongseong, is the first of its kind in Korea. It possesses some 1,200 species and more than 200,000 trees. It is also home to the Korea Forest Research Institute, where visitors can acquire various information on forests.

Gwangjang Market (www.광장시장.kr) | In 1905, Gwangjang Market became the first traditional market officially registered by *Hanseongbu*, an administrative and judiciary agency of Seoul during the Joseon era. It first gained a reputation as a wholesale and retail fabric market, selling products such as suiting fabric and curtains, but recently, its unique eatery culture, featuring *mayak kimbap* and *bindaetteok* (mung bean pancake), has made it even more popular.

Paris's Montmartre in Seoul

Seorae Village Cafe Street

*Although we will never
be Audrey Tautou in
the film "Amelie",
we can experience
the coziness of the cafe
in which she worked.
On a street filled with the
delicious scent
of fresh baking in the
morning,
where restaurants take a
"siesta" at 3p.m.,
you can find a piece of
France in Korea
along Seorae Village Café
Street.*



Nearby Seoripul Park

Called "Little France in Seoul," Seorae Village gained this title after the opening of the French School of Seoul (Lycée Français de Seoul) in 1985, which offered an opportunity for French children to receive an education similar to what they would receive back home and attracted French families to the area.

The cafés lining this neighborhood's Café Street are in stark contrast to the typical coffee shops found in Seoul. Cafés in France are restaurants that sell not only coffee but also wine and decent meals, and most of them have a balcony or terrace and sell everything from baguettes to

Seorae Village Café Street on a weekend evening.
The cozy atmosphere is undisturbed by hordes of weekend visitors.



steaks. Many of the restaurants here strictly adhere to traditional French cuisine, and most have French cooks or cooks who have studied in France.

The bakery here is also famous. There are often people lining up in long queues to buy freshly baked bread. Another special feature is the harmonious atmosphere among local Korean and foreign residents. In collaboration with the Seoul Global Center, the local community center for foreigners offers programs in embroidery and Korean paper art for people from different countries, while the French School teaches Korean as a second language to young students to help them settle down in Korea.

Seorae Village Café Street is about 500 meters from the nearest subway station, a distance that helps preserve the neighborhood's leisurely and distinctively European atmosphere. Even on weekends, the street is not as crowded as Myeong-dong or Gangnam, making Café Street a place where people can almost believe they are actually in Europe.



A view of Seorae Village Café Street



The French School in Seorae Village offers a French curriculum.

Freshly baked bread.
Long queues form outside the bakery every morning.



Seorae Village Christmas Market

On the second Saturday of December every year, the Christmas Market opens in Cheongnyong Children's Park in Seorae Village. The French locals bring home-cooked *foie gras*, cheese, and smoked salmon dishes to share with visitors. The dazzling Christmas decorations that light up the entire park are a sight not to be missed.

Finding the Alley

Alley Tour Tip

By subway: Exit 4 of Express Bus Terminal Station on Subway Lines 3, 7, and 9

By bus: #142, 148, 406, Seocho-13, or Seocho-14

Seorae Village Blog
(blog.naver.com/young1089)
Seocho-gu Office (www.seocho.go.kr)
Inquiries: 02-2155-0114

Nearby sites worth visiting

Seoul Arts Center (www.sac.or.kr) | An arts complex located in Umyeonsan (Mountain), the Seoul Arts Center is a world-class facility capable of accommodating all forms of the arts. It features a circular square, a traditional Korean garden, and open-air stage.

National Library of Korea (www.nl.go.kr) | As Korea's greatest public library, with seven stories above ground and one underground floor, the National Library boasts a huge collection of some 8.9 million books, including 1.1 million foreign books and 6.1 million Korean books.



A Chinese specialty
becomes a Korean favorite

Konkuk University Lamb Kebab Alley



Lamb kebab roasting over a fire. The lamb is precooked and later cooked again over charcoals upon ordering.

Lamb kebab, or lamb on skewers, is fast becoming a favorite among Koreans, in addition to samgyeopsal (grilled pork belly) and galbi (barbequed beef ribs).

This Chinese-style dish has managed to remove the gamey smell of the lamb, winning the hearts and taste-buds of Koreans.

Lamb kebab restaurants have congregated near Konkuk University, contributing to the promotion of harmony between Korea and China.



In 2008, the success of one lamb kebab restaurant prompted a hoard of restaurants selling similar foods to pop up almost overnight, leading to the rise of Lamb Kebab Alley. In the year 2008 alone, more than 20 such restaurants opened in the area, most of which are operated by Korean Chinese migrant workers. Seongsu-dong used to be home to numerous factories, and many of the Korean Chinese migrant workers at these factories made their home in this area. Also, many of the Chinese students studying at the nearby Konkuk University and Hanyang University lived in Jayang-dong, eventually causing a Chinatown to take shape.



There are more signboards in Chinese than in Korean in Lamb Kebab Alley.

Lamb Kebab Alley features more signboards in Chinese than in Korean. With Koreans accounting for more than 70 percent of the customers, it has become an area where Koreans and Chinese mingle and interact with each other. Lamb on skewers is a major street food in China. Lamb meat is not only easy to digest and nutritious, but also low in calories and fat while being high in protein.

The lamb kebab sold in this alley differs from that of mainland China—it doesn't have the usual gamey smell and uses less spices. In China, mutton—the meat of sheep over 20 months old—is mainly used for this dish, whereas in this alley, lamb—or the meat of sheep less than 12 months old—is used. As mutton has much more of that gamey odor, the Chinese use strong spices to counteract it. Furthermore, the lamb of Lamb Kebab Alley is precooked over a charcoal fire and cooked again upon ordering, helping to remove any fat from the meat.

Side dishes often served with lamb kebab include *kkakdugi*, thinly sliced tofu, roasted peanuts, cucumber, and garlic. Roasted peanuts eaten with their shells are particularly popular among Korean customers here. Although most people come here for the lamb kebab, other dishes are also available on the menu.



Have you heard of the automatic lamb kebab machine?

This machine automatically moves lamb skewers from left to right, and vice versa, so that the meat is cooked evenly without burning. If you want to try this device out, check out the restaurants with the sign, "Jadong Yang-kkochi (automatic lamb kebabs)."

Lamb kebab and side dishes, such as cucumber, peanuts, garlic, *kkakdugi* (diced radish kimchi), and thinly sliced tofu



Other dishes, such as *gyeran-buchu-bokkeum* (fried egg and leek) and *jiran-yeomtong-julgi* (cumin lamb hearts), are also worth a try.

Finding the Alley

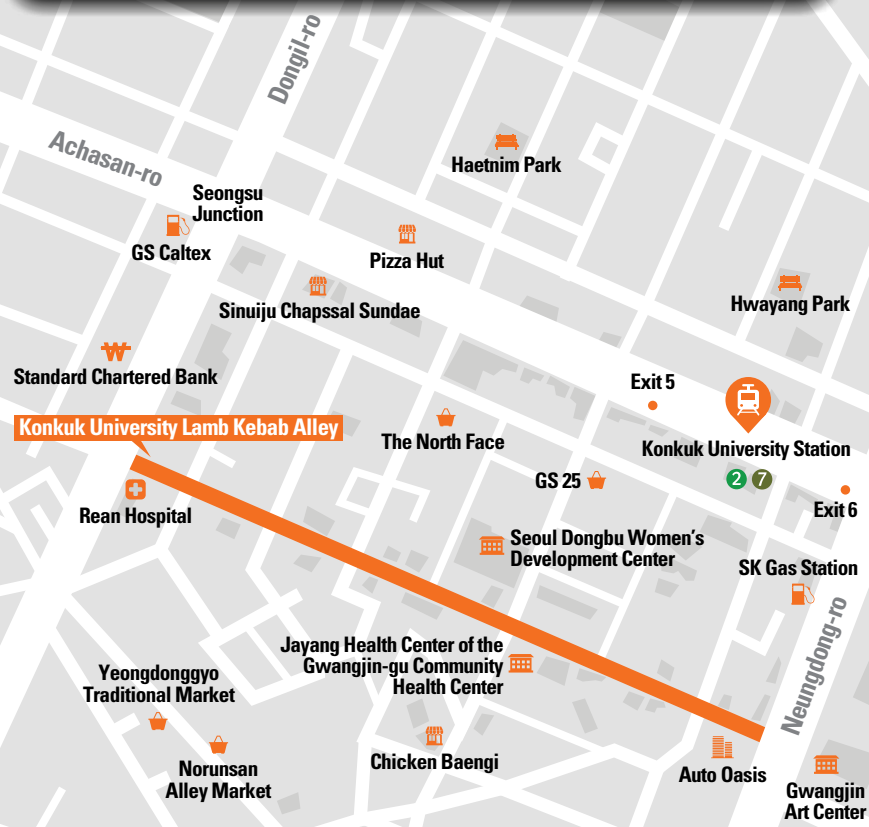
Alley Tour Tip

By subway: Exit 6 of Konkuk University Station on Subway Lines 2 and 7
By bus: #240, 721, 2016, 3217, or 4212
Gwangjin-gu Office (www.gwangjin.go.kr)
Inquiries: 02-450-1114

Nearby sites worth visiting

Children's Grand Park (www.sisul.or.kr/home_childrenpark) | A park for families located in Neung-dong, Gwangjin-gu, Children's Grand Park is a complex covering 530,000 square meters and featuring a lush forest, green grass, and diverse entertainment facilities.

Ttukseom Park | Ttukseom Park is comprised of a music fountain, riverside plaza, rose garden, and a nature exploration area. It is also well-known for its cultural complex called "Jabeolle (J Bug)", which offers art and resting facilities, as well as a magnificent view of Hangang (River).



Heart- and body-
warming hot soup

Samgakji Daegu-tang Alley

(Codfish Soup)



Famous restaurants have no need for promotions or advertisements.
People who fall in love with the food advertise for them via word-of-mouth.
Daegu-tang Alley, located near Samgakji in Yongsan-gu, is a perfect example.
The soldiers that have fallen in love with the hot and spicy daegu-tang (codfish soup) become voluntary ambassadors, promoting these restaurants all over the country.



Most of the *daegu-tang* restaurants list the names of the TV shows they have appeared on.



The codfish served in these restaurants is distinctive for its fleshy meat and deep savory taste, making it unnecessary to cook it in any particular soup. The restaurants in this alley have similar histories and dishes—*daegu-tang*, *daegu jiri* and *daegu naejang tang*. The side dishes are also similar from restaurant to restaurant—*agami jeotgal* and *kimchi*. After a delectable meal of meaty codfish, fish intestines, fish roe, water parsley, and hot savory soup, any remaining food is mixed with rice and fried.

Codfish is a major low calorie, high protein food, containing 80 kcal per 100 grams but with 17 grams of protein. This is higher than even chicken breast (16 grams per 100 grams). Codfish is rich in taurine, which is excellent for raising energy levels, supporting good vision, and protecting the liver. Also, the liver of codfish is high in fat and vitamin A, and is used as the raw material for cod liver oil.

The restaurants here are so popular that it is often difficult to find any empty seats. However, a table usually opens up every 20 to 30 minutes.



High-quality *agami jeotgal* (salted gill) served with *daegu-tang*

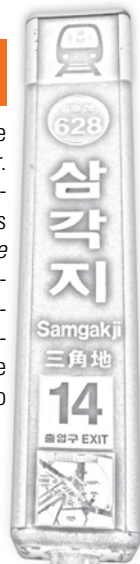


Restaurants in Daegu-tang Alley boast large numbers of loyal customers.

Fleshy fish in *daegu-tang*

Winter Daegu is likened to herbal medicine

The true taste of *daegu-tang* can be enjoyed especially during the winter. The Joseon Dynasty's greatest medical practitioner, Heo Jun, wrote in his *Donguibogam* (*Principles and Practice of Eastern Medicine*) that codfish is invigorating for the body and that its intestines and fat are particularly delicious. Daegu tastes best during the breeding season from December to February.



Finding the Alley

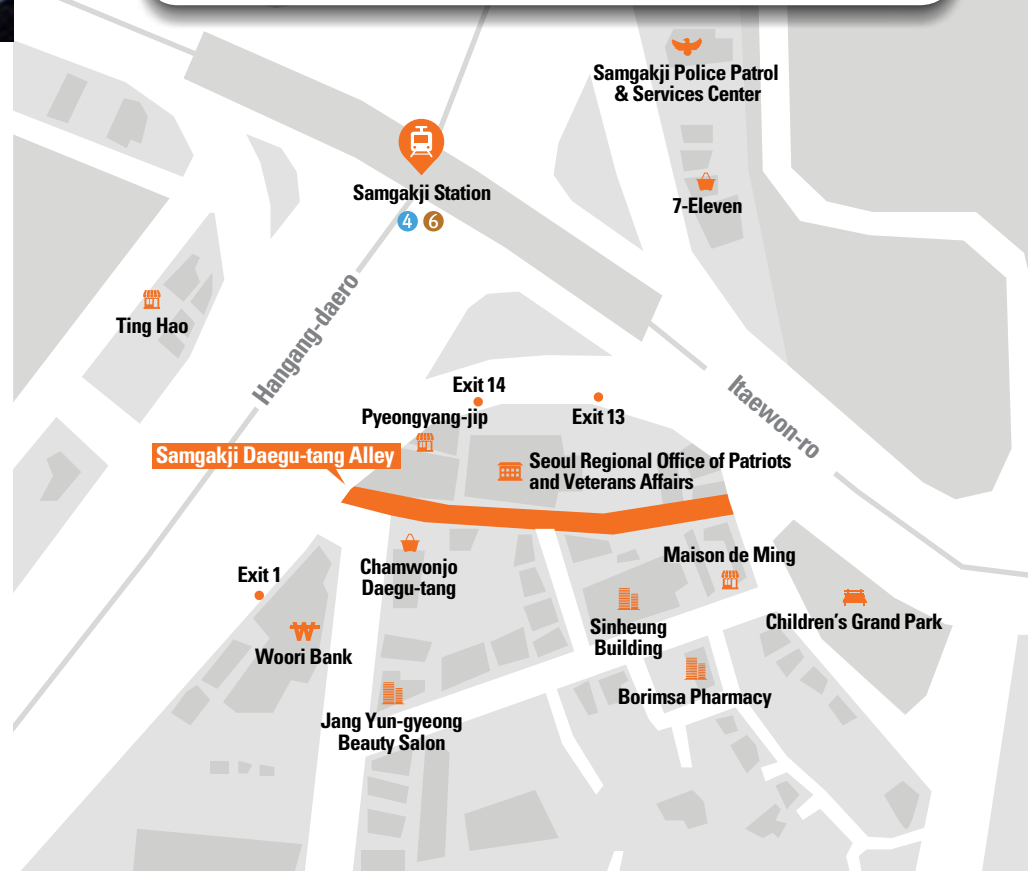
Alley Tour Tip

By subway: Exit 14 of Samgakji Station on Subway Lines 4 and 6
By bus: Yongsan-03, 100, 150, 151, or 502
Yongsan-gu Office (www.yongsan.go.kr)
Inquiries: 02-219-6114

Nearby sites worth visiting

War Memorial of Korea (www.warmemo.or.kr) | The War Memorial opened in 1994 with the objective of collecting data on patriots and cultivating a patriotic spirit among Koreans. The building has four floors above ground and two floors below ground with a total floor space of 25,000 *pyeong* (equivalent to about 82,644 square meters), and the names of more than 160,000 war heroes are enshrined on its walls.

National Museum of Korea (www.museum.or.kr) | The National Museum of Korea, which is governed by the Ministry of Culture, Sports and Tourism, proudly houses a collection of more than 300,000 relics. As the largest museum in Korea, it is composed of six permanent exhibition halls, including the Prehistory and Ancient History Gallery, Donations Gallery, Calligraphy and Painting Gallery, and Asia Gallery.



An aromatic scent carried along on the wind

Dobongsan Dubu Alley (Tofu)

In contrast to the social values that pursue a faster pace of life and greater convenience, the culture of “well-being” is spreading, calling for food to be “slower” and healthier.

The restaurants in Dubu Alley at the foot of Dobongsan (Mountain) make son dubu (homemade tofu), a major functional food, thereby attracting health-conscious people to their stores. Drinking a bowl of makgeolli (rice wine) with a dish of dubu after climbing the mountain slopes deepen the taste of dubu.



It was during the 1980s that Dubu Alley began to take shape, as food stalls that had been set up at the entrance of Dobongsan (Mountain) moved farther down the mountain and opened as official restaurants. In 2007, the public was granted free access to Dobongsan National Park, making it a popular destination overnight. Additionally, the fervor for health and well-being has picked up since the latter part of 2000, increasing the preference for *dubu*. Today, Dobongsan is a major mountain-climbing destination, sought out by 10 million people annually.

Mountain climbers make up a large proportion of the customers here, but many people visit the alley simply for a plate of *son dubu*, the taste of which is said to be unforgettable. Dobongsan *son dubu* is in a league of its own because it is made by the restaurant owners every morning using natural bittern from the salt farms of Ganghwado. Every day, soy beans are soaked in water and grinded, and the resulting puree boiled for 24 hours. After the pureed soybean is removed, natural bittern is then added to complete the *dubu*.

This handmade *dubu* is quite soft and lacks the unpleasant taste of typical factory-made *dubu*. It not only has a light and refreshing taste, but is also quite aromatic. As a result, a steaming plate of *dubu* served here tastes phenomenal even without any seasoning or soy sauce.

The dishes at these restaurants are generally similar. An order of *dubu* is usually served with a side dish of *kong biji*, and menus include *haemul sundubu*, *dubu jjigae*, *dubu beoseot jeongol*, *dubu bossam*, *dubu kimchi*, and an assortment of *dubu*.

Assorted *dubu* is a dish eaten by seasoning three different-colored *dubu* with sesame leaves and onions in a sour sauce. These kinds of *dubu* come in green, orange, and white. The green *dubu* is made from mugwort, while the orange *dubu* is made from carrots.

Visitors can watch how home-style *son dubu* is made near a restaurant entrance.

The *son dubu* of Dubu Alley is made by hand and is softer and more aromatic than factory-made *dubu*.





Kong biji (pureed soybean soup) for dessert. They are also pre-packed to be given to customers as gifts.



The main customers of Dubu Alley are mountain climbers coming down from Dobongsan (Mountain).



There are many *dubu* restaurants at the entrance of Dobongsan (Mountain).

Interesting Dobongsan mountain-climbing tips

On Dobongsan (Mountain), there are many things to see that are associated with mountain-climbing. The National Mountain Museum offers a glimpse into the history of mountain-climbing tools and how they evolved over the years as well as into the changes in camping culture. Visitors to the Dobongsan Exploration Support Center can acquire information on mountain-climbing routes and Dobongsan itself.

Finding the Alley

Alley Tour Tip

By subway: Exit 1 of Dobongsan Station on Subway Lines 1 and 7
By bus: #106, 107, 108, 140 or 141
Dobong-gu Office (www.dobong.go.kr)
Inquiries: 02-2091-2120

Nearby sites worth visiting

Dream Forest (dreamforest.seoul.go.kr) | Dream Forest is the largest park in northern Seoul, stretching across Beon-dong and Mia-dong of Gangbuk-gu, and Wolgok-dong of Seongbuk-gu. It is equipped with a wide variety of recreational facilities, including an art center, arboretum, badminton court, and physical fitness center.

Taereung | Taereung is the grave of King Jungjong's second wife, Queen Munjeong. It is so majestic that it is hard to believe it is a tomb for a single person, indicating the great influence of the Queen during the Joseon era. The 12-sided *byeongpoongseok* (wind screens) are carved with images of the 12 gods and cloud patterns, and in the center of the stone monument of the *byeongpoongseok*, the 12-year cycle of the Chinese zodiac is engraved in letters.





Party Alleys

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- Itaewon Usadan-gil / 62
- Jongno Buamdong-gil / 66
- Sinsa-dong Garosu-gil, Serosu-gil / 70
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Entrusting time to the flow of youth

Sinchon Yonsei-ro

Since its birth, Sinchon Yonsei-ro has undergone continuous change, becoming a place for and created by young people.

The vigorous passion of youth flowing from the six nearby universities, including Yonsei University, has made this street a hub of youth culture in Seoul for more than a century. Society changes from generation to generation, but this place changes even faster than that.



With the street of Yonsei-ro crossing through its heart, the Sinchon area has its origins in the early Joseon era. But now, 500 years later, Sinchon has become the center of the western area of Seoul and one of the city's most vibrant neighborhoods.

Yonhui College, which later became Yonsei University, was founded here in 1914, followed by Ewha College. Students from nearby Sogang University, Hongik University, Myongji University, and Korea Aerospace University also frequent the area, explaining the economic growth and thoroughly "student-like" atmosphere. In the area across from Yonsei University, restaurants serving affordable meat-based dishes for students line the streets, not to mention the numerous boarding houses, coffee shops, and stationary stores. It was also the filming location for the popular Korean drama series *Reply 1994*.



On weekends, Yonsei-ro becomes a pedestrian-only street.



The Clock Tower, an old favorite meeting point for countless couples. It is more like a clock structure than a tower.

Novelist Cho In-ho's hand prints in front of Hongikmungo book store.



The discotheque "Space" and rock-and-roll bar "Woodstock" are both old landmarks of Sinchon. Today, there is a periscope-shaped structure serving as a popular meeting place, but those who know the area well prefer meeting at the department store "Clock Tower."

Infrequent visitors to Sinchon are awed and impressed by the wide Yonsei-ro. Benches are scattered here and there along the street, and on the sidewalk in front of Hongikmungo book store are hand prints of famous literary figures. The area also features well-organized bus stops and minimized traffic lights.

On weekends, Yonsei-ro is a pedestrian-only street, and the sidewalks are expanded to make space for performances and merchants showcasing their hand-made accessories. All elevated curbs have been removed, and charming sculptures dot the streets. Also, "Sinchon Play Bus", a unique place that highlights old memories of Sinchon, has become a highly popular destination.



Boarding houses line both sides of Yonsei-ro.



Changcheon Church and the pharmacy road across Yonsei University.



The front gates of Yonsei University, from which Yonsei-ro derived its name.



Hongikmungo, Yonsei-ro's oldest book store. It was once in danger of being closed down, but citizen protests kept it alive.



Sinchon Play Bus

A remodeled double-decker bus, the Sinchon Play Bus tells the stories of the various areas of Sinchon through music. Visitors choose from a selection of some 150 LPs and CDs, and a DJ box allows them to create various music mixes. In the Sinchon Youth Story Corner, they can catch glimpses of the past and present of Sinchon co-existing in harmony.

Finding the Alley

Alley Tour Tip

By subway: Exit 2 and 3 of Sinchon Station on Subway Line 2
By bus: #163, 171, 172, 472, or 700
Seodaemun-gu Office (www.sdm.go.kr)
Seodaemun-gu blog (tongblog.sdm.go.kr)
Inquiries: 02-330-1114

Nearby sites worth visiting

Dongnimmun Gate | As Historical Landmark No. 32, Dongnimmun is a gate built by the Independence Club to permanently declare Korea's independence. Designed based on France's Arc de Triomphe, it was relocated to its present site in 1979.

Ansan (Mountain) | A relatively small, 300-meter-high mountain range behind Yonsei University, Ansan was called "Moaksan" during the Joseon Dynasty, meaning "Mother's mountain." Once notorious for prowling tigers, the mountains are home to 27 mineral springs and feature excellent walking trails.



Hope fills the void after
the trains have departed

Hongdae Ttaeng-ttaeng Street



On Wausan-ro 32-gil, located next to Sanwoollim Theater, no longer can the sound of chugging trains loaded with luggage be heard.

But a new experiment is in the making as a group of artists and merchants is revitalizing the street.



The old Gyeongui Line train tracks have become a vacant lot.



The unique name “Ttaeng-ttaeng Street” comes from the “Ttaeng! Ttaeng!” sound that accompanied the passing of trains on the nearby Gyeongui Railway Line. After the railway was moved underground in 2005, the regular commuters disappeared, causing the commercial district to fade away and leaving a desolate, vacant lot in its place.

One day, a local store owner had an idea to bring life back to the once vibrant street. He harnessed the potential of the musicians and artists living nearby to create the “Ttaeng-ttaeng Street Market.”

This small market began with only a few merchants in June 2014, but the number of merchants and visitors increased steadily. Eventually, it gained a reputation through word-of-mouth and a few TV programs, and by its first fall, the street market had grown considerably.



Sanwoollim Theater located at the entrance of Ttaeng-ttaeng Street

At the entrance of Ttaeng-ttaeng Street is Sanwoollim Theater, known as the home of indie bands in Seoul, and the many private art academies located here have brought artists to the area for a long time. Now, these artists have come together to revive Ttaeng-ttaeng Street. Locals explain that this is the “only place in the Hongdae neighborhood that has not been tainted by big money.”

But even here, the impact of rising land and housing prices has been felt, which was further aggravated with the announcement of a plan to complete the Gyeongui Line Park by 2017.

But the street’s transformation has not stopped there. Soon, a local journal, *Ttaeng-ttaeng Magazine*, will be issued, and a relationship-building project connecting artists with local residents will be launched. There are also plans to hold festivals for tourists several times a year.



Ttaeng-ttaeng Street Market is open from spring to fall.

Sell unique items at Ttaeng-ttaeng Market

Ttaeng-ttaeng Market is always recruiting merchants selling quality items. The participation fee is KRW 5,000 for adults and KRW 3,000 for children and teenagers. You can buy, sell, or barter for second-hand items that had been previously forgotten at home.



Interesting attractions, from hand-made accessories to on-the-spot sketches, beckon to passersby.



The former site of Ttaeng-ttaeng Street's train tracks has now become a playground for artists.

Finding the Alley

Alley Tour Tip

By subway: Exit 6 of Hongik University Station on Subway Line 2 and the Airport Railroad Line
By bus: #270, 271, 273, 602, 603, or 707
Mapo-gu Office (www.mapo.go.kr)
Inquiries: 02-3153-8114

Nearby sites worth visiting

Mecenatpolis Mall (www.mecenatpolismall.co.kr)
The Mecenatpolis Mall is a valley-style street mall equipped with the added comfort of an open-air ceiling, unlike the enclosed structures of COEX Mall and Times Square.

Wausan Park | Wausan Park is located on Wausan (Mountain), one of Mapo's "Top Eight Sceneries." A walk through the trees will bring you to a mineral spring, and farther on, a nature observation center. It is particularly famous for being the mountain behind Hongik University.

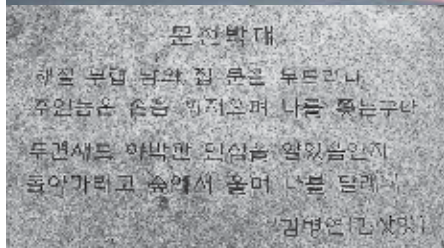


Korea's traditional style and grace in the heart of Seoul

Jongno Insa-dong Street



There is a street dedicated to preserving and passing on Korea's traditional elegance and grace. From appreciating Korean artworks to drinking traditional tea, this is where visitors can experience what truly defines this country. It is one of Korea's most popular tourist attractions, and contains not only traditional Korean beauty, but also the stories of ancient people, who had little choice but to accept their changing times.



Lines of poetry decorate Insa-dong Street.

Insa-dong Street refers to the approximately 700-meter-long street in the Jongno district. In the old days, there was a stream that flowed from Samcheong-dong to Cheonggyecheon, and Insa-dong Street was formed alongside that stream.

At the time, Insa-dong contained both district offices and residential areas. Among its offices, the Dohwawon, an institute that taught painting and held exams, had the greatest influence on Insa-dong's identity, attracting many antique and art-related shops to the street.

As the bastion of traditional culture and arts, Insa-dong ironically became a gateway for the plundering of Korea's culture.



A photograph of Insa-dong Street

When the *yangban* collapsed during the Japanese colonial period, they sold their ancient artworks and antiques here, enabling the Japanese to acquire them with ease.

Today, there is something for everyone, from fans, tobacco pipes, and Buddha statues to works of calligraphy and Korean paintings. Also, a variety of traditional Korean food and beverages can be found at the many tea houses and bars. To help preserve the street, the city designated Insa-dong as the "Street of Traditional Culture" in 1988 and the first "Cultural District" in 2002.

On weekends, people of diverse ethnicities come here, filling the street with the sounds of numerous languages. Most of the signboards are in *Hangeul*, the Korean alphabet. Additionally, there is a unique exhibition space called "Ssamziegil," which opened in 2004 as a shopping mall and exhibition space specializing in crafts.

At the Tourist Information Center, culture guides proficient in English, Chinese, and Japanese offer invaluable help to foreigners. On weekends, Insa-dong becomes a pedestrian-friendly street.



Buddha statues come in all different shapes and sizes in Insa-dong.



A passerby studying neatly hanging brushes

Hanok Stay

"Hanok Stay" refers to staying in a *hanok*, a traditional Korean house, which can be found not only in Insa-dong but all across Jongno-gu. In contrast to other hotel accommodations, visitors staying at such a Korean home experience life in Korea as a member of a Korean family.



From *hanbok* (Korean traditional dress) to fans and pipes, you can find all things Korean in Insa-dong.



Insa-dong is almost free of English signboards.

Finding the Alley

Alley Tour Tip

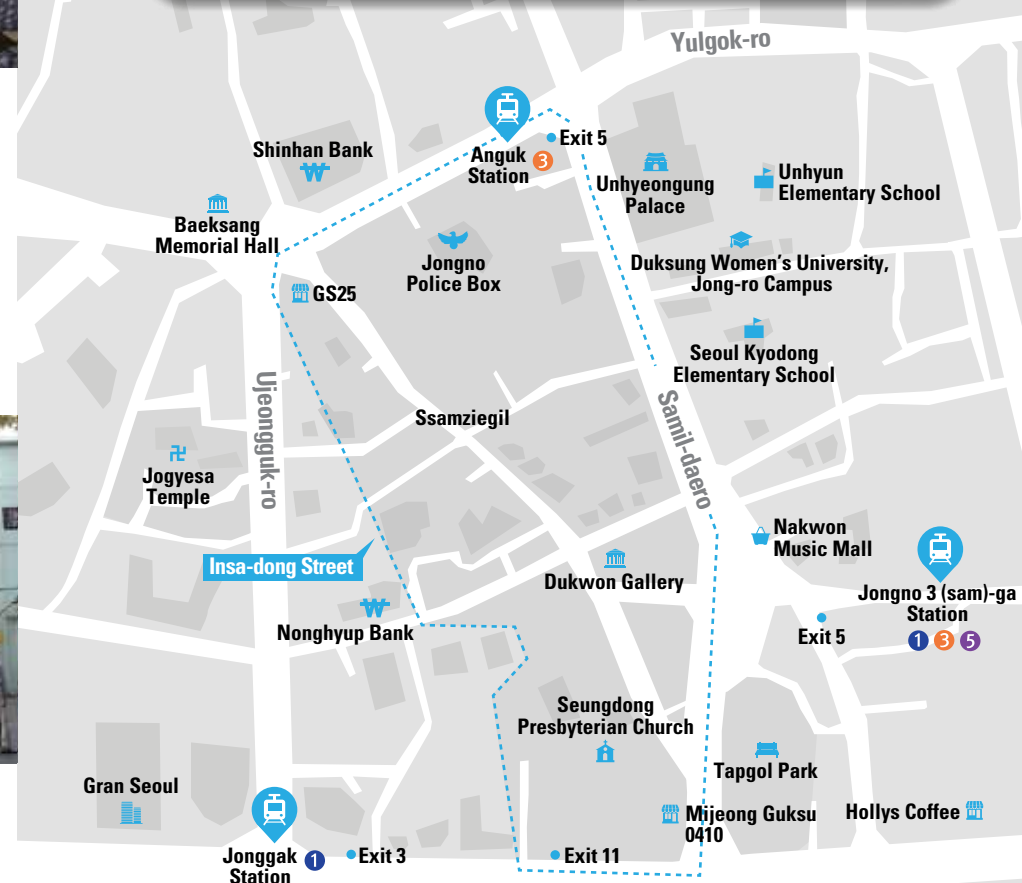
By subway: Exit 3 of Jonggak Station on Subway Line 1 or Exit 6 of Anguk Station on Subway Line 3
By bus: #100, 101, 103, 270, or 370
Insa Traditional Culture Association Corp. (hiinsa.com)
Jongno-gu (tour.jongno.go.kr)
Inquiries: 02-737-7890

Nearby sites worth visiting

Jongmyo Shrine (jim.cha.go.kr) | Jongmyo Shrine, Historic Site No. 125, is a ceremonial site that enshrines the spirit tablets of former kings and queens of Joseon. It is a cultural heritage site that represents the Confucian tradition of ancestral ritual formalities of the royal family. It spans a total area of 56,503 *pyeong* (equivalent to 186,786 square meters).

Cheonggyecheon (Stream)

(www.cheonggyecheon.or.kr) | A stream that stretches for 10.84 kilometers with a basin area of 59.83 square meters, Cheonggyecheon was covered by a road in 1960, but restored 45 years later and opened to the public once again.



**Creativity of artists
seeps through the cracked
walls of old buildings**

Itaewon Usadan-gil



*Where can we see
the 1960s and the 21st century
existing side-by-side in harmony?*

*Perhaps on a film set or
a museum.*

*But the young artists of
Itaewon Usadan-gil have
created such harmony in their
daily lives.*

*The more you see of this place,
the more you will discover
its exquisite charm.*



Usadan-gil is derived from "Usadan," an altar created to conduct rain rituals during the reign of Joseon's third king, King Taejong (r. 1400-1418). After Korea's liberation, a shanty town formed here, but with the government's initiative to transform it into a proper residential district during the 1960s, it was filled with brick apartment buildings.

The greatest charm of this street is the exquisite harmony between the old and new. For example, there is an old-fashioned barbershop, which looks as if it could have appeared in the drama series *Yain Shidae (Rustic Period)*, located next door to a café with the latest coffee roasting equipment.



Seoul Central Masjid is located in the middle of Usadan-gil. It was built in the 1970s as the head temple of Islam in Korea.

Usadan-gil became the street it is today thanks to its young artists, who were attracted by the low rent of the rundown buildings and the vintage ambience of the area.

After moving into the area, they began to make Usadan-gil special by painting pictures and writing phrases along the street, and invited other artists to do the same. This led to the opening of studios and cafés, and gradually, store owners with more refined tastes moved into the area as well. One idea from such an owner is the "Gyedan-jang," a flea market that opens on the steps next to Seoul Central Masjid, Korea's first Islamic mosque.

You have to look closely to see the charm of this place. Along a somewhat disorderly street, reminiscent of the 1960s and 70s, you will suddenly find a cute store selling interior products, restaurants serving surprising dishes, and confusing spaces that look like stores, but are actually offices.

A phrase written on a café perfectly depicts Usadan-gil as it is today: "This is a place we created because of our love for it, but it is also a place where we want to share the stories of our lives as we mingle and harmonize with each other. Please come in as you pass by and take a moment's rest."



Come to Gyedanjang

Gyedanjang is a flea market created by more than 60 regional artists selling everything from cute-looking cookies to African-style necklaces.

Period: From March to October

Business hours: 12:00 to 18:00

Location: Steps next to Seoul Central Masjid

The steps on which the Gyedanjang weekend market opens. Rare items that are tasteful yet quite sturdy can often be found here.



Many charming stores line Usadan-gil, leading some visitors to mistake it for Hongdae.

An artist's studio. The signboard, which reads simply "Come in," gives no more indication as to what kind of place this is.



The letters "bap (rice)" and "sul (liquor)" are the only indications that this shop is a restaurant.

Finding the Alley

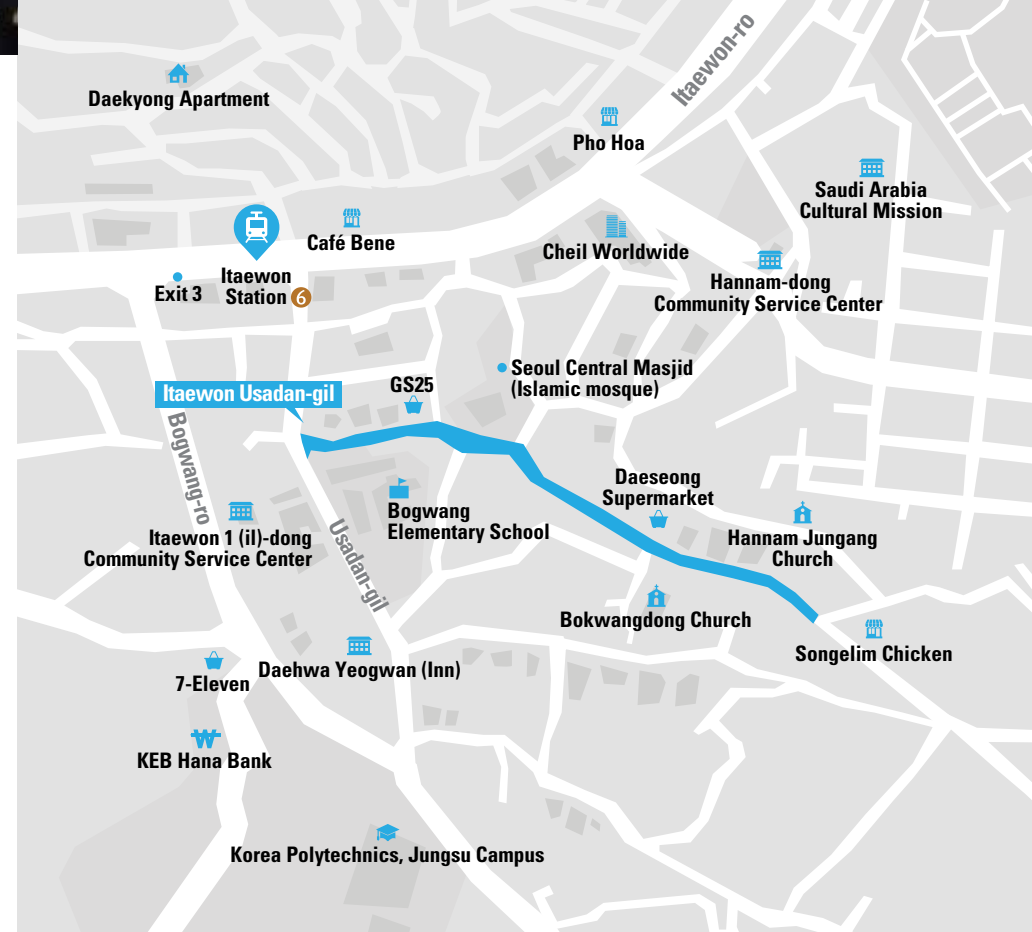
Alley Tour Tip

By subway: Exit 3 of Itaewon Station on Subway Line 6
By bus: #Yongsan01, 400, 405, or 421
Itaewon Special Tourist Zone Association (www.itaewon.or.kr)
Yongsan Culture, Sports and Tourism www.yongsan.go.kr/site/ct
Facebook: www.facebook.com/wosadan
Inquiries: 02-797-7319

Nearby sites worth visiting

Leeum Samsung Museum of Art (leeum.samsungfoundation.org) | Leeum is a museum exhibiting artworks collected by Lee Byung-chul, the founder of Samsung. Permanent exhibitions include ancient Korean art and works of famous artists from home and abroad, including Andy Warhol and Nam June-paik.

Gyeongnidan-gil | An alley of international restaurants that has been growing increasingly popular of late, Gyeongnidan-gil is where you can try foods from all around the world, from Canadian pizza and French fries to Mexican tacos and Greek falafel.



A paradise-like
neighborhood located below
Baeksasil Valley

Jongno Buamdong-gil

*Buamdong-gil is dubbed
a “paradise on Earth.”
Mountains, gurgling streams,
crabapple trees, and Boston ivy
all welcome visitors to this area.*

*Located northwest of
Gyeongbokgung Palace,
this “deep” neighborhood was
excluded from Seoul’s urbanization
for various reasons,
allowing it to preserve its heritage.
Visitors can relax along the
café street and relish the
untouched natural beauty of
Baeksasil Valley.*



Jahamun Gate (Changuimun Gate),
the beginning of Buamdong-gil

The name “Buamdong-gil” comes from the legend of Buchimbawi (rock). The legend goes that if someone places a clean, flat stone on the rock’s slippery slope and rubs it as many times as the number of years they have lived without the rock falling, their wish will come true. This legend comes from the story of a woman whose husband was conscripted to the Mongolian army. In desperation, she went to Buchimbawi, prayed, and put a small stone on the rock. A few months later, her husband returned.

There are many charming cafés along Buamdong-gil. The coffee shop that appeared in the drama series *The 1st Shop of Coffee Prince*, which promoted the area to the public, is also located here. Numerous famous restaurants and interesting galleries can also be found.



Located near Buamdong-gil is Baeksasil Valley, the entrance to which is like a path leading to a secret garden, featuring a lush forest that fills the landscape. The comfortable feeling created by the surrounding Inwangsan and Bugaksan mountains and the beauty of Baeksasil Valley have inspired another name for this area—Mugye-dong. “Mugye” means “paradise.”

The main reason Buamdong-gil has been able to maintain its charismatic ambience is because of its proximity to Cheongwadae, making it both a military protected area and a limited development district, which explains the existence of so few new buildings and the complete absence of tall ones. The area is a little difficult to reach via public transportation, which makes it much less busy than nearby Samcheong-dong.





A charming village map

A pleasant detour, Seochon

Seochon is located on the way to Buam-dong from Gyeongbokgung Palace. Although it is convenient to go straight to Buam-dong by car, it may be more rewarding to go on foot and stop by the western village of Seochon, with its well-preserved modern and contemporary history, along the way. Different from Bukchon with its *hanok* structures, Seochon retains the traces of its past along its twisted streets, which resemble tangled veins.



Yun Dong-ju Literary Museum

The café featured in the drama series *The 1st Shop of Coffee Prince*.



Clear streams of Baeksasil Valley



Comfortable shoes are recommended for hiking this steady, uphill path.

Finding the Alley

Alley Tour Tip

By subway: Exit 3 of Gyeongbokgung Station on Subway Line 3

By bus: #1020, 7022, 7212, or Jongno13

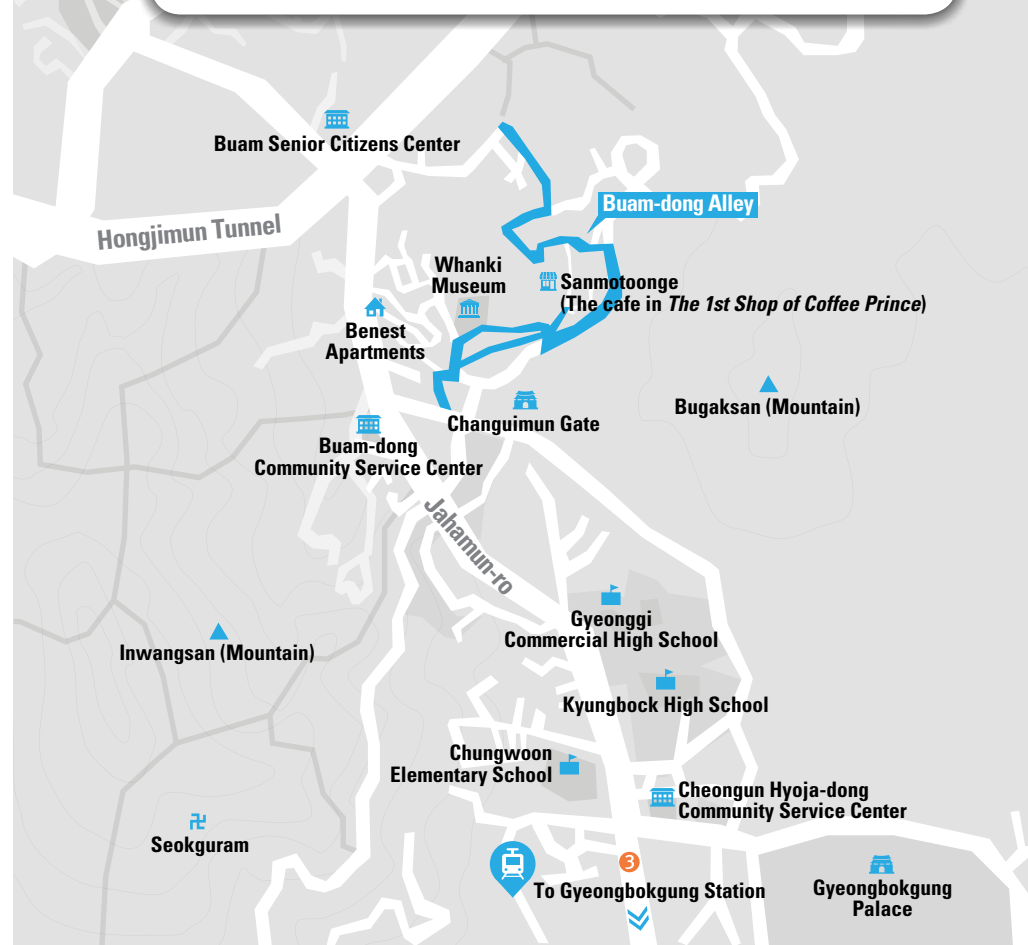
Jongno-gu (tour.jongno.go.kr)

Inquiries: 02-2148-1114

Nearby sites worth visiting

Bugak Skyway | The 10-kilometer-long winding, spiral-like Bugak Skyway runs along the ridge of Bugaksan (Mountain) all the way from Jahamun to Arirang-gogae in Jeongneung. The road offers many picturesque sights, including an octagonal pavilion called "Palgakjeong" and the site of an ancient castle of Seoul.

Shuim Museum (www.shuim.org) | Shuim Museum strives to create new culture by preserving our ancient culture and applying it to modern culture and arts. The museum founder's house has been renovated to create an exhibition hall and a place for visitors to relax while pondering the heavy theme of life and death in daily life.



Shop on Garosu-gil,
but eat on Serosu-gil

Sinsa-dong Garosu-gil, Serosu-gil



As the place for shopping and tourism in Korea, Sinsa-dong Garosu-gil has an eccentric flair—even passersby seem fashionable and chic. Some years ago, when the 700-meter road from the Sinsa-dong branch of Industrial Bank of Korea to the Sinsa-dong Community Service Center became saturated with shops, Serosu-gil, which runs parallel to Garosu-gil, became home to numerous unique cafés and shops as well. Stroll along the alleys of the fashion-conscious, stretching out horizontally and vertically, invigorated by their popularity among tourists and the younger generations.



A guide assisting tourists with directions



Eccentric shops line the street

With the opening of Esmod, a French fashion institute, in 1989 and the establishment of Seoul Mode Fashion Institute in 1991, Garosu-gil, Korea's hippest place for fashion, became ground zero for aspiring designers and designers who studied abroad.

The relocation of Gallery Yeh from Jongno to Garosu-gil in 1982 marked the opening of the first commercial gallery in Gangnam, granting Garosu-gil the name, "Street of Artists." Also, the numerous multi-brand shops and pop-up stores and frequent flea markets make it an excellent place to find good bargains.

Not to be overlooked is Serosu-gil, a street that has ushered in a golden age for back alley businesses. Serosu-gil, which extends from Exit 8 of Sinsa Station on Subway Line 3 towards Dosan Park, runs parallel to Garosu-gil. The name "Serosu-gil" has two origins: one is the Chinese character "*Se* (細)" meaning "thin or narrow," and the other is "*Sero* (vertical)" as opposed to the "*Garō* (horizontal)" in "Garosu-gil." There is even a saying, "Shop on Garosu-gil, but eat on Serosu-gil."

Since 2013, the rising cost of rent in the area has forced designers and artists to leave Garosu-gil and move to Serosu-gil, creating a new commercial district.

As a street for artists, Serosu-gil has inherited the original features of Garosu-gil, with its small art shops and workshops. One of the major topics of discussion here, as is typical of any hangout place for young people, is which restaurants are the best, with related information spreading through word-of-mouth and SNS.



This embassy look-alike is a famous restaurant on Garosu-gil popular among Spanish cuisine aficionados.

Look to the ground for information!

Gangnam-gu was the first district to put QR codes on pre-cast paver blocks installed into the sidewalks near major tourist attractions. With the rapidly increasing inflow of foreign visitors to Gangnam, Gangnam-gu ordered artificial marble precast paver blocks embedded with QR codes and installed them into the sidewalks near COEX and Garosu-gil. By scanning the QR code, smart phone users can access websites with information on the locations of shops, restaurants, cafes, and nearby attractions translated into English, Japanese, and Chinese.



Maps located along Garosu-gil



Various items are often set out on tables for sale.

An eccentric shop with an interesting interior

Finding the Alley

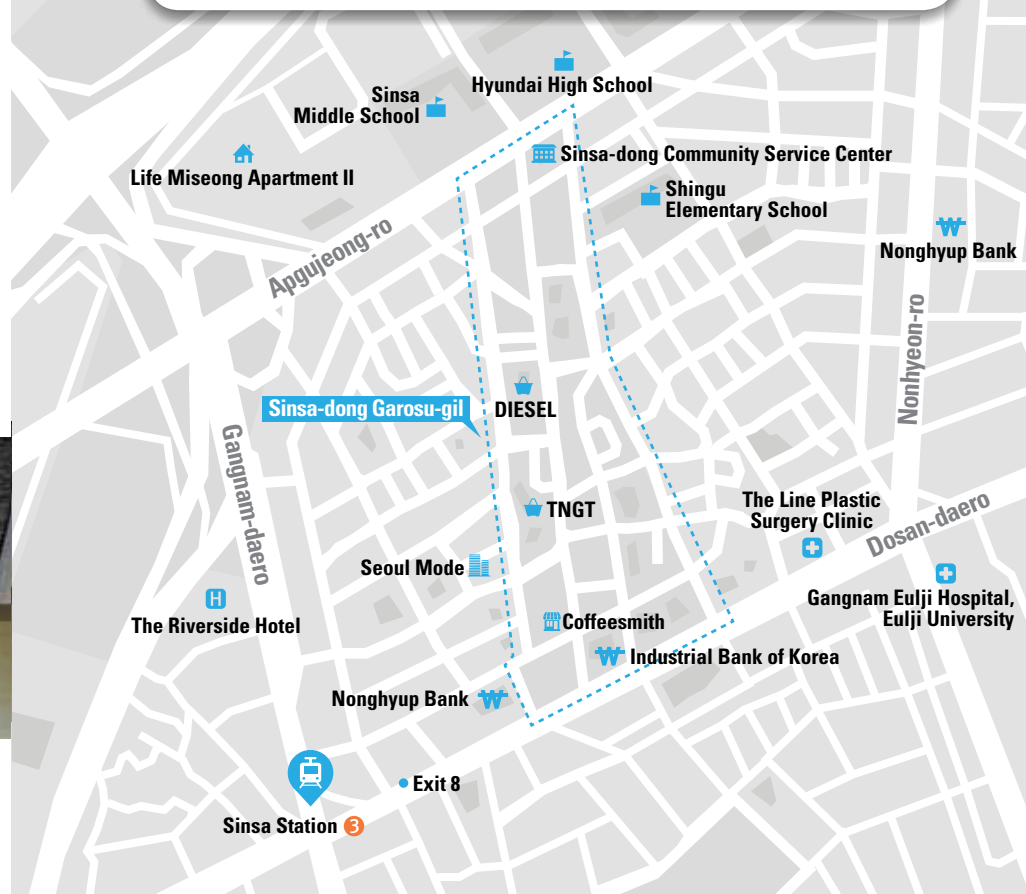
Alley Tour Tip

By subway: Exit 5 of Apgujeong Station or Exit 8 of Sinsa Station, both on Subway Line 3
By bus: #145, 148, 240, 440, or 4212
Gangnam Tourist Information Center
(kr.tour.gangnam.go.kr)
The Dangol, a Garosu-gil and Serosu-gil blog
(blog.naver.com/thedangol)
Inquiries: 02-3445-0111

Nearby sites worth visiting

K-Star Road (Hallyu Stars Street) | Another tip for an interesting trip to Gangnam! "K-Star Road" refers to the Hallyu Stars Street, which brushes shoulders with famous destinations that are associated with Korean Hallyu stars, much like London's Abbey Road and Audrey Hepburn and the Spanish Steps. This road was created based on the favorite shops of Hallyu stars and entertainment management companies.

Apgujeong Rodeo Street | "Rodeo Street" is the nickname that young people seeking freedom in the early 1990s gave Apgujeong's fashion street, inspired by Rodeo Drive in Beverly Hills. Rodeo Street is densely packed with high-end fashion brands and shoe and bag stores. Many foreign brands test the waters of the Korean market by opening pilot stores here.



Dreaming of London's
Abbey Road,
the heart of Hallyu

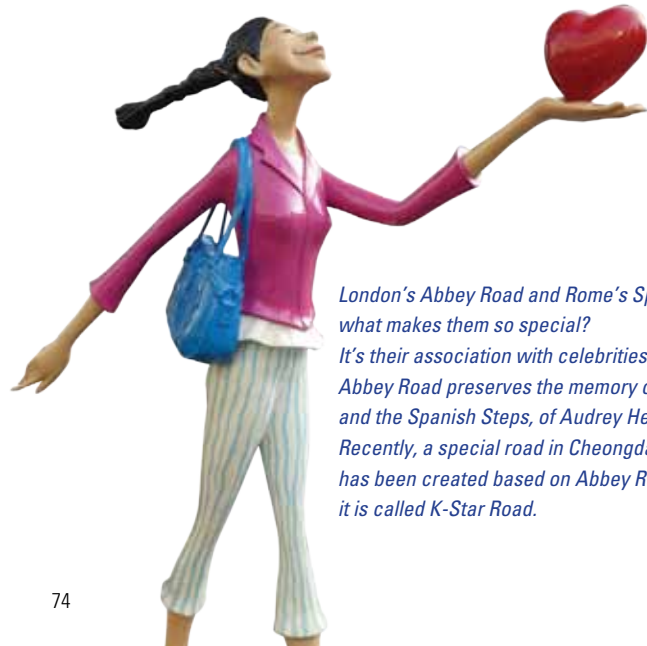
Cheongdam K-Star Road



Created in March 2014, K-Star Road is about one kilometer long, traversing Cheongdam-dong and Apgujeong-dong. With *hallyu* rapidly gaining popularity over the past few years, the road was created to provide a richer source of entertainment to domestic visitors and foreign tourists. Shops that are frequented by *hallyu* stars and the offices of major entertainment management companies can be found along this street.

There are several factors behind the creation of this street. The first is that most of Korea's major entertainment management companies were already located here. As such, many celebrities spend a lot of time this area, which means visitors may catch glimpses of them simply by sitting in a café. Cafés near the larger entertainment management companies are always filled with fans waiting for just such a chance. The second factor is that the area has excellent tourism infrastructure, featuring a department store, numerous fashion shops, and galleries.

One of the major attractions here is the handprints of many of Korea's top celebrities imprinted in the sidewalk. Furthermore, a total of 48 "Story Shops" have been selected based on celebrities' most memorable places and their favorite restaurants, and are marked with a bird-shaped symbol so that visitors can find them with ease. Photo-zone benches are installed along the street and guide books are available at the Gangnam Tourist Information Center and the Story Shops.



*London's Abbey Road and Rome's Spanish Steps—
what makes them so special?
It's their association with celebrities.
Abbey Road preserves the memory of The Beatles,
and the Spanish Steps, of Audrey Hepburn.
Recently, a special road in Cheongdam and Apgujeong
has been created based on Abbey Road;
it is called K-Star Road.*



SM Entertainment.
Girls' Generation and Super Junior
are affiliated with SM.

JYP Entertainment.
2PM and Wonder Girls are affiliated with JYP.



K-Star Road was established based on the appeal of the special fashion district in Cheongdam and Apgujeong. It is a place where visitors can enjoy sightseeing, partying, and entertainment all in one place.

K-Wave Experience Zone

The K-Wave Experience Zone at the Gangnam Tourist Information Center is where visitors can literally see, hear, and touch *hallyu*, the Korean wave. They can watch unreleased videos of *hallyu* stars on touchscreens and try on clothes that were worn by stars when filming Korean dramas.



K-Star Road symbol

Junho and Chansung of K-pop boy band 2PM greet fans at the subway station.



Handprints of Han Seung-yeon of the K-pop girl band Kara



Finding the Alley



Alley Tour Tip

By subway: Exits 1 to 6 of Apgujeong Rodeo Station on the Bundang Line
By bus: #143, 145, 240, 352, or 440
Gangnam Tourist Information Center
(kr.tour.gangnam.go.kr)
Inquiries: 02-3445-0111

Nearby sites worth visiting

Horim Art Center (www.horimartcenter.org) | A place that allows visitors to experience the beauty and uniqueness of Korean art, the Horim Art Center displays traditional cultural heritage pieces and relics that are representative of ancient Korean art, such as earthenware, ceramics, paintings, and metal crafts. The center's impressive exterior was designed based on a ceramic and comb-pattern pottery motif.

Dosan Park | Dosan Park was created in honor of Dosan Ahn Chang-ho, a Korean independence activist during the period of Japanese occupation. It enshrines the tombs of Ahn and his wife, Lee Hye-ryon, and features a statue and memorial hall. It is a popular filming location for movies and dramas.

History lives on in the
tree-lined walls

Jeongdong-gil

*Modern and contemporary
history of Korea
is filled with many stories
but also painful memories.
Jeongdong-gil, crossing through
the center
of modern-day Seoul,
is a modern alley that has
embraced the long history of
Korea.
The beautiful ginkgo trees lining
the street are a wonderful touch.*



Jeongdong-gil is a one-kilometer road that runs from Daehanmun Gate, the main gate of Deoksugung Palace, to Sinmun-ro. Its name comes from Jeongneung, the royal tomb of Queen Sinduck, the second wife of King Taejo (r. 1392-1398), the first king of Joseon.

This street manages to tie nature and history together. The ginkgo trees lining the street change color with the seasons, and the modern architectural red-brick structures still display remarkable elegance and grace despite the passage of time.

With the nearby palace walls acting like a shield, the area naturally developed into a residential area for royalty and bureaucratic *yangban*. Also, the establishment of legations of western countries during the late 19th century led to the concentration of western-style educational institutes and religious buildings in the area. Ewha Girls' High School, Changdeok Girls' Middle School, and Paichai Hakdang School, a boys' school founded by the missionary Henry Appenzeller in 1885, are all located in Jeongdong, as is Chungdong First Methodist Church, the first Protestant church in Korea, and Jeongdong Theater, one

Jeongdong-gil and Deoksugung
Palace seen from Jeong-dong
Observatory



of Korea's most renowned theaters. Numerous media companies, such as the Independent Newspaper, were also situated here, as was the Russian legation, where King Gojong took refuge after Queen Min was murdered by the Japanese.

In 1999, the two-lane road was reduced to a single lane to make it more convenient for pedestrians, and the road was designed to prevent cars from speeding. These characteristics make it a very popular road on any day of the year.



Saint Francisco Education Center

Jeongdong-gil is a particularly unique place in spring and fall, when performances are held on the streets, and the Seoul Museum of Art holds a special exhibition. In 1999, it was selected as the number one "Pedestrian-Friendly Street," and in 2006, it ranked number one in the "Top 100 Beautiful Roads of Korea."



Chungdong First Methodist Church



Festivals are held along Jeongdong-gil when the weather is fine.

Jeongdong Culture Festival in the fall

Every year, around October, when the ginkgo leaves change color, the Jeongdong Culture Festival is held here. All of Jeongdong-gil, including the Seoul Museum of Art and Deoksugung Doldam-gil (Stone-wall Road), is transformed into a stage for the festival. The program includes performances by top K-pop stars and various events in which tourists can take part, such as a treasure hunt and face painting.



Jeongdong Theater, one of Korea's most important theaters



The east building of Paichai Hakdang School, a boys' school founded in 1885, is now home to the Seoul Museum of History.



Alley Tour Tip

By subway: Exit 1 of City Hall Station on Subway Lines 1 and 2
By bus: #103, 150, 401, 402, or 1711
Jung-gu Culture & Tourism (tour.junggu.seoul.kr)
Inquiries: 02-3396-4114

Nearby sites worth visiting

Seoul Museum of History (www.museum.seoul.kr)

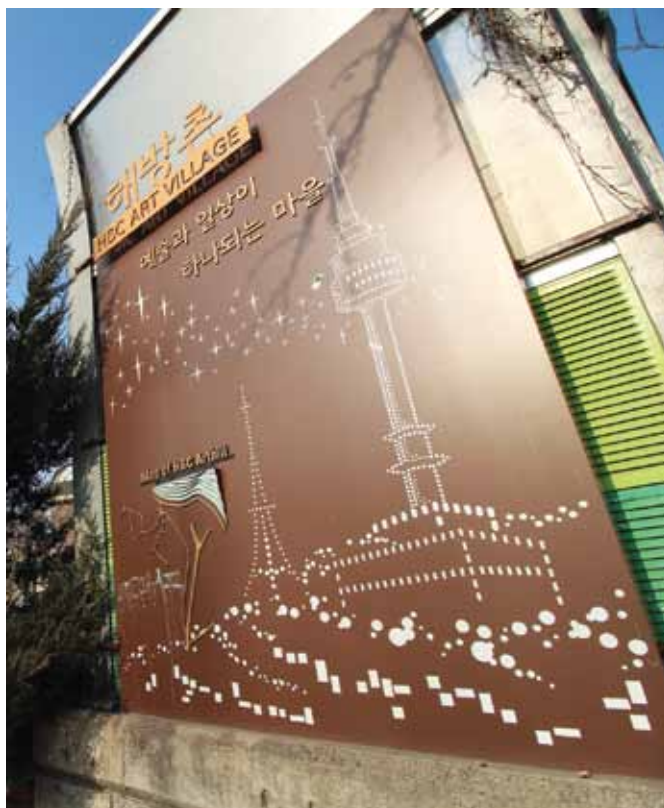
The Seoul Museum of History shows visitors a chronology of Seoul, from its founding to its modern development. It proudly presents diverse content that is more impressive than that of any other city museum. Also, its exhibitions are focused on the life and culture of the people that lived in Seoul during the Joseon period.

Gyeonggyojang | This is the private residence of Kim Koo (pen name "Baekbeom"), a politician, independence leader, and the last premier of the Provisional Government of the Republic of Korea. Registered as Historical Site No. 465, it is located in Pyeong-dong, across from Sinnun-ro. It was used as a gathering place when Kim Koo was leading the movement to build a new country, and was called "Seodaemun Gyeonggyojang." It was also the place he was assassinated by Ahn Doo-hee.

A transformed former
refugee center

Haebangchon Street

*Haebangchon still preserves
some remnants
of the Japanese colonial period
and the Korean War.
Here, the heartbreaking
lives of refugees
have left their mark.
But a new trend is
rising, and the winds of change
are helping heal the wounds
of Haebangchon's past.*



Steep stairs and sloping
roads are defining
characteristics
of Haebangchon.

Haebangchon is located
to the south of
Namsan (Mountain).



Haebangchon is a district of Yongsan-gu, with Yongsan High School situated to the east, and N Seoul Tower to the north.

The Haebangchon area was taken over by the U.S. army after Korea's liberation, but it failed to maintain order. One by one, internally displaced people started to settle down here, followed by people repatriated after liberation, escapees from the North, and war refugees.

These displaced people occupied the official residences of the Japanese army until the U.S. army military government ordered them to vacate. They then moved to an area nearby and built huts, where they lived in great hardship.



Many signs around Haebangchon feature English.

However, this area began
to turn around after 2010.

Young people are now drawn to the peculiar attractiveness of Haebangchon, where restaurants serve delicious food and nice coffee shops have popped up all over the place. Today, the alleys are filled with crowds on both weekdays and weekends.

The traces of this area's past can still be found up on the hills, where, after the 1960s, many residents here made a living knitting and sewing. At one time, they produced more than 30 percent of the nation's knitwear.

With the U.S. army base in the vicinity, a foreign atmosphere has spread over the area. Almost all signs feature English, and people of diverse ethnicities can be seen walking the streets of the neighborhood.

Haebang Presbyterian Church,
the landmark of Haebangchon,
is visible at the back.





A foreign atmosphere is prevalent.

Another Alley, Another Ambience

Haebangchon is also accessible from Sookmyung Women's University Station on Subway Line 4 by taking the exit that leads in the direction of the hillside of Huam-dong. Unlike the foreign atmosphere of the Noksapyeong side, the original atmosphere of Haebangchon can be felt here.



Small changes are taking place everywhere.



108 Haneul Stairs of Haebangchon



Finding the Alley

Alley Tour Tip

By subway: Exit 2 of Noksapyeong Station on Subway Line 6
By bus: #143, 401, 402, 405, or 406
Yongsan Culture, Sports and Tourism
www.yongsan.go.kr/site/ct
Inquiries: 02-797-7319

Nearby sites worth visiting

Seoul Central Masjid | The Seoul Central Masjid is the first mosque in Korea. It features architecture in the typical medieval European style, which is quite rare in Korea. Also, there is a madrasah, an educational institution for Muslim children, and an Islamic cultural center on the premises.

Yongsan Family Park | Yongsan Family Park was originally the golf course of the U.S. military base. However, the land was turned into a park, comprising a four-kilometer walking and jogging trail, Taegukgi Park, and Lawn Plaza. The park boasts a dense forest of some 15,000 trees of a total of 80 different types.



The Korean Silk Road

Gwanghui-dong Central Asia Street



The Silk Road may seem far away and from another time, but in Seoul, you can experience it indirectly. In Gwanghui-dong, near Dongdaemun History & Culture Park Station, the Mongol, Uzbek, and Kazak residents of Seoul have formed a community. In the signboards, various spoken languages, and people of diverse ethnicities, there is a hint of the sandy scent of the desert in this area.



Inside a restaurant in Gwanghui-dong

A small community has been established near Dongdaemun History & Culture Park Station where foreigners from all over the world, especially Mongolia, Russia, Uzbekistan, Kazakhstan, and Tajikistan, live together. The main reason they gathered in this one area is because of the establishment of Korea-Russia diplomatic relations in 1990. After the agreement to establish diplomatic relations was reached, many merchants from Russia flocked to this neighborhood, rapidly transforming it into a residential area for Russians, and then later for Central Asians and Mongolians.

The fascinating letters found everywhere throughout Central Asia Street are the Cyrillic letters used in Russia and Central Asia, making the stores with Korean signboards seem out of place. Some 150 shops with links to Central Asia are located in the area.

Mongolians account for the largest percentage of foreigners here. The bank situated at the entrance of the alley operates on weekends for Mongolian customers only. Moreover, the entire tenth floor of the New Kumho Tower building, dubbed "Mongol Tower," is occupied by Mongolians. As of 2012, there were some 4,500 Mongolians living in Seoul. Considering that about half of Mongolia's population lives in the nation's capital, Ulaanbaatar, while the rest lead nomadic lives in other parts of the country, Gwanghui-dong is second only to Ulaanbaatar in terms of the number of Mongolian residents.



Words on clothing stores are in Russian as well.

Dolls frequently found in Central Asia displayed on a shelf



Cyrillic is more common than Hangeul on Central Asia Street.

How far is it to Mongolia?

At the entrance of Central Asia Street, a sign illustrates the distances to different countries. The distance and direction to Kazakhstan's capital, Astana; Iraq's capital, Baghdad; Russia's Lake Baikal; and Kyrgyzstan's capital, Bishkek, are written in Korean, English and Cyrillic. It is 5,126 kilometers to Uzbekistan's Samarkand, 1,996 kilometers to the Mongolian capital of Ulaanbaatar, and 7,250 kilometers to Baghdad.



A popular meat pie in Central Asia. Thin layers of pastry are arranged and cooked with layers of minced lamb and vegetables.



Grilled kebab is an all-time favorite among Central Asians.

Finding the Alley

Alley Tour Tip

By subway: Exit 8 of Dongdaemun History & Culture Park Station on Subway Lines 2, 4, and 5

By bus: #105, 144, 152, 261, or 301
Jung-gu Office (www.jungu.go.kr)

Inquiries: 02-3396-4114

Nearby sites worth visiting

Cheonggyecheon Shanty Town Experience Zone

A place where we can experience life in the 1960s and 70s, when our parents were young, the Cheonggyecheon Shanty Town Experience Zone sells household supplies and toys that were common in those days at low prices and offers visitors the chance to play *ttakji-chigi* (slap-match) and old arcade games and make dalgona, a popular candy at that time.

Hullyeonwon Park | Located in Euljiro 5 (o)-ga, Hullyeonwon Park was established on the former site of an institute that used to train soldiers in martial arts and conduct large-scale strategy and battle formation drills. Pursuant to the Korea-Japan Treaty of August 1907, the Korean army was dismantled and, accordingly, the training institute was closed down.





Sightseeing Alleys

- Bukchon Hanok Village / 92
- Jongno Seochon Village / 96
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- Yeji-dong Watch Shop Alley / 116
- Mullae-dong Shearing Alley / 120
- Hongje-dong Gaemi Maeul (Ant Village) / 124
- Changsin-dong Cliff Alley / 128

Seoul's most *Korean*
neighborhood

Bukchon Hanok Village



Bukchon Hanok Village is a traditional neighborhood that represents not only Seoul but all of Korea.

As a popular tourist destination, it is widely known among foreigners, and its fame is well-founded.

No other neighborhood is better suited to offer experiences of the true Korean spirit and present the country as it was in days long past.

Located among Gyeongbokgung Palace, Changdeokgung Palace, and Jongmyo, Bukchon is the area of Seoul that contains the most *hanoks*. Its many historical and cultural heritage sites and wealth of folk content make it like a "street museum" in Seoul.

As the heart of Hanyang (former name of Seoul), Bukchon was ideally located according to the principles of *feng shui*, featuring deepening valleys to the north and relatively smooth slopes to the south, stretching to Cheonggyecheon.

As such, it became home to the more influential families of the time. According to the family register of 1906, the *yangban* and bureaucrats accounted for 43.6 percent of Bukchon's population of 10,241.

Gaehwapa (reformist) leaders Park Young-hyo, Kim Ok-gyun, and Min Dae-sik and many independence activists lived here as well.

However, the rapid loss of *hanoks* to new multiplex housing units changed Bukchon's landscape so much that in 1999, a policy was established to help preserve and restore the Bukchon area. It was a voluntary *hanok* registration system that enabled residents to accommodate the demands of modern life while assisting them in the repair and management of their *hanoks*.

In addition to its five historic sites, four folk materials, three tangible cultural heritages, and one cultural property, Bukchon is home to Gyeongdong-gil, Seokjeong's Boreum Well, and the site of Gwanghyewon, Korea's first modern hospital. Joonggangtang, Korea's first bathhouse, is also located here. The finest examples of *hanok* can be found in Gahoe-dong 11, 31, and 33.

Numerous *hanoks* can be found in Bukchon Hanok Village.





Colorful flowers adorn the roof tiles of *hanoks*.



Gyeongdong-gil is still as it was 250 years ago.

Crafts made by masters

Places worth visiting

Gyeonggongjang Workshop
“Gyeonggongjang” refers to masters of traditional crafts, including royal cuisine, knots, embroidery, and the daegeum (wind instrument from seventh-century Shilla). Gyeonggongjang Workshop is open to the public, allowing visitors to see how masters create their works.

Bukchon Traditional Culture Center
This culture center provides more detailed information on Bukchon. It is housed in a building that not only maintains the original form of a *hanok*, but is furnished with a wealth of materials that promote the history and value of Bukchon.

Finding the Alley



Alley Tour Tip

By subway: Exit 2 of Anguk Station on Subway Line 3

By bus: #151, 171, 172, 272, or 7025

Bukchon Hanok Village (bukchon.seoul.go.kr)

Inquiries: 02-2148-4160

Nearby sites worth visiting

Korea Buddhist Art Museum (www.kartm.co.kr)

A museum exhibiting Buddhist and traditional art from home and abroad, this art museum features Buddhist paintings, statues, and crafts from the Joseon era that have been recognized for their sophisticated artistic techniques. The museum helps visitors understand the standard of Buddhist art during the Joseon era.

Jeongdok Public Library (jdlib.sen.go.kr) | Located on Bukchon-ro 5-gil, Jeongdok Public Library was originally the site of Kyunggi High School, but was transformed into a public library in 1977 after Seoul City took it over in 1976. It is famous not only as a library but for its grounds, furnished with a fountain and waterwheel. It was a filming location for numerous movies, including *No Manners* (2002) and *Heartbreak Library* (2008).

A place for the people
located west of the Palace

Jongno Seochon Village

Located to the west of Gyeong-
bokgung Palace,
Seochon bears some similarities
to Bukchon,
but its atmosphere is quite
different.
This is a neighborhood for
regular citizens.
Its regional characteristics
have created a unique
atmosphere
and helped preserve
how ordinary people once lived.



Seochon refers to the area west of Gyeongbokgung Palace, while Bukchon is a neighborhood in the north. However, Seochon is not so easy to find. There are few signs to guide visitors, and with even locals unfamiliar with the name "Seochon," taxi drivers will only understand where you want to go if you also mention, "Near Hyoja-dong."

In Seochon, there are scores of old alleys and buildings, and the locals are somewhat more relaxed. There are not as many *hanoks* as there are in Bukchon, but the lack of tall buildings gives it a charming, quaint look. As it has become a more popular tourist destination over the past few years, more cafes and clothing stores have opened in Seochon, including a few famous coffee franchises, but the atmosphere remains quite "rural," adding to Seochon's charm and making it a popular filming location for numerous productions, including the film *Architecture 101* (2012).



A chair in front of a store. Many such chairs for passersby can be found in Seochon.



During the Joseon era, Seochon was home to many painters, including landscape painter Jeong Seon and artist Lee Jung-seop during the modern period. Inwangsan (Mountain) hovers in the background of this neighborhood, giving birth to the scene depicted in the painting *Inwang jesaekdo*, which is National Treasure No. 216. Painter Pak No-soo, the maternal grandfather of actress Lee Min-jeong, was also a Seochon resident. The painter's house, dubbed the "Secret Garden," has recently been reborn as the Jongno Pak No-soo Art Museum.

As Seochon is located near Cheongwadae, large redevelopment projects and the construction of tall buildings are not permitted here. In the past, this caused dissent among the locals, but now, it is regarded as a means of preserving the tradition, memories, and unique ambience of this neighborhood.

For example, Seoul's oldest secondhand bookstore, Daeha Bookstore, has not changed in the last 60 years, and Hyoja Bakery has been supplying bread to Cheongwadae for more than two decades. At the famous Tongin Market, visitors can purchase brass coins called *yeopjeon* (KRW 500 each) at the entrance, and use them to buy food at most of the shops inside the market.

Finding the Alley



Korea's oldest secondhand bookstore, Daehoe Bookstore.

Top 5 Recommended Seochon Tour Routes

- Route 1 : Gyeongbokgung Station ▶ Daelim Museum ▶ Boan Inn ▶ Gyeongbokgung Art Hall
- Route 2 : Gyeongbokgung Station ▶ Daehoe Bookstore ▶ Tongin Market ▶ Former site of Jasugung Palace
- Route 3 : Gyeongbokgung Station ▶ House of Hong Jong-mun ▶ Paiwha Girls' High School Residence Hall ▶ Pirundae
- Route 4 : Village Bus Stop ▶ Seochon Neighborhood Society ▶ Tibetan Museum ▶ Suseong-dong Valley
- Route 5 : Gyeongbokgung Station ▶ Palais de Seoul Gallery ▶ Original site of Songseokwon (Society of poets) ▶ Gyeongbokgung Station



House of painter Pak No-soo



Hyoja Bakery supplies bread to Cheongwadae.



At Tongin Market, located at the entrance to Seochon, visitors can buy food with brass coins called *yeopjeon*.

Alley Tour Tip

By subway: Exit 4 of Gyeongbokgung Station
on Subway Line 3
By bus: #171, 272, 606, or 706
Jongno-gu (tour.jongno.go.kr)
Inquiries: 02-2148-1114

Nearby sites worth visiting

Gyeonghuigung Palace | Sukjong (19th king of Joseon, r. 1661-1720) and Gyeongjong (20th king of Joseon, r. 1688-1724) were born in this palace. It is also where kings Sukjong, Youngjo, and Sunjo and queens Inheon and Inseon died, and where kings Gyeongjong, Jeongjo, and Heonjong ascended the throne. It is one of Seoul's five major palaces, along with Gyeongbokgung, Changdeokgung, Changgyeonggung, and Deoksugung.

Yu Gwan-sun Memorial Hall (yugwansun.cheonan.go.kr)
Founded in 1974 to honor the independence activist Yu Gwan-sun, this memorial is located near Ewha Girls' High School. The memorial displays photos and the personal possessions of the young activist, who was a student of Ewha but died in prison at the age of 18 for leading independence demonstrations. On the school grounds is a statue of Yu Gwan-sun as well as the site of the well where she used to do her washing.



**Masters' dedication to art
for a single person**

Seongsu-dong Handmade Shoes Street

*A person must use both hands
industriously
to complete a single task.
Handmade shoes
are special because
they are made one at a time,
but what makes them even more
appealing
is their uniqueness.
Handmade Shoes Street is
a "street of masters" created
through
an aggregation of craftsmanship.*



The ShoeShoe Market
is held every weekend.



A pair of red heels for women

In the 1990s, handmade shoe stores from around the city began moving to Seongsu-dong in search of lower rent. At the time, the head office of Kumkang Shoes, the largest shoe producer in Korea, was located in the area. After the Asian Financial Crisis of 1997, even more companies and factories moved here.

Today, Handmade Shoes Street is home to more than 500 shoe-related companies. There are 217 stores selling finished women's shoes, 110 distributors of subsidiary materials, and 102 intermediate processing companies, which is why this area has become known as the hub of handmade shoes in Seoul.



Handmade Shoes Street is home to everything
related to shoes, from leather workshops to
shoe stores.

In the area surrounding Exits 3 and 4 of Seongsu Station, there is an alley specifically for finished products, and another for subsidiary materials, such as accessories and heels. It is also home to Seongsu SSST, the driver behind the revival of Handmade Shoes Street. The Seongdong Footwear Association, comprised of shoemakers operating in Seongdong-gu, opened a joint sales platform called "SSST" in 2011 to vitalize sales channels. Within seven months of its launch, SSST recorded revenues of KRW 500 million, and was designated an "Excellent Village Company" by the Ministry of Interior.

In 2014, an exhibition space called "SHOESPOT Seongsu" was created at SSST in an effort to revive the local commercial district and promote handmade shoes. Displaying the history of handmade shoes in Korea, the shoe-making process, and a map of Handmade Shoes Street, SHOESPOT Seongsu is a truly fascinating exhibition.

Finding the Alley



Shoe Design Work Order

Work orders are also known as measurement papers or product requests. In the past, the techniques used to make hand-made shoes were handed down via rough notes or orally by masters, but today, there is a recording system. As mass production became universal, shoemakers began using a table in which they recorded the sizes, quantities, and models of the shoe orders they received.



Shoe-related themes decorate the street.



A master working on a shoe



Shoe-related murals

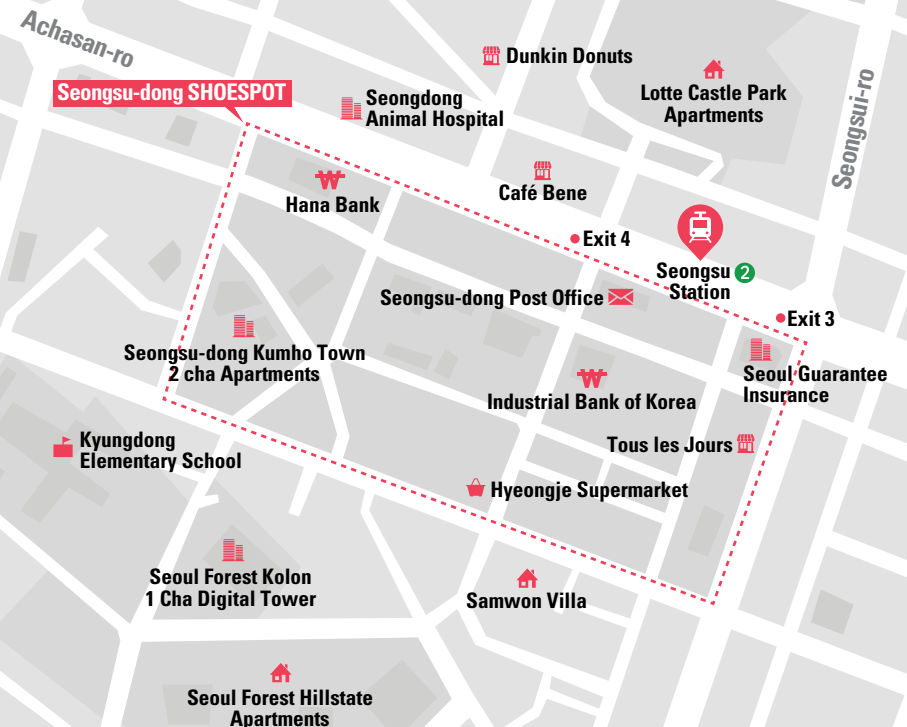
Alley Tour Tip

By subway: Exits 3 and 4 of Seongsu Station on Subway Line 2
By bus: Seongdong 10, N62, 2016, or 2224
Seongdong-gu Office (www.sd.go.kr)
Inquiries: 02-2286-5114

Nearby sites worth visiting

Konkuk University Lamb Kebab Alley | Near Konkuk University Station is Lamb Kebab Alley, which was formed by Korean Chinese migrant workers. Although most of the store owners are from China, most of the customers are Korean. Not only is the area home to delicious lamb kebabs, but it is becoming an important venue for exchange between Korea and China.

Seoul Forest (parks.seoul.go.kr/seoulforest) | Seoul's greatest forest park comparable to New York's Central Park, Seoul Forest is a huge forest that covers 116 hectares and was created as part of the redevelopment of Ttukseom. Major attractions of the forest include the elk and Formosan deer that are kept here.



An alley where
Hani still runs

Myeong-dong Jaemiro



"Fearless Baseball Team", "Run, Hani", "Misaeng", "Love Story", or "Le Grand Chef"...

You can guess someone's age by the choice of their favorite comic book.

For example, "Taekwondo Kids Maruchi Arachi" is popular among the older generations, while "Run, Hani" is preferred by the younger generations.

Comic characters create strong bonds between fans.

As they adorn this alley, the comic book characters of old show that they are still in their prime.

Myeong-dong Jaemiro is Seoul's most "childlike" alley.

Street of *Manhwa* in front of Exit 3 of Myeongdong Station. On the top of the Jaemiro signboard, characters of Park So-hee's *Gung*, which was also produced as a drama series, look down on people as they pass by.



on this street include five *manhwa* culture stations: "Sangsang Park" in front of Exit 3 of Myeongdong Station; "Manhwa Samgeori" in front of the Pacific Hotel; "Sayeon Post Office" where artists incorporated the stories of citizens on the walls of a public parking lot; "Jaemi Sports Ground" in a convenience store parking lot; and "Manhwa Hill" on Namsan Ongbyeok (retaining wall).

Jaemiro can be seen from Exit 2 or 3 of Myeongdong Station. Walk toward Namsan from the exit until you come to a fork in the road at the Pacific Hotel; it is the alley on the left. At the entrance, the *manhwa* *Tower of God* by SIU never fails to fascinate passersby. As you continue uphill, you will spot more familiar *manhwa* characters—Hani in a race with Na Ae-ri, Dooly from *Dooly*, the *Little Dinosaur*, and Kaonashi, the cute spirit from *Spirited Away*.

Jaemirang, a multi-purpose cultural space and platform for communication between artists and fans, hosts special exhibitions by Korea's major *manhwa* artists and sells a variety of character-related products. It is open from 9 a.m. to 6 p.m., and admission is free, but it is closed every Monday and on national holidays.



Finding the Alley



Manhwa culture space “Jaemirang,” is the main facility of Jaemiro. It holds *manhwa*-related exhibitions and houses an open library with no admission fee. During school holidays, it is crowded with young students.

Find the QR codes!

By scanning the QR codes installed throughout the street, smart phone users can access more detailed information on Jaemiro via Jaeminan.com.



Walls along the street are filled with characters, making the entire alley a perfect place for photographs.

The signboards featuring *manhwa* characters are quite impressive.

Alley Tour Tip

By subway: Exit 3 of Myeongdong Station on Subway Line 4

By bus: #104, 421, 463, 507, or 604

Seoul Animation Center (www.ani.seoul.kr)

Jaemirang on Facebook (www.facebook.com/zaemirang)

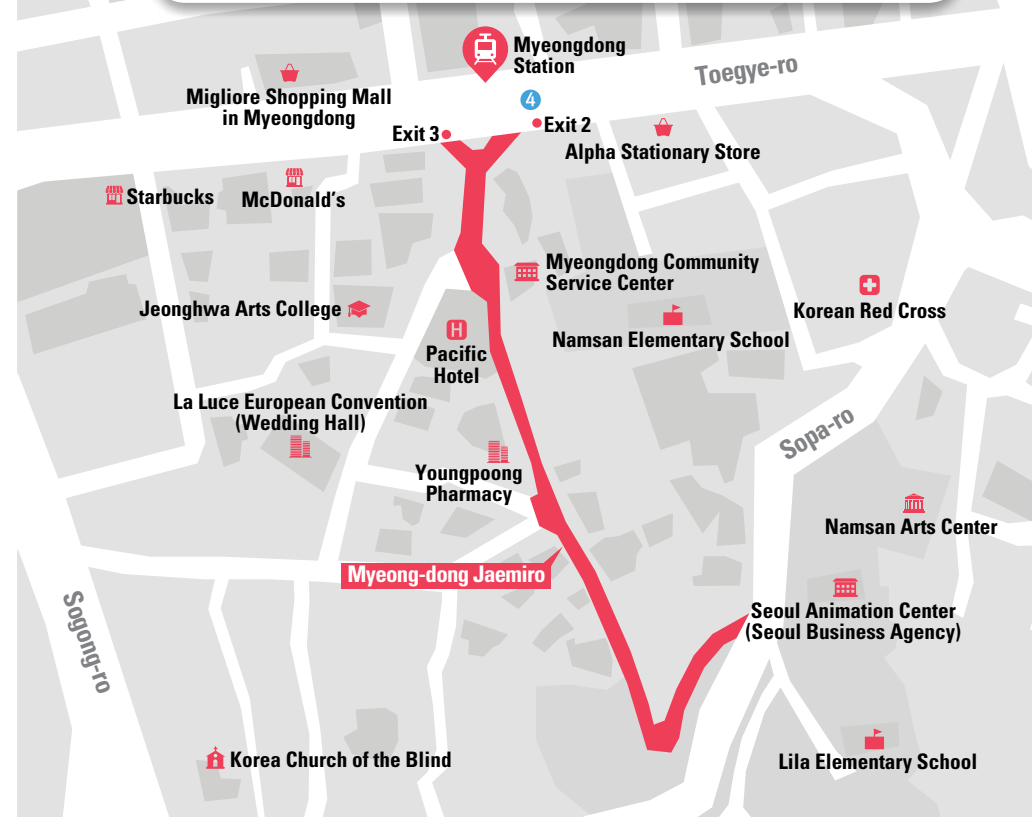
Inquiries: 02-779-6107

Nearby sites worth visiting

Seoul Animation Center (www.ani.seoul.kr) | The Seoul Animation Center, where Robot Taekwon V stands guard, is a paradise for the young at heart, filled with characters such as Pororo, the Little Penguin, Dooly, the Little Dinosaur, and Pukka. It hosts diverse exhibitions and experience-based programs that focus on characters from domestic *manhwa* and animations. The center’s rooftop garden was featured as the house of Han-sung (played by Lee Sun-kyun) in the MBC drama series, *The 1st Shop of Coffee Prince*.

Love Locks and N Seoul Tower Observatory

(www.nseoultower.com) | With the enormous popularity of SBS drama series *My Love from the Star*, N Seoul Tower has become a must-see destination for Korean drama fans. Visitors feel as if they are walking in the shoes of heroine Cheon Song-yi (played by Jun Ji-hyun) as they click their love locks in place and indulge themselves in relaxation and the romantic view of the city from N Seoul Tower Observatory, which offers a 360 degree panoramic view of Seoul and Seoul City Wall.



**A neighborhood
revived by comics**

Gangpul Cartoon Alley

Gangpul Cartoon Alley is an example of how one person can change an entire neighborhood.

Popular webcomic artist and local resident, Gangpul, dedicated to the neighborhood not only his comics but also his love and affection. The once quiet neighborhood is now becoming a major attraction in Gangdong-gu.



Gangpul Cartoon Alley was created in 2013 as part of a project to revitalize the alleys of Seoul.

Many of the backgrounds of Gangpul's comics are based on actual photographs, most of which are of places in Gangdong-gu, including the hill the handcart climbs up in *I Love You* and the elevator of the apartment building in which the boy and school girl meet in *Love Story*. The artists and students of the Sunsa High School Art Club began drawing pictures on the walls of the alley, and today, it has become Seoul's most popular "mural" neighborhood.



Main characters of *Love Story*

With the creation of the alley, more and more visitors began trickling into this quiet, run-down neighborhood. The change in the neighborhood is evident in the words of the docent here, "We have undergone many small changes. There is less trash on the ground, and the number of students who used to smoke in the alley has fallen significantly."

Some of Gangpul's works are quite intense, such as *Apartment* and *Neighbor*, but the most prevalent theme in his comics is "love." Passing by Small Star Café, where Sang-su and Hee-young worked in *Fool*, will take you to the last mural, *Donghaeng*, which is the Korean word for "to accompany." Through this picture, the artist delivers the message, "A society in which the most vulnerable and weak can live together and are respected, is a society worth living in."

Gangpul Cartoon Alley is easy to find. After a short walk from Exit 4 of Gangdong Station on Subway Line 5, you will see Kim Man-seok and Song Ee-peun (the hero and heroine of *I Love You*) welcoming you.





An elderly couple welcomes visitors.

Get help from the docent!

Gangdong-gu Office operates a program for visitors where a docent will accompany groups of more than three people and recount interesting and entertaining stories behind the comics as they tour the alley.

For applications: Urban Design Division of Gangdong-gu Office (02-3425-6133)



A picture adorns a dry cleaning shop.



A perfect place for a picture



A message from comic artist Gangpul

Finding the Alley

Alley Tour Tip

By subway: Exit 4 of Gangdong Station on Subway Line 5

By bus: #130, 341, 351, 370, or 3214

Gangdong Culture Portal
(culture.gangdong.go.kr)

Inquiries: 02-2148-1114

Nearby sites worth visiting

Historic Site in Amsa-dong, Seoul | A major historic site of the Neolithic period, this site features a dug-out hut in which ancient Koreans once lived. Comb-patterned pottery, plain earthenware, and other relics of Korea's Bronze Age are on display.

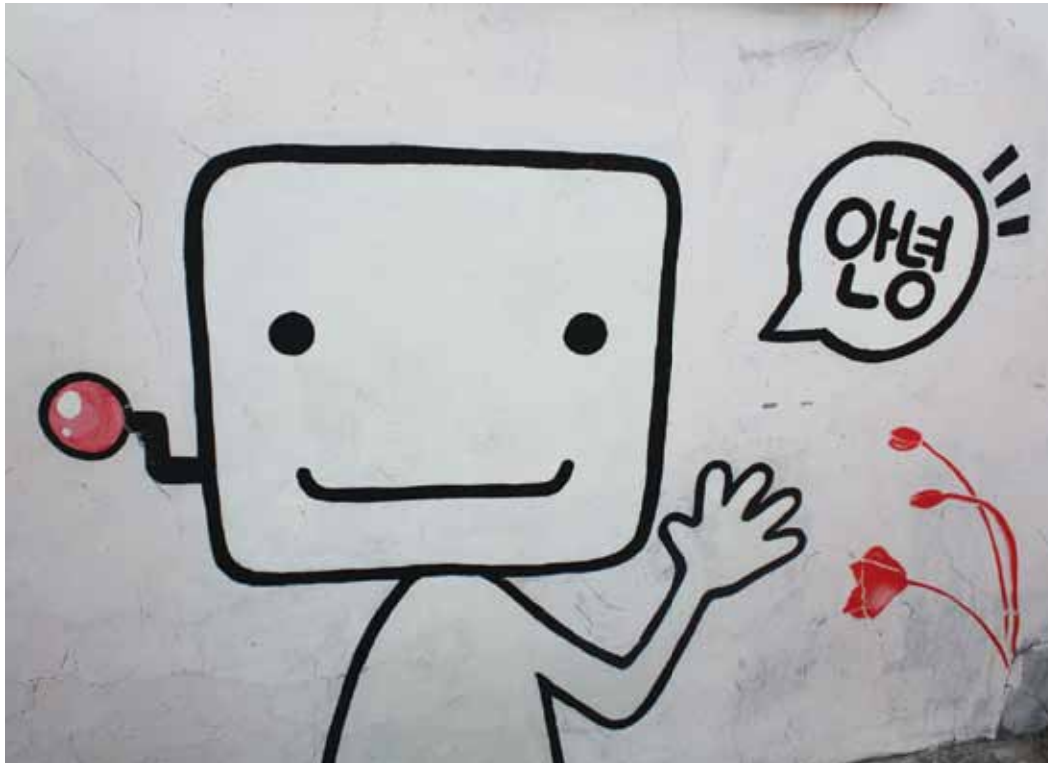
Olympic Park (www.olympicpark.co.kr) | A huge park in Songpa-gu covering 430,000 *pyeong* (equivalent to approximately 1.4 million square meters), Olympic Park was originally constructed for the 1988 Seoul Olympic Games, but today, it is used for various purposes, including sports, history, and education.



An alley of dreams

Ihwa
Mural Village

*Surrounding Daehak-ro's
Marronnier Park
are dozens of performance
theaters,
which stage works
that are not large in scale
but incredibly experimental,
achieving either great success
or great failure.
But, in the neighborhood that lies
behind this dynamic area,
time has stopped.
In Ihwa Mural Village,
residents live in harmony
with colorful murals.*



Murals and homes coexist as one.

Ihwa Mural Village is located between Hyehwa Station and Dongdaemun Station, just below Naksan Park. During the 1970s, this area was a manufacturing center, responsible for the production of most of the clothes, bedding, curtains, and accessories sold at Dongdaemun Market. However, after redevelopment plans were announced in early 2000, the sewing work dwindled, forcing residents to relocate elsewhere and taking the vibrancy of the neighborhood with them. Consequently, artists set out to revive the area. The Naksan Public Art Project was established by the Public Art Promotion Committee as part of the government's "Art in the City 2006" campaign, which sought to improve the appearance of poorly developed areas. Some 70 artists, including painter Han Jemma, took part in the project, painting pictures and installing structures in the area. Not only did they improve the appearance of the neighborhood but they collected and recorded the history of the neighborhood and the stories of its residents.

Befitting Seoul's first mural project, the size and subjects of the artworks are both distinctive and impressive. The paint-



ing of a rabbit, the wings of an angel, and the flower staircase are major works that have become synonymous with Ihwa Mural Village. From the nearby park, visitors can look down on the neighborhood and feel the refreshing mid-summer breeze.

Although Ihwa Mural Village has become a tourist destination, it is still home to ordinary people. Curiously, the murals seem to have always been there, growing old along with the elderly residents. When you lift your gaze from a mural, you will likely notice someone's front door nearby, making you realize that this is someone's home and prompting you quietly carry on.



Densely packed multiplex houses contrast starkly with the nearby skyscrapers.

Ihwa Mural Village Section of Seoul City Wall Trail



The Flower Staircase is the most popular mural here.

Help us preserve this neighborhood.

Since Ihwa Mural Village became a popular tourist destination, the residents have been suffering from violations to their privacy and interruptions to their livelihoods. To help keep both visitors and residents happy, please note the following:

1. Do not take photographs of the interiors of the homes.
2. Please keep the noise down and tour the village carefully.
3. Do not write or mark on the walls.
4. Do not litter.

Finding the Alley

Alley Tour Tip

By subway: Exit 2 of Hyeohwa Station on Subway Line 4
By bus: #102, 109, 710, or 2112
Jongno-gu (tour.jongno.go.kr)
Inquiries: 02-2148-1114

Nearby sites worth visiting

Changgyeonggung Palace | In 1418, King Sejong, the fourth king of Joseon, built this palace for the abdicated King Taejong. It was destroyed twice, once during the Japanese Invasion of Korea in 1592 and again during the rebellion by Igwal in 1624. It was restored to its current majestic beauty during the reign of King Injo, the 16th king of Joseon (r. 1623-1649). To the west of the palace is Changdeokgung Palace, while Jongmyo Shrine is found to the south.

Dongmyo Shrine | This shrine was built in honor of the third-century Chinese military commander Guan Yu, who appears in the *Records of the Three Kingdoms*. It was constructed during the 34th year of the reign of Seonjo, the 14th king of Joseon (r. 1567-1608) upon the request of the Ming Dynasty in return for assisting Joseon during the Japanese Invasion of 1592. Holding important historical value, it is a facility designed in the Chinese architectural style, in terms of its interior and decorations, and served as the venue for ancestral rites in the 17th century.



From cheap digital watches
to luxury watches
for wedding gifts

Yeji-dong Watch Shop Alley



"Oldie but goodie" is a term that refers to something that retains its value regardless of age. This perfectly describes Yeji-dong Watch Shop Alley, which has maintained its status for half a century. The skills of the masters have been preserved over time, and visitors can find all types of watches here, from plastic ones made in China to expensive Rolexes.



Watch Shop Alley sells a wide variety of goods, from cheap watches made in China to luxury brands.

Yeji-dong Watch Shop Alley began to take shape as watch and jewelry merchants near Cheonggyecheon (Stream) relocated here in the 1960s. In the 1970s and 80s, it was a popular place for soon-to-be-married couples to shop for engagement gifts. However, by the 1990s, these shops were largely forgotten due to the emergence of beepers and mobile phones, and many of the luxury watch shops moved to nearby department stores and Jongno Sewoon Square.

Yeji-dong Watch Shop Alley is located on the opposite side of Gwangjang Market and faces Cheonggyecheon (Stream). Take Exit 3 of Euljiro 4 (sa)-ga Station, walk for three minutes, and you will find the alley on your left. About 1,400 stores selling

clocks, watches, and jewelry are packed densely along a 200-meter section of the two-meter-wide alley.

In a single store, one can purchase a cheap digital watch for just a few thousand Korean won or a high-end watch, and as the merchants are wholesalers, the products here are cheaper than in other places. Luxury brand watches are 20 percent cheaper, and low- to-middle priced watches (around KRW 200,000) are up to 30 to 40 percent less than market prices. Also, Watch Shop Alley is a popular filming location for movies. In 2013, it appeared in *Cold Eyes* as the background of the scene where the killer, James (Jung Woo-sung), is pursued by Chief Hwang (Sol Kyung-gu) and police officer Ha (Han Hyo-joo).

Although the alley is not as prosperous as it was in the old days, many people come here to buy watches or have their watches repaired, as the shops still have a reputation for excellence in repairing clocks and watches based on decades of experience and the availability of all kinds of spare parts.



Entrance of Watch Shop Alley



Business is slow on weekdays, but it is a different story on weekends.



Both sides of the alley are lined with glass stands full of merchandise.

Sewoon Square, the brother of Watch Shop Alley

Located across the street and to the north of the alley, Sewoon Square is filled with stores that came from Watch Shop Alley. When the redevelopment of Yeji-dong gets fully underway, the remaining merchants in the alley will also move here.



The masters of Watch Shop Alley agree, "There is no watch we cannot fix."



All kinds of digital watches can be found here.



Watches fill the shelves.

Finding the Alley

Alley Tour Tip

By subway: Exit 3 of Euljiro 4 (sa)-ga Station on Subway Lines 2 and 5
By bus: #100, 104, 152, 202, or 261
Jongno-gu (tour.jongno.go.kr)
Inquiries: 02-2148-1114

Nearby sites worth visiting

Gwangjang Market (www.jkm.or.kr) | Opened in 1904, this is Korea's first permanent market. For more than a century, the market sold mainly materials for *hanbok* (traditional Korean clothing), curtains, and bedding, but these days, it has become more popular for its unique foods, such as *mayak gimhap*, *bindae-tteok* (Korean pancakes), and raw fish.

Jongmyo Shrine (jm.cha.go.kr) | A royal shrine housing the spirit tablets of the kings and queens of the Joseon Dynasty as well as of members of the royal family that did not ascend the throne. It was inscribed on the UNESCO World Cultural Heritage List in 1995, along with Haeinsa Temple's *Janggyeong Panjeon* (the *Depositories for the Tripitaka Koreana Woodblocks*) and Seokguram Grotto.



Art blossoms
in grey alleys

Mullae-dong Shearing Alley



The clanging of metal cutting machines, the strong scent of lubricant, and the traces of oil in the cracks of the pavement are evidence of the 50-year history of Mullae-dong Shearing Alley. Having been largely forgotten during the Asian Financial Crisis of 1997, tourists have suddenly begun seeking it out. The place is like a scene from an urban fantasy, making visitors feel like, at any moment, the Tin Man from "The Wizard of Oz" could appear, looking for a heart.



Mullae-dong Shearing Alley acquired its nickname due to its high concentration of large iron foundries, as "shearing" is a means of cutting metal.

The 1970s and 80s was a time of great prosperity for this place, when cargo trucks delivering iron plates would line up bumper to bumper from Mullae-dong all the way to Yeouido. After the Asian Financial Crisis in 1997, however, many of the large-scale iron foundries relocated to areas outside Seoul, and the area gradually became a slum.

The skyrocketing rent in Hongdae and Sinchon after 2000 led poor artists to seek a new place to set up their studios, and their attention was drawn to Shearing Alley. Since 2009, these artists have been painting on the walls of abandoned buildings and installing structures throughout the area. Now, it is called the "Wonderland of Seoul."

Murals and structures can be found scattered throughout the area. Artworks appear like magic along a dark staircase going down to a basement and on the rooftop of a billiard hall, making visitors feel as if they are on a treasure hunt.

In order to enjoy Shearing Alley to the fullest, it is best to visit on a weekend. Not only does this prevent visitors from interfering with the livelihoods of local residents, but it allows them to see the artworks painted on closed shutters.



Murals and art structures adorn the alley.

A map of Mullae-dong Art Village created with nuts and bicycle chains.



Before starting your tour of Mullae-dong Shearing Alley, please note the following:

Mysterious face mask structures

1. Take care not to interfere with the operations of the many active factories. Only take photographs after acquiring prior consent.
2. Danger lurks everywhere. Be careful!
3. Workrooms and offices are private areas, so please be polite when accessing them.
4. Many of the art works here have not yet been included in the guide, so have fun looking for them.



Art structures are everywhere in Shearing Alley, be it on the street or on rooftops.

A harmonious mismatch of cold metal materials and a performance poster.

Interesting stores can be found in the spaces between iron foundries, attracting crowds of young people.



Finding the Alley

Alley Tour Tip

By subway: Exit 7 of Mullae Station on Subway Line 2

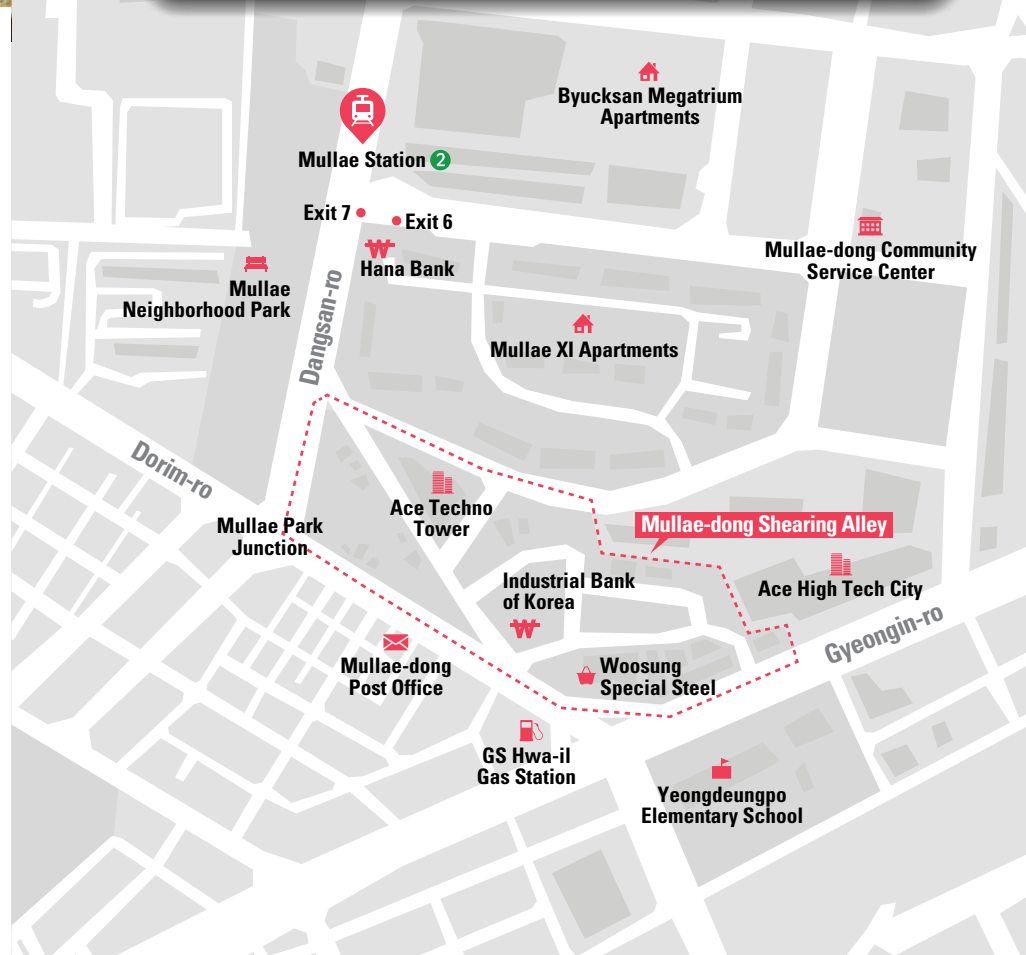
By bus: #6211, 6516, 6625 or 6650
Yeongdeungpo-gu Culture and Tourism Information website (tour.ydp.go.kr)
Ole? Mullae! Tour Information (tour.ydp.go.kr/Joy/)

Inquiries: Culture and Sports Division of Yeongdeungpo-gu Office 02-2670-3131

Nearby sites worth visiting

Seonyudo Park | Seonyudo is Korea's first "recycled" park and a former water purification plant. From Seonyudo, an arch-type pedestrian bridge, the view of Hangang River is breathtaking. At night, rainbow-colored lights transform the park, making it a popular destination along the river, particularly among photographers.

Yeouido Saetgang Ecological Park | Saetgang Ecological Park was created to transform Yeouido's Saetgang into an environmentally-friendly area that could be utilized as a nature learning center. The construction of the park has led to an increase in the diversity and distribution of flora and fauna, enhancing its appeal as a nature experience center. In order to protect the ecosystem, no stores nor streetlights have been installed.



Artists come together
to breathe life into
a mountain village

Hongje-dong Gaemi Maeul (Ant Village)



*The only gift artists could offer
this impoverished mountain village was art.
But the work they did in Hongje-dong
was absolutely transformative.
Ant Village is no longer considered inaccessible and backward,
but interesting and attractive.*

The mural that signals
the beginning of the street.



Gaining its nickname from the ant-like industrious, hard-working nature of its residents, Ant Village was formed by internally displaced people after the Korean War. Decades have passed since then, but the village remains impoverished, with most residents employed as day-workers or receiving welfare.

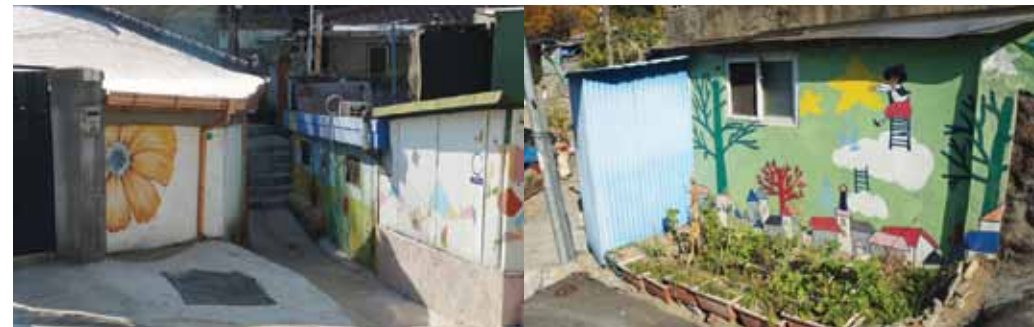
The village is also home to countless elderly people living alone, and is often mentioned in newspapers as a village where volunteers go to conduct year-end charity work. But, after a recent visit by a large group of students, a spark of life was ignited here.

The murals in the village are the result of the "Shining Harmonic Village" project, jointly carried out by Kumho Engineering and Construction and Seodaemun-gu in 2009. A group of 128 volunteers from numerous universities in Seoul painted 51 murals throughout the area. Now, when visitors step into the village, they feel as if they have walked into a movie studio.

Having retained the appearance of Seoul as it was in the 1970s, Ant Village is one of the city's remaining poor hillside areas. However, now the village is known for its murals, and the vibrant colors applied to its 1970's facade have created an atmosphere unlike any other. The themes of the murals are truly diverse. Visitors will encounter a "cool" celebrity dog demanding to be paid for modeling as well as paintings of sunflowers in full bloom. Public transportation to the village is reasonably convenient, and its proximity to Inwangsan (Mountain) makes it an excellent place for a date or simply taking photos.

The murals have become an integral
part of the village, as if they had
always been there.

A charming flowerbed and mural





A celebrity dog demanding a modeling fee



Interesting phrases decorate this staircase.

Even the bus stop became a canvas.

The family movie *Miracle in Cell No. 7* (2012)

Ant Village served as the backdrop for the film *Miracle in Cell No. 7* (2012), which was a tremendous box office hit, recording 12 million viewers. The most heart-wrenching scene was filmed at the bus station next to the small store. This was where Yong-gu (Ryu Seung-ryong) sporting a bowl cut used to greet Ye-sung (Kal So-won), and also where Ye-sung waited for her father, who never returned.



Miracle in Cell No. 7 (2012) was filmed here.

Finding the Alley

Alley Tour Tip

By subway: Exits 1 and 2 of Hongje Station on Subway Line 3
By bus: Seodaemun 07
Seodaemun-gu Office (sdm.go.kr)
Inquiries: 02-330-1300

Nearby sites worth visiting

Hongjimun Gate | A gate built during the reign of King Sukjong (1674-1720) of Joseon to defend Seoul City Wall, Hongjimun was the gate to Tangchundaeseong, the fortress that connected Seoul City Wall and Bukhansan Fortress, until it collapsed during a flood in 1921. It was later rebuilt in 1977 under the administration of President Park Chung-hee.

Inwangsan (Mountain) | Inwangsan is located on the boundary between Jongno-gu and Seodaemun-gu. As one of Seoul's "guardian mountains," it protected the west side of Seoul during the Joseon period (with Bugaksan to the north, Namsan to the south, and Naksan to the east) and was notorious for the tigers roaming its slopes.



Memories of contemporary
and modern times spread
out below the cliffs

Changsin-dong Cliff Village



On the outside, Changsin-dong looks so rundown and worn out that visitors will be surprised to find such a neighborhood in Seoul. But the alleys of Changsin-dong are rich in both history and culture. With its Cliff Village, which is located on a strange-looking cliff that was once a stone quarry supplying stone for the construction of the Japanese General Government Building in Seoul, and Sewing Alley, which served as the production base of Dongdaemun Market, time has stopped in this neighborhood, full of the pain and memories of contemporary and modern Korean history. But, instead of being consumed by development, a journey of memories based on inter-generational communication is starting here.

Jeolgaeji can be seen in the distance below.



Changsin-dong was not originally a neighborhood for common people. During the Joseon era, it was a beautiful village filled with peach and cherry trees. Due to its scenic appeal and proximity to Seoul City Wall, many vacation homes of the *yangban* were located here.

But after Korea's colonization by Japan, Changsin-dong changed dramatically. It became the site of a stone quarry for the construction of Gyeongseong Station and the Japanese General Government Building in Seoul, destroying the majestic scenery of the neighborhood. After the Korean War, common citizens came here and built odd houses upon the scarred landscape.

Changsin-dong is also known for Sewing Alley. As real estate prices rose in the 1970s, sewing factories began to relocate here, leading the neighborhood to become home to some 800 companies employing 15,000 seamstresses who

Seen from the top of the cliff, the exhilarating panorama of Dongdaemun stretches all the way to Namsan (Mountain).



worked 14 hours-a-day for a monthly wage of KRW 9,000. These girls of Pyeonghwa Market, who worked on sewing machines to support their families, have now become the major landowners of Changsin-dong Sewing Alley.

Changsin-dong is now becoming a popular tourist destination, along with the Sewing Museum. Based on this change, a small company called "Learning to Learn" has created a program that assists people on trips to Sewing Alley by providing a village docent and audio guide. The alley is particularly famous for its spicy *jokbal* and the many new restaurants opened by people of different nationalities in conjunction with the increase of foreign workers from Yanbian, China, as well as from India and Nepal, among others.



Narrow alleys and steep stairs form a landscape that is representative of Changsin-dong.

Another way to enjoy the charm of the cliffs

From the top of the Changsin-dong cliffs, visitors get a completely different view of the surrounding landscape. In the direction of Dongdaemun Station, which is the route typically taken by Changsin-dong residents, one can feel the majesty of the cliffs where Changsin Ssangyong Apartments now stand. From the top of the cliffs, one can look out over the city as far as Namsan (Mountain). Also, upon exiting Changsin Station on Subway Line 6, visitors are treated to a view of the scenery below the cliffs.



It would be no exaggeration to say that there are more motorcycles in Changsin-dong than people. Motorcycles are constantly driving back and forth, delivering fabric and materials for clothing.

Finding the Alley

Alley Tour Tip

By subway: Exits 1 and 3 of Dongdaemun Station on Subway Lines 1 and 4
By bus: #101, 103, 105, 152, or 201
Jongno-gu (tour.jongno.go.kr)
Inquiries: 02-2148-1114

Nearby sites worth visiting

Naksan Park | Naksan (Mountain) is located to the left of Bugaksan (Mountain), which runs along the northern part of Seoul, and used to boast a beautiful natural environment and rich cultural heritage. After colonization by Imperial Japan and with the recent development of Seoul, a large part of Naksan was destroyed and lost. The Seoul Metropolitan Government is currently carrying out a five-year plan to expand parks and green spaces in an effort to restore Naksan's environment and historical value to its former glory.

Hwanghak-dong Market | This is a market specializing in used goods that stretches from Cheonggyecheon 7 (chil)-ga to 8 (pal)-ga. Hard-to-find historic articles are often sold here.



memo



SUBWAY MAP

- Subway Line 1
- Subway Line 2
- Subway Line 3
- Subway Line 4
- Subway Line 5
- Subway Line 6
- Subway Line 7
- Subway Line 8
- Subway Line 9
- Incheon Line 1
- AREX (Airport Railroad)
- Bundang Line, Suh Line
- Sinbundang Line
- Jungnang Line
- Gyeongchun Line
- Uijeongbu Line
- Ever Line
- Transfer Station
- Not Open



Food Alleys

- 1 Namdaemun Kal-guksu (Noodle Soup) Alley
- 2 Jongno 3 (sam)-ga Bossam (Napa Wraps with Pork) Alley
- 3 Dongdaemun Saengseon-gui (Grilled Fish) Alley
- 4 Samcheong-dong Palpan-gil
- 5 Cheongjin-dong Haejang-guk (Hangover Soup) Alley
- 6 Hoegi Subway Station Pajeon (Green Onion Pancake) Alley
- 7 Seorae Village Café Street
- 8 Konkuk University Lamb Kebab Alley
- 9 Samgakji Daegu-tang (Codfish Soup) Alley
- 10 Dobongsan Dubu (Tofu) Alley

Party Alleys

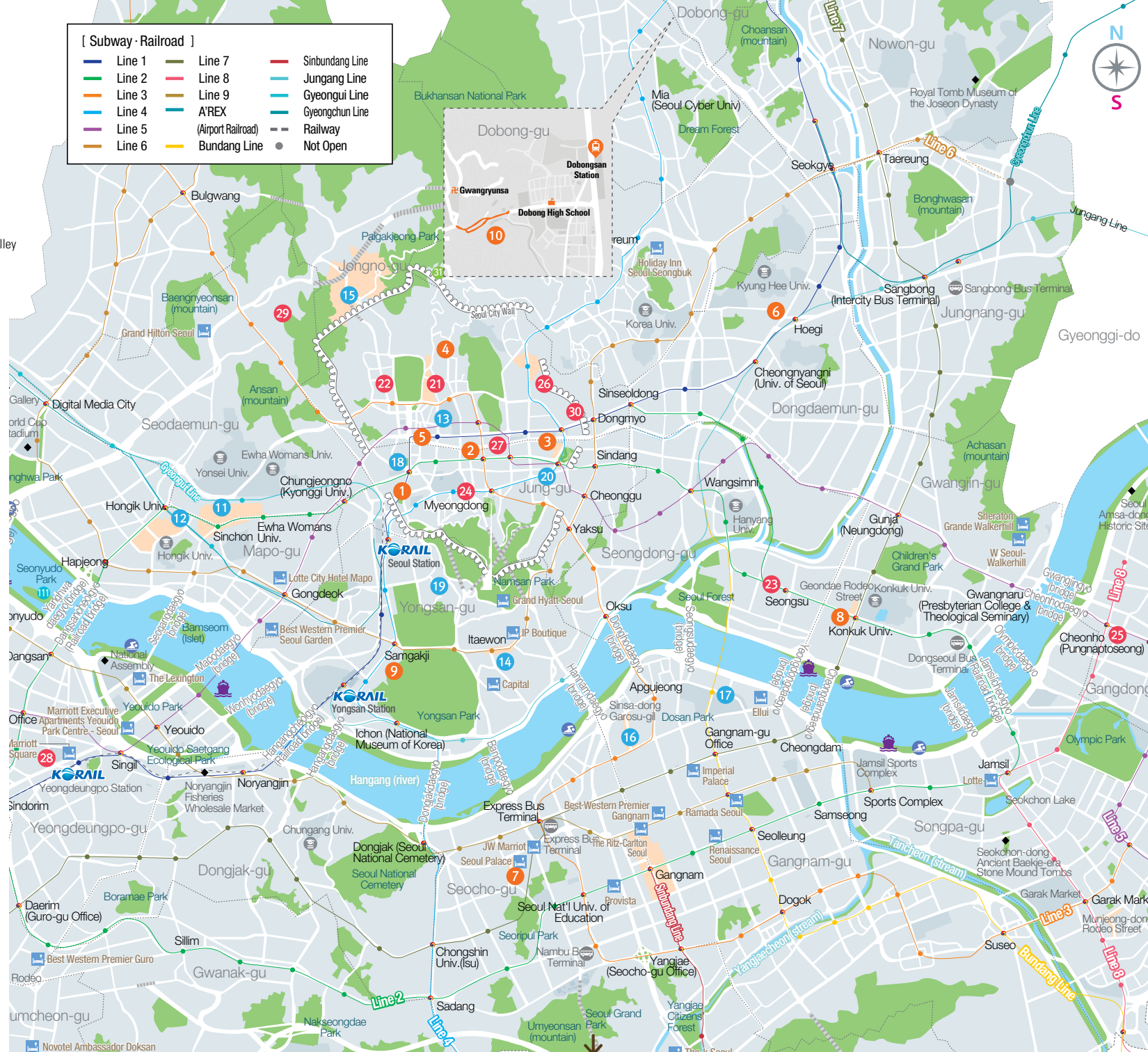
- 11 Sinchon Yonse-ro
- 12 Hongdae Ttaeng-ttaeng Street
- 13 Jongno Insa-dong Street
- 14 Itaewon Usadan-gil
- 15 Jongno Buamdong-gil
- 16 Sinsa-dong Garosu-gil, Serosu-gil
- 17 Cheongdam K-Star Road
- 18 Jeongdong-gil
- 19 Haebangchon Street
- 20 Gwanghui-dong Central Asia Street

Sightseeing Alleys

- 21 Bukchon Hanok Village
- 22 Jongno Seochon Village
- 23 Seongsu-dong Handmade Shoes Street
- 24 Myeong-dong Jaemiro
- 25 Gangpul Cartoon Alley
- 26 Ihwa Mural Village
- 27 Yeji-dong Watch Shop Alley
- 28 Mullae-dong Shearing Alley
- 29 Hongje-dong Gaemi Maeul (Ant Village)
- 30 Changsin-dong Cliff Alley

[Subway · Railroad]

- | | | |
|--------|--------------------|-----------------|
| Line 1 | Line 7 | Sinbundang Line |
| Line 2 | Line 8 | Jungang Line |
| Line 3 | Line 9 | Gyeongui Line |
| Line 4 | A'REX | Gyeongchun Line |
| Line 5 | (Airport Railroad) | Railway |
| Line 6 | Bundang Line | Not Open |



Unfamiliar,
yet nostalgic alleys



Seoul Metropolitan Government's Tourism Channels

Visit Seoul – The Official Travel Guide to Seoul

www.visitseoul.net

Seoul Story

www.seoulstory.kr

Bukchon Hanok Village

<http://bukchon.seoul.go.kr>

Namsangol Hanok Village

<http://hanokmaeul.seoul.go.kr>

Seoul City Wall

<http://seoulcitywall.seoul.go.kr>

Gwanghwamun

<http://plaza.sisul.or.kr>

Cheonggyecheon (Stream)

www.cheonggyecheon.or.kr

Dongdaemun Design Plaza (DDP)

www.ddp.or.kr

Seoul's Parks

<http://parks.seoul.go.kr>

Seoul Museum of Art

<http://sema.seoul.go.kr>

Seoul Museum of History

www.museum.seoul.kr



www.VisitSeoul.net