

## SEOUL GUIDE CONTENTS

**CATEGORIES:** Insider Info

**Get Directions:** Seoul, South Korea

### **IN SEOUL?**

### **NAVIGATE THE CITY ON A MAP**

### **JUST CLICK**

*TravelVince is an ever-evolving guide, as much as Seoul, therefore there will always be new entries to this page.*

### **CITY AREAS**

[Bongeunsa Temple](#)

[Changdeokgung Palace](#)

[DDP Dongdaemun Design Plaza](#)

[Gyeongbokgung Palace](#)

### **EATING**

[Bicena](#)

[Common Ground](#)

[Laundry Pizza](#)

[Pizzeria D'Buzza](#)

[Second Kitchen](#)

[Tasting Room](#)

[Un Deux Trois Brasserie](#)

### **COFFEE & SWEETS**

[Anthracite Coffee](#)

[Boundary](#)

### **DRINKING**

[Common Ground](#)

### **DANCE & MUSIC**

[Understage](#)

### **SHOPS**

[10 Corso Como](#)

[Boon the Shop](#)

[Boundary](#)

[Coex Mall](#)

[Common Ground](#)

[Gentle Monster](#)

[Millimeter Milligram](#)

[Queenmama Market](#)

[Vinyl & Plastic](#)

### **ARTS & CULTURE**

[D Museum](#)

[DDP Dongdaemun Design Plaza](#)

[Leeum Samsung Museum of Art](#)

[Nanta](#)

[National Museum of Modern and Contemporary Art](#)

### **HOTELS**

[Glad Yeouido](#)

[Hamilton Hotel](#)

[Hotel Cappuccino](#)

[IP Boutique Hotel](#)

[Nest Hotel Incheon](#)

[The Shilla](#)

### **OUT OF TOWN**

[Nest Hotel Incheon](#)

### **INSIDER INFO**

[Black Buddha](#)  
[i-D and Grace Neutral on South Korea's beauty industry](#)  
[Magazine B Seoul](#)

## MAGAZINE B SEOUL

**CATEGORIES:** Guides & Books, Insider Info

**Visit Website:** <http://magazine-b.com/en/seoul/>

**Get Directions:** Seoul, South Korea

Magazine B, edited in Seoul, is one of the coolest guides to branding printed nowadays. At every issue, they dissect a brand such as AirBnB, Mr Porter, Lamy and Lacoste. Following the success of their Berlin edition, the hyper-connected and well travel staff at Magazine B looked for their home city of Seoul to print one of the nicest guides ever about South Korea's capital. Get hold of it before your trip to make sure you visit what is newest and coolest right now.

## COMMON GROUND

**CATEGORIES:** Drinking, Eating, Party places, Shopping, Street Food & Trucks

**Make a Call:** +8224672747

**Visit Website:** <http://www.common-ground.co.kr/>

**Get Directions:** 17-1 Jayang-dong, Gwangjin-gu, Seoul, South Korea

주소 200

17-1 Jayang-dong, Gwangjin-gu

Daily from 11am to 10pm (food and beverage area on the 3rd floor until 2am)

Common Ground, in the hipster area of Seongsu-dong, is a massive container installation turned into an eating and shopping playground for the cool crowd. The 200 blue containers have been stacked in a creative way, looking really modern and urban. Lots of indie labels and street food make the area a creative hub. Hopefully the hype will last.

## CHANGDEOKGUNG PALACE 궁궐

**CATEGORIES:** City Areas, Sights

**Make a Call:** +82236682300

**Visit Website:** <http://eng.cdg.go.kr/main/main.htm>

**Get Directions:** 99 Yulgok-ro, Jongno-gu, Seoul, South Korea

주소 99

Yulgok-ro 99, Jongno-gu

Daily, except Mondays, from 9am to 5pm (closing times vary according to the season)

The palace and its grounds are a UNESCO Heritage Site. It was the seat of the Korean Royal Family and has been part of the country's history for centuries. It was built shortly after [Gyeongbokgung Palace](#), in 1405. In 1592 it was set on fire by angry

Seoulites when the royals fled the city after a Japanese invasion. It was restored in 1611 and nowadays it is a museum. It is one of Seoul's top tourist attractions and expect to see crowds and lines in high season. The best time to visit is in Spring or Autumn, when the vegetation adds more color to the scenery.

If you want to visit the Secret Garden, you will need to join a guided tour and the ticket is a little more expensive. Nevertheless, just walking around the area and the main patios is worth the visit. Around the palace's wall and in the streets leading to Gyeongbokgung Palace there are small craft shops, cafés, traditional restaurants and a slower paced atmosphere.

## UNDERSTAGE

**CATEGORIES:** Dance & Music

**Make a Call:** +8223316301

**Visit Website:** <http://understage.hyundaicard.com/main.do>

**Get Directions:** Itaewon-dong, Yongsan-gu, Seoul, South Korea

246 246 246 246

246 Itaewon, Yongsan-gu | Itaewon

Underneath the Hyundai Music Library you will find Understage, where there are very good concerts. The place is going to be rented out from the second half of 2016 so keep eyes open to see what the venue will become. Hopefully a club!

## HAMILTON HOTEL

**CATEGORIES:** Great Location, Hotels

**Make a Call:** +82237866000

**Visit Website:** <https://www.hamilton.co.kr/>

**Get Directions:** 179 Itaewon-ro, Yongsan-gu, Seoul, South Korea

179 179 179 179

179 Itaewon-ro, Yongsan-gu | Itaewon

The Hamilton is the old dame of Itaewon, built back in 1973. It has seen the impressive growth of the city and the gentrification of the area. In 2015 it was fully refurbished and remains one of the best located mid-range hotels in Seoul. All of Itaewon's action is just a few steps away. The Hamilton's most famous feature is its swimming pool, on the 5th floor. ([oldmcmickys.com](http://oldmcmickys.com)) On warm spring and summer days there are rowdy and fun pool parties.

Image from Hamilton's website

Hamilton's Swimming Pool from Hamilton's website

## I-D AND GRACE NEUTRAL ON SOUTH KOREA'S BEAUTY INDUSTRY

**CATEGORIES:** Insider Info, News & Articles

**Visit Website:** [https://i-d.vice.com/en\\_gb/topic/grace-neutral](https://i-d.vice.com/en_gb/topic/grace-neutral)

**Get Directions:** Seoul, South Korea

Grace Neutral is a tattoo artist and activist who has been modifying her body to create awareness to other types of beauty. Her body is covered in tattoos, she had her tongue cut and she even injected blue ink in her eyeballs to look like a pixie dream girl. She partnered with i-D Magazine and Vice to fly to Seoul and report on the country's image culture, where tattoos are frowned upon, plastic surgeries are more common than going to the loo and the cosmetics industry is booming. The documentary has great footage and very interesting information. It is interesting to see the generation gap in South Korea, which is actually more of a Canyon.

Videos on YouTube

---

## TASTING ROOM

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +8227978202

**Visit Website:** <http://tastingroom.co.kr/>

**Get Directions:** 744-29 Hannam-dong, Yongsan-gu, Seoul, South Korea

☐☐☐☐☐ 744-29

744-29 Hannam-dong, Yongsan-gu | Itaewon | International

Other venues across town

Daily from 11am to 12midnight

Tasting Room serves a mix of Mediterranean and French soul food in a cute place on an Itaewon backstreet filled with dining options, close to the [Leeum Museum](#). Nice place to relax and have a quick bite.

---

## QUEENMAMA MARKET

**CATEGORIES:** Fashion & Accessories, Gifts & Specialties, Home & Design, Shopping

**Make a Call:** +827042813372

**Visit Website:** <http://queenmamamarket.com/>

**Get Directions:** 50 Apgujeong-ro 46-gil, Gangnam-gu, Seoul, South Korea

☐☐☐ ☐☐☐☐46☐ 50

50 Apgujeong-ro 46-gil, Gangnam-gu

Tuesday to Saturday from 10:30am to 8pm

Sunday from 12noon to 8pm

Closed on Monday

Queenmama Market is devoted to chic gardening. If you want to plant some vegetables or create an English garden in your backyard and still be able to pose for [The Sartorialist](#) or feature at [Kinfolk](#), this is the place for you. But if you are just a normal person in search of design, architecture and style, Queenmama is also for you because the shop is nice and the café draws the cool kids.

---

## PIZZERIA D'BUZZA

**CATEGORIES:** Casual Dining, Eating**Make a Call:** +8227949474**Visit Website:** <http://www.buzzapizza.com/>**Get Directions:** 743-33 Hannam-dong, Yongsan-gu, Seoul, South Korea

☐☐ ☐☐☐☐ 743-33

743-33 Hannam-dong, Yongsan-gu | Itaewon | Pizza and Italian

Daily from 11:30am to 10:30pm

D'Buzza, a pizzeria recommended by my Instagram friend [@\\_ran\\_](#), dishes out authentic Neapolitan pizza cooked on wood-fire ovens. So successful is the place there are actually 4 D'Buzzas around Seoul, two in Hangangjin, one in Apgujeong and the fourth in Sinsa. ([bushnellmotorsportspark.com](http://bushnellmotorsportspark.com)) With some nice salads and fritters for starters, do not get carried away. The queen is the pizza, so make sure you have ample space in your stomach to fully enjoy it and eat up to the last crumb.

-

Image from Pizzeria D'Buzza on Facebook

## COEX MALL

**CATEGORIES:** Shopping, Shopping Areas & Malls**Make a Call:** +82260025300**Visit Website:** <http://www.coex.co.kr/eng/visitors/coex-mall>**Get Directions:** Seoul, South Korea

☐☐☐ ☐☐☐ ☐☐☐☐ 513(☐☐☐)

Youngdongdae 513, Samseong-dong | Gangnam

Daily from 10:30am to 10pm

The first time I went to Seoul was during a freezing month of February and to avoid the risk of frostbite I happily explored the Coex Mall. The place is incredibly big. The whole Coex area being a Conference and Exhibition Center. The architecture is very modern, I even mixed it up with the DDP for a while. There are basically shops, shops, shops, shops with international and Korean brands. Of course you can also find places to eat and cinemas (there is an aquarium kids love). But don't spend too long in there, the city of Seoul has so much more to offer. A good cultural visit nearby is the [Bongeunsa Temple](#).

## MILLIMETER MILLIGRAM

**CATEGORIES:** Fashion & Accessories, Home & Design, Shopping**Make a Call:** +8225491520**Visit Website:** <http://mmmg.net/>**Get Directions:** 240 Itaewon-ro, Yongsan-gu, Seoul, South Korea

☐☐☐ ☐☐☐ ☐☐☐☐ 240

240 Itaewon-ro, Yongsan-gu | Itaewon

Daily from 11:30am to 8pm

Millimeter Milligram started as a design studio and has morphed into a concept store with minimalist interiors with a well curated array of items on sale, from furniture to accessories, shoes and fashion. MMMG have teamed up with brands such as [Freitag](#) and [D&Department](#) to bring their wares to South Korea. The shop in Itaewon has several floors and an [Anthracite Coffee](#). The area behind the store, once you exit from the Freitag showroom, is quite nice to explore. There is a bigger MMMG

store in [Namdaemoon](#).

## UN DEUX TROIS BRASSERIE

**CATEGORIES:** Delicious Bistros, Eating

**Make a Call:** +8227961244

**Visit Website:** <http://brasserie123.com/>

**Get Directions:** 123-33 Itaewon-dong, Yongsan-gu, Seoul, South Korea

주소 123-33

123-33 Itaewon-dong | Itaewon | French

Monday to Saturday from 11am to 2am (drinks until 4am)

Sunday from 10am to 10pm (drinks until 12midnight)

Un Deux Trois Brasserie is a little piece of Paris in Seoul. A classic French brasserie serving excellent food and drinks throughout the day in a cozy atmosphere. ([blogs.20minutos.es](https://blogs.20minutos.es)) Apart from classics such as Escargots de Bourgogne (snails with garlic sauce) and Steak Frites, you can also find some Asian inspired dishes like tempura and sashimi as starters. It is a nice place to linger and has been recommended by [@\\_\\_ran\\_\\_](#), an Instagram friend.

-  
Image from Brasserie 123 on Facebook

## NANTA

**CATEGORIES:** Arts & Culture, Theatre, Concerts & More

**Make a Call:** +8227398288

**Visit Website:** <http://www.nanta.co.kr/>

**Get Directions:** 50-14 Myeongdong 2(i)-ga, Jung-gu, Seoul, South Korea

주소 50-14 3F

Unesco Building 3F, 50-14, Myeong-dong 2 Ga, Jung-gu

Monday to Friday, Sunday and holidays performances at 5pm and 8pm

Saturday performances at 2pm, 5pm and 8pm

Nanta is one of South Korea's biggest cultural successes. Since the first show back in 1997, Nanta has never stopped. Nowadays there are three Nanta theatres in Seoul and the concept travels the world, drawing huge crowds. The spectacle's storyline is of a few chefs that have to prepare a wedding banquet in a rush. Along the way, there is music, acrobats, magic tricks, audience participation, lights and laughter. Much like the Beijing Opera and even the Blue Man Group, the show mixes elements from theatre, dance, folklore and contemporary art to create something uniquely Korean.

## D MUSEUM

**CATEGORIES:** Arts & Culture, Museums

**Make a Call:** +827050970020

**Visit Website:** <http://www.daelimmuseum.org/dmuseum/eng/index.do>

**Get Directions:** 5-6 Dokseodang-ro 29-gil, Yongsan-gu, Seoul, South Korea

다엘임 미술관 5-6, Replace 5-6

5-6, Dokseodang-ro 29-gil, Yongsan-gu | Itaweon

Tuesday to Sunday from 10am to 6pm

Friday and Saturday open until 8pm

Closed on Monday

D Museum, in Hannam-dong, was commissioned by the Daelim Cultural Foundation to celebrate the success of the [Daelim Museum](#), opened 20 years ago. This sister venue is bigger and more contemporary, but still focuses on Daelim's core message of bringing to Seoul the most innovative photo, design, video and installation art. It is a place that breathes art and a must see for any art-lover.

## SECOND KITCHEN

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +8227947435

**Visit Website:** <http://www.secondkitchen.co.kr/>

**Get Directions:** Hannam-daero 18-gil, Yongsan-gu, Seoul, South Korea

22 Hannam-daero 18-gil, Yongsan-gu | Contemporary American

Daily from 11am to 5pm and from 6pm to 12midnight

Second Kitchen is a sleek American diner serving delicious food to please all tastes. There are salads, burgers, fish, steaks,

wine, beer, you name it. Their brunch is awesome. A well recommended address.

## BOUNDARY

**CATEGORIES:** Coffee & Sweets, Gifts & Specialties, Shopping

**Make a Call:** +8225476626

**Visit Website:** <https://www.facebook.com/boundary.seoul>

**Get Directions:** Cheongdam-dong, Gangnam-gu, Seoul, South Korea

84-7 Seolleung-ro, Cheongdam-don | Gangnam

Monday to Friday from 9:30am to 9:30pm

Saturday and Sunday from 7am to 9pm

Boundary is a cycling fan paradise. There's bike gear, clothing, bike tours, courses and, best of all, drinks and food. The design of the place is very well done, so just strolling around to browse the different rooms is already great, even if you do not have a bike.

## BONGEUNSA TEMPLE

**CATEGORIES:** City Areas, Sights

**Make a Call:** +82232184895

**Visit Website:** <http://www.bongeunsa.org/>

**Get Directions:** 73 Samseong-dong, Gangnam-gu, Seoul, South Korea

000 0000 531

*73 Samseong-dong, Gangnam-gu*

Amidst the modernity of [Coex Area](#) in Gangnam, with the high towers, the mega mall and the 5-star hotels you will find serenity at the Bongeunsa Temple, where history seems to have stopped at the gates. There are temples and preaching halls in the vast area, which encompasses a park as well. You can just visit it, walking around and saying a few prayers or you could book a two day stay at a temple to learn more about Buddhism and meditation.

## THE SHILLA

**CATEGORIES:** Hotels, Splurge

**Make a Call:** +82222333131

**Visit Website:** <https://www.shillahotels.com/index.do?lang=en>

**Get Directions:** 249 Dongho-ro, Jung-gu, Seoul, South Korea

00 000 249

*249 Dongho-ro, Jung-gu*

The Shilla is one of Seoul's most traditional luxury hotels. Owned by the Samsung group, the hotel has hosted several heads of state and witnessed the stellar rise of the South Korean economy. Member of the [Leading Hotels of the World](#), you can be assured to receive excellent service amid luxurious surroundings. There are Western and Korean style rooms and a plethora of restaurants, so it serves as a destination as well as a hotel.

## BLACK BUDDHA

**CATEGORIES:** Films & Videos, Insider Info

**Visit Website:** <https://black-buddha.com/city/seoul/>

**Get Directions:** Seoul, South Korea

Black Buddha is a creative platform of cinematic guides to Asia's coolest cities. Much like a friend who tells you what to do and where to go, the site has well-edited videos showcasing restaurants, bars and shops. It is a modern travel guide. As they say, with Black Buddha, nothing is lost. I like their site because it is made in Asia by Asians. Very cool. Other features cities include [Tokyo](#), Shanghai, Beijing, Hong Kong and Taipei.

Access [Black Buddha YouTube Channel](#) for all videos

## NEST HOTEL INCHEON

**CATEGORIES:** Hotels, Out of Town

**Make a Call:** +82327439000

**Visit Website:** <http://www.nesthotel.co.kr/english/>



**Get Directions:** Jung-gu, Incheon, South Korea

호텔 호텔 19-5 (호텔 2877)

19-5 Yeongjonghaeannam-ro (Wunseo-dong), Jung-gu, Incheon Metropolitan City

The Nest Hotel is a good option for those with a long layover at Incheon Airport who do not want to stay inside the airport. It is in the surrounding area, facing the Pacific, so getting to it takes way less time than a journey into Seoul. Many Seoulites go there for the weekend for some peace of mind away from the urban sprawl. The hotel is beautiful and there are frequent shuttles to and from the airport.

-

## LAUNDRY PIZZA

**CATEGORIES:** Casual Dining, Eating

**Make a Call:** +8225698808

**Visit Website:** <http://n-company.kr/network/cnpfood/laundry-pizza/>

**Get Directions:** Yeoksam-dong, Gangnam-gu, Seoul, South Korea

호텔 호텔 810-13 호텔

810-13 B1f Yeoksam-dong, Gangnam-gu | Gangnam | Pizza

Sunday to Thursday from 12noon to 11pm

Friday and Saturday from 12noon to 11:30pm

Laundry Pizza, on a busy basement looking like a laundromat, serves Neapolitan style pizzas in groovy surroundings. The whole area around the pizzeria is lively and full of shopping and dining options. The place is very popular so don't be surprised to find waiting lines on weekends.

## VINYL & PLASTIC

**CATEGORIES:** Gifts & Specialties, Shopping

**Make a Call:** +82220147800

**Visit Website:** <http://vinylandplastic.hyundaicard.com/index.do>

**Get Directions:** Itaewon-dong, Yongsan-gu, Seoul, South Korea

호텔 호텔 호텔 248

248 Yongsan-gu | Itaewon

Tuesday to Saturday from 12noon to 12midnight

Sunday from 12noon to 6pm

Closed on Monday

Music fans will love Vinyl & Plastic. Now that most music is streamed and clicked, it is a real pleasure to see a place devoted to vinyl and cassettes. There are both new releases and old favorites for you to purchase or just listen to at their music stations. You can even buy a turntable. The place is lively and full of young Koreans enjoying the beats. Some music events are quite fun. If, when you are in town, there is one at the [Understage](#), buy a ticket immediately, just to be able to visit the venue, underneath the [Hyundai Music Library](#), open for members only.

## IP BOUTIQUE HOTEL

**CATEGORIES:** Great Location, Hotels

**Make a Call:** +82237028000

**Visit Website:** <http://www.imperialpalaceboutiquehotel.com/eng/index.do>

**Get Directions:** 221 Itaewon-ro, Yongsan-gu, Seoul, South Korea

호텔 호텔 호텔 221

221 Itaewon-ro, Yongsan-gu | Itaewon

The IP Boutique Hotel in Hannam-dong is a great location to explore the lively area of Itaewon. The hotel is nice, with comfortable rooms and amenities and a busy café with a bakery. The interiors are very creative and funky, making this a favorite of young affluent Asians.

-

## GLAD YEOUIDO

**CATEGORIES:** Hotels, Very Comfortable

**Make a Call:** +82262225000

**Visit Website:** <http://www.glad-hotels.com/eng/index.do>

**Get Directions:** Uisadang-daero, Yeongdeungpo-gu, Seoul, South Korea

호텔 호텔 호텔 16

16 Uisadang-daero, Yeongdeungpo-gu | Yeouido

The Glad Yeouido, a member of [Design Hotels](#), is a handsome looking hotel. The accommodations are well appointed. The traditional Ondol room, infused with a modern touch, is beautiful. Careful attention has been given to each detail such as lighting, stationery, furniture and art on the walls. The project is signed by [JOH.](#), an award-winning local design studio. There is a delicious restaurant and a single malt whiskey bar.

-

## GYEONBOKGUNG PALACE 호텔

**CATEGORIES:** City Areas, Sights

**Make a Call:** +82237003900

**Visit Website:** <http://www.royalpalace.go.kr/html/eng/main/main.jsp>

**Get Directions:** 161 Sajik-ro, Jongno-gu, Seoul, South Korea

호텔 호텔 161

161 Sajik-ro, Jongno-gu

Daily except Tuesday, from 9am to 5pm or 6pm depending on the season.

Gyeongbokgung Palace, built in 1395, was the seat of power of the Joseon dynasty in Korea. Its name means “palace greatly blessed by Heaven” and is one of the most beautiful ancient palaces in Asia. During the centuries it has grown, parts of it have been destroyed, others rebuilt, but it has remained a focus of the Korean spirit and national identity. It is a massive area, with temples, gates, bridges and museums. The ceremony of the changing of the guard happens daily on the hour from 10am to 3pm. It is very colorful and the costumes look impressive. Plan your visit for a nice sunny day and avoid going during the freezing winter months as it gets awfully cold and windy.

## ANTHRACITE COFFEE

**CATEGORIES:** Coffee & Sweets**Make a Call:** +8227979009**Visit Website:** <http://www.anthracitecoffee.com/>**Get Directions:** Itaewon-dong, Yongsan-gu, Seoul, South Korea

안트라사이트 240 1호 - 3호

240 Yongsan-gu, Itaewon | Coffee shop

Monday to Thursday from 9am to 10pm

Friday to Sunday from 10am to 11pm

Anthracite Coffee was founded by coffee lovers. Their factory, in Hapjeong area, is an open museum and a coffee information center where you can go for cuppings and courses. Their coffee shop in Itaewon is full at all times of the day and, together with the shop [Millimeter Milligram](#), are well worth a visit. Enjoy the delicious beverages amid the youthful Seoulite crowd while exploring the area. The café at the [Cappuccino Hotel](#) in Gangnam also serves Anthracite.

## NATIONAL MUSEUM OF MODERN AND CONTEMPORARY ART

**CATEGORIES:** Arts & Culture, Museums**Make a Call:** +82237019500**Visit Website:** <http://www.mmca.go.kr/eng/>**Get Directions:** Sogyeok-dong, Jongno-gu, Seoul, South Korea

30 Samcheong-ro (30동)

30 Samcheong-ro, Sogyeok-dong, Jongno-gu

Tuesday, Thursday, Friday and Sunday from 10am to 6pm

Wednesday and Saturday from 10am to 9pm (free entry after 6pm)

Closed on Monday

A few steps from the wall surrounding the impressive [Gyeongbokgung Palace](#), there is a myriad of art galleries and museums leading to the NMCA. There are actually three different venues of the organisation in Seoul but this one is by far the most central. Explore the museum's galleries filled with art from South Korea. (<https://www.genusinnovation.com/>) There is photography, installation, sculpture and painting.

-  
Image by TravelVince

## 10 CORSO COMO

**CATEGORIES:** Books & Magazines, Fashion & Accessories, Gifts & Specialties, Home & Design, Shopping**Make a Call:** +82230181010**Visit Website:** <http://www.10corsocomo.com/location-seoul-cheongdam/>**Get Directions:** 416 Apgujeong-ro, Gangnam-gu, Seoul, South Korea

416 Apgujeong-ro

416 Apgujeong-ro, Gangnam-gu

There is a second branch at [Lotte Avenuel](#)

Daily from 11am to 8pm (the café stays open until later)

From Milan, Italy, 10 Corso Como brought the concept store to Seoul, where fashion and art are intertwined. With a happening restaurant, a bookshop and two floors of clothing and accessories, you can easily get carried away. There are quite many shop assistants that will keep an eye on your every move, just to make sure you don't touch too much or take pictures. But do walk around and see how cool fashion can be.

## HOTEL CAPPUCCINO

**CATEGORIES:** Great Location, Hotels

**Make a Call:** +82220389500

**Visit Website:** <http://hotelcappuccino.co.kr/en>

**Get Directions:** 155 Bongeunsa-ro, Gangnam-gu, Seoul, South Korea

주소 155

155, Bongeunsa-ro, Gangnam-gu | Gangnam

Hotel Cappuccino is a young hotel in the Gangnam area where the quality to price ratio is excellent. Rooms are minimal but have an amazingly large bed and one of the best showers I have ever tried. They are a very eco-conscious hotel and have gotten rid of cluster and extras. You pay for what you use. The restaurant and bar on their rooftop are happening places, especially on weekends where there are many private parties. The café at the lobby serves [Anthracite Coffee](#) and is a good place to work and socialize.

## GENTLE MONSTER

**CATEGORIES:** Fashion & Accessories, Shopping

**Make a Call:** +827048951287

**Visit Website:** <http://en.gentlemonster.com/>

**Get Directions:** Jongno-gu, Seoul, South Korea

주소 92

The Bath House, 92 Gyedong-gil | Jongno-gu

Daily from 11am to 8pm

Gentle Monster is one of South Korea's hippest brands. Their concept of immersive shopping experience has created landmark concept stores in Seoul and abroad. Gentle Monster is always present in fashion weeks and fashionistas love their avant-garde designs. But they also have more subtle and stylish looking frames, so don't worry, you will not look like Lady Gaga (unless that is what you want to). Their 4 stores in Seoul are all art installations worth visiting. Check all of them out.

Sinsa - Garosu-gil | Gye Dong | Hongdae | Nonhyeon

This is [Gentle Monster's YouTube Channel](#)

Watch this video by [Black Buddha](#)

## DDP DONGDAEMUN DESIGN PLAZA

**CATEGORIES:** Arts & Culture, City Areas, Exhibitions & Fairs, Sights

**Make a Call:** +82221530000

**Visit Website:** <http://www.ddp.or.kr/main>

**Get Directions:** 281 Eulji-ro, Jung-gu, Seoul, South Korea

동대문 디자인 플라자 281

281 Eulji-ro, Jung-gu | Dongdaemun

*Open daily, however, each area has its own operating hours*

Smack in the middle of Seoul, Zaha Hadid planned for a spaceship looking structure to fill the void left by an old stadium. The DDP is a mixture of public square, shopping mall, museum, science park and fashion incubator. The elongated and round forms are a feat of engineering and exploring the different angles and points of view will take a good hour, but a well spent one. There is a lot to see, so go at a time when you are still energetic. The DDP is a hub for local fashion and you will notice several high rises around the structure, many of them department stores. Some are really ugly, but others are quite impressive. Very high and low, as most of Seoul.

## BICENA

**CATEGORIES:** Eating, Nice Restaurants

**Make a Call:** +8227496795

**Visit Website:** <http://www.bicena.com/>

**Get Directions:** Itaewon-ro, Yongsan-gu, Seoul, South Korea

비첸나 267, 2F

2F, 267 Itaewon-ro. Yongsan-gu | Itaewon | Contemporary Korean

*Daily from 11:30am to 2:30pm and from 5:30pm to 10pm*

Bicena offers high end Korean food in a stylish setting in Itaewon. The menus change according to the season and the best choice is to have the full menu. Ask for a small bottle of [Hwayo](#) to pair with the food. My dinner there was a true dining experience with a mixture of tastes and textures, with all dishes presented as small works of art.

## BOON THE SHOP

**CATEGORIES:** Fashion & Accessories, Shopping

**Make a Call:** +82220561234

**Visit Website:** <http://www.boontheshop.com/>

**Get Directions:** 17 Apgujeong-ro 60-gil, Gangnam-gu, Seoul, South Korea

부운점 60길 21 (부운점 Flagship점)

17 Apgujeong-ro 60-gil, Gangnam-gu | Gangnam

*Daily from 10:30am to 8pm*

Occupying one whole block of Apgujeong street in Gangnam area, BoonTheShop is probably Seoul's most stylish shop selling a myriad of fashion brands from the world over. The structure itself, signed by Peter Marino Architects from New York, is already impressive, with high white walls, glass and concrete. The multi-floor space has excellent and well thought of displays.

(<https://veroinn.com/>) The mix of clothes, shoes and accessories is curated and there is more of a style than at the [10 Corso Como](#), just a block away. Their café and restaurant, [Rubrica](#), on the 4th floor, are also very nice, with beautiful looking cakes and pastries. The Seoulite high-society meets there.

You can enjoy [BoonTheShop's soundtracks on SoundCloud](#)

-  
Image from Peter Marino Architect's website

## LEEUM SAMSUNG MUSEUM OF ART

**CATEGORIES:** Arts & Culture, Museums

**Make a Call:** +82220146901

**Visit Website:** <http://leeum.samsungfoundation.org/>

**Get Directions:** 60-16 Itaewon-ro 55-gil, Yongsan-gu, Seoul, South Korea

주소 서울특별시 용산구 이태원로 55길 60-16

60-16 Itaewon-ro 55-gil, Yongsan-gu | Itaewon

Daily, except Monday, from 10:30am to 6pm (last entry at 5:30pm)

The Leeum Museum, up on a Itaewon hill is three museums in one. Each building was designed by a different star-architect – Mario Botta, Rem Koolhaas and Jean Nouvel. The first is a sculpture garden with two massive installations by Anish Kapoor and a Calder sculpture in the background. The second is a contemporary art space with both rotating and permanent exhibitions. In one of the staircases there is an Olafur Eliasson piece occupying the whole area. The third is a traditional Korean art museum showcasing items from the country's rich history. Get the free audio guide for your visit and enjoy the collection.