



KOREA LUXURY TRAVEL
GUIDE

KOREA LUXURY TRAVEL GUIDE

WELCOME TO SPECIAL KOREA



Korea boasts more than 5,000 years of ancient history and 500 years of pre-modern history during the Joseon Dynasty. The country rapidly industrialized when it was thrust into the modern global market and advanced economically. Today it stands as the 29th OECD member and is recognized as a democratic nation that protects the human rights of all citizens. Located in Northeast Asia, the peninsula of Korea is surrounded by water on three sides and is comprised of 70% mountainous terrain. The rich history, culture, and geographic diversity attract travelers from all over the world, with approximately 17 million foreign tourists visiting Korea annually.

Hanoks (traditional Korea residence), palaces, fortresses, and numerous other cultural heritages are easy to find in Korea. From Bulguksa Temple and Seokguram Grotto in Gyeongju; Jongmyo Shrine, Changdeokgung Palace, and Royal Tombs of Joseon kings in Seoul; to Hahoe Village in Andong and Yangdong Village in Gyeongju, there are 12 UNESCO World Heritage Sites across Korea. Korea is also registered for 19 Intangible Cultural Heritages, including *pansori* epic chat, *ganggangsullae* circle dance, *nongak* (traditional farm music), weaving of *mosi* (fine ramie) in the Hansan region, *gimjang* (tradition of making and sharing kimchi) and the Jeju *haenyeo* (women divers) culture. *Hangeul*, the written language of Korea, is also a registered UNESCO Memory of the World, crafted scientifically to take into account the principles of vocal chords. Even just a visit to Seoul will afford visitors a chance to experience the beauty of traditional culture.

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

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

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



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TRADITIONAL STAY

Hanoks are traditional Korean homes, made of wood but with no nails. Many famed clusters of *hanok* have survived to modern day, starting with Bukchon and Seochon in Seoul; Andong and Gyeongju in Gyeongsangbuk-do Province; and Jeonju in Jeollabuk-do Province. Some have been remodeled and made convenient for contemporary life, while preserving the classic beauty. Read on to see these beautiful *hanoks*.

**Hanok* traditional-style living involves frequent floor sitting with differing heights to the rooms and yard, which may cause discomfort for some guests.



GURUME

As comfortable as a hotel

Catch a glance of traditional Korean aristocratic and literati culture in Andong, Gyeong-sangbuk-do Province. Visitors can see inside historic *hanok* villages, watch *talchum* mask dance drama, and experience other aspects of traditional culture. Gurume is a traditional lodging facility that delivers the comforts of the modern hospitality industry. The name "Gurum," which means cloud in Korean, is inspired by the idea of a quaint village on a cloud or on a green hill. The original structure of seven houses have been preserved, four of which are single-family homes and there are 12 guest rooms total. Guests can experience Andong on this lush forest hillside without missing any contemporary conveniences. The rooms are secure and safe, with private bathrooms, A/C, breakfast service, doorman service, safe deposit box, and a wealth of information about attractions in the Andong area. Breakfast is made from locally-sourced and seasonal ingredients, including cabbage for kimchi and meat for soy-stewed Korean beef. There are traditional teas and desserts at the café along with a restaurant and book café, on the 17,490m² campus. Enjoy these things along with the traditional exercise facilities, the forest around the cultural complex, or walk the Nakdonggang River without ever leaving the resort. The revival of this historic *hanok* village is made possible through the labor of the residents and resources of Andong, meaning that the region of Andong also benefits positively from this beautiful tourist spot.

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

LOCATION Andong-si, Gyeongsangbuk-do Province

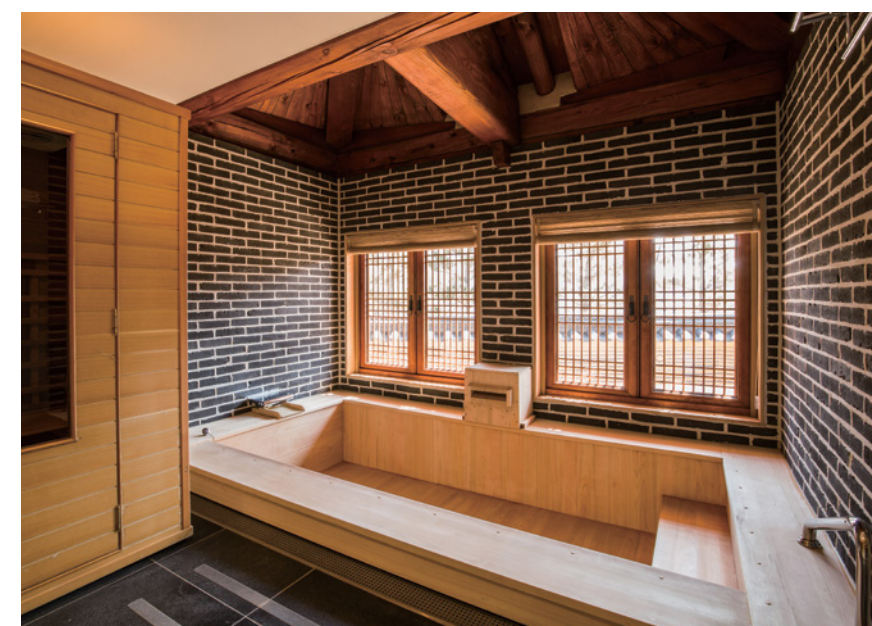


GYEONG- WONJAE AMBASSADOR INCHEON

Glimpses of Goryeo and Joseon
Dynasty architecture

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

INFO 032-729-1101, gyeongwonjae.com **LOCATION** Yeonsu-gu, Incheon





NAMWON YECHON

A perfect restoration of
pre-modern architecture

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

INFO 063-636-8001, namwonyechon.com

LOCATION Namwon-si, Jeollabuk-do Province



RAKKOJAE

The beauty of traditional Korea in Seoul

Rakkojae *hanoks* stand in a square formation in the middle of Gahoe-dong, Seoul. When the original house built in 1880 was in danger of being demolished, a new owner purchased four surrounding *hanok* and created one large residence. Jeong Yeong-jin, a human cultural asset, was in charge of restoring the site and he carefully revived the classical atmosphere of the pavilions, pond, and main halls. Some noteworthy details include the *giwa* (traditional tiles), fences, chimneys, and *jangdokdae* (platform for traditional earthen pots). The *jjimjilbang* (Korean-style sauna) is highly popular with foreign guests. Rakkojae signifies a “space of reverence for history and rest for the soul.” The owner was inspired to bring an authentic traditional experience to foreign visitors, but understood the difficulties guests may have without modern conveniences, modifying each room, with private bathrooms, shower facilities, and bathtubs. Optional complimentary breakfast along with other top services round off the peaceful stay. Traditional Korean course meals are available by reservation and tea ceremony wares are provided in each room. Guests may stay in a natural jade *ondol* room (underfloor-heated room) or *hwangto jjimjilbang*, and try on a royal *hanbok*. *Gaya-geum* (traditional stringed instrument) playing and kimchi making programs are available for a small fee. There are three guest rooms and an annex for groups. The hotel hosts open house on Sundays at 2:00 PM by reservation.

INFO 02-742-3410, rkj.co.kr **LOCATION** Gye-dong, Jongno-gu, Seoul



CHI WOON JUNG

An exquisite selection of traditional handicrafts

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

INFO 02-765-7400, chiwoonjung.com

LOCATION Gahoe-dong, Jongno-gu, Seoul





YOUNG SAN JAE

Breathtaking traditional landscaping

From ancient times, *hanok* windows were thought to be a frame through which you see the outside world. Each time a door or window is open or closed, this view is understood to change and we are merely borrowing this momentary vista, though we can never possess it. Deep appreciation for this phenomenon was called “chagyeong” to pre-modern Korean people. *Hanok* are constructed of wood, earth, and stones, so trees were never planted inside the barrier to prevent infestations. Without trees, the wind blew unobstructed through the windows and doors. Young San Jae remained faithful to this aspect of traditional *hanok* construction, and the finished hotel is as majestic as a *hanok* belonging to a distinguished Joseon Dynasty family. There are 21 rooms in seven buildings with custom-made cypress wood furniture, and plenty of wonderful spots to fully absorb a view of Korean aesthetics. The stacked-stone fence and pavilion add the finishing touches to this beautiful *hanok* hotel. Guests should make sure to stop by restaurant Garam, serving up unique delicacies of Jeollanam-do Province cuisine like skate or octopus dishes. What’s more, there is an F1 circuit only 10 minutes away by car!

INFO 061-460-0300, ysjhotel.com

LOCATION Yeongam-gun, Jeollanam-do Province



HWANGNAMGUAN

One thousand years of history in
a Gyeongju hanok hotel

Capital of the Three Kingdoms Period through United Silla Dynasty, Gyeongju boasts its 1,000-year history like a living museum. Bulguk-sa Temple and Seokguram Grotto are only two of the many Gyeongju Historic Areas that became UNESCO World Cultural Heritage Sites dating back to Silla Kingdom. Most of the relics are concentrated at the Daereungwon Ancient Tombs site, where the Hwangnamguan is located amidst quaint cafés and restaurants on the Hwangnam-dong Gyeongridan-gil Street, popularly known as Hwangnidan-gil Street. In the past, Hwangnamguan was a premium stayover residence for government officials and scholars passing through Gyeongju called Donggyeonggwon. The modern guesthouse has stayed true to this original dedication to peaceful comfort and luxury in hospitality. A pristine view of the green grass and the Daereungwon Ancient Tombs can be seen from the second floor of two-storied guest rooms. Programs for *hanok* wearing, rice cake making, traditional hacky sack, and hand grinding entertain guests during their stay. Hop on a bike or take a brisk walk to Cheomseongdae, Cheonmachong Tomb, Anapji Pond, and other nearby attractions.

INFO 054-620-5000, hanokvillage.co.kr

LOCATION Gyeongju-si, Gyeongsangbuk-do Province



TRADITIONAL STAY

KOREA PALACE

A hanok with a museum

With the PyeongChang 2018 Olympic Winter Games approaching, Gangwon-do Province has been bustling with excitement. The Korea Palace *hanok* hotel was completed in the summer of 2016 to welcome early visitors to the area. The hotel's nine *hanoks* with 24 rooms are situated on a gradation about 900m from the foot of Balwangsang Mountain, where eight kings of old are said to have been born. Guests can smell the pine of Geumgang Pine Habitat and the Chunyang Forest just as noblemen from Joseon Dynasty once did. Of the nine *hanoks*, two were actually moved from Hwasun, Jeollanam-do Province and Iksan, Jeollabuk-do Province. Looking closely, they differ from the others, and the pillars are much darker due to pine resin. Each room features a cypress wooden bathtub. Korea Palace has a museum that exhibits film reels, projectors, folk paintings, calligraphy, and ceramics curated by director Choi Gyu-ok. Moving forward, the hotel plans to grow into a comprehensive cultural space for nearby residents. A stay in the mountains at Korea Palace is a great alternative to guided tour packages and a perfect way to relax in nature.

INFO 033-336-1111, koreapalace.co.kr

LOCATION Pyeongchang-gun, Gangwon-do Province



HOTEL & RESORT

Global chains and numerous five-star hotels are found all around Korea. See what's new, where the best natural environments are, which have the best architecture, and which place a high value on artwork at Korean hotels and resorts.



HOTEL & RESORT



SOUTH CAPE SPA & SUITE

Mother Nature's ultimate gifts

South Cape Spa & Suite is a 7-star hotel basking in the glorious gifts of nature on an island just across the Namhaedaegyo Bridge in Gyeongsangnam-do Province. Upcoming young architects Cho Byoung-soo and Cho Min-suk teamed up to design the hotel that could be called art. Top landscape architect Jeong Yeong-seon harmonized the beauty of the coast and mountains, hills, and wildflowers so masterfully that the view from the rooms could replace artwork on the walls. South Cape strives to move beyond just offering stability, relaxation, and healing to suggest an active form of ultimate healing. The hotel encourages analog music appreciation at the Music Library, outdoor yoga sessions while facing the glorious natural landscape, walks along the sea, seasonal cuisines to awaken taste buds, and golf on a natural course. The South Cape Golf Course follows the cape formation of the coastal line and the fairway unfolds in front of the open sea. Apply in advance for an English-speaking caddy.

INFO 1644-0280, southcape.co.kr

LOCATION Namhae-gun, Gyeongsangnam-do Province





HOTEL & RESORT



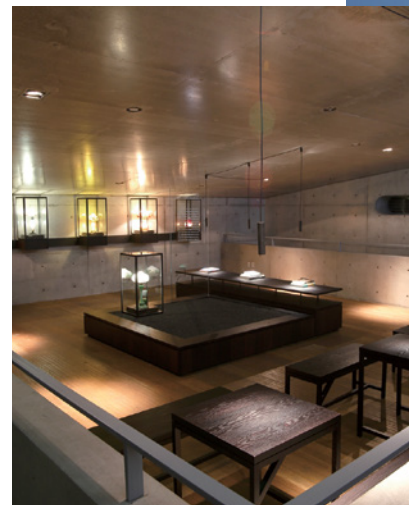
PHOENIX ISLAND

Connecting nature on
Jejudo Island

Cape Seopjikoji on the southeastern side of Jejudo Island is famous for the Seongsan Ilchulbong Peak, and is the location of Phoenix Island, a luxury resort that unites the sea with the hills, the sunrise and the sunset, and the winds of the island. It is also where some works of the finest architects of the world stand side by side, including the Glass House and Yumin Art Nouveau Collection by Japanese architect Tadao Ando, and the pyramid-shaped Agora club house by Swiss architect Mario Botta. The newly opened Yumin Art Nouveau Collection is currently showcasing European Art nouveau crafts and design works from two decades after 1894. The pieces from Nancy, France are particularly striking for their attention to natural materials. Phoenix Island features two types of accommodations: Bella Terrace condos and Hillius villas, and all rooms overlook the ocean. This is an exquisite location to enjoy a quiet rest in pristine natural surroundings. Electric cars, electric mopeds, bicycles, and other environment-friendly activities are highly recommended.

INFO 064-731-7000, phoenixnr.co.kr/jeju

LOCATION Seogwipo-si, Jejudo Island





SEAMARQ HOTEL

Watch the sunrise and sunset on the East Sea

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

INFO 033-650-7000, seamarqhotel.com

LOCATION Gangneung-si, Gangwon-do Province





HOTEL & RESORT



PARADISE CITY

With over 2,700 works of contemporary art

Yeongjongdo Island is one of the most rapidly changing regions in Korea, having developed swiftly over just a few years. The Incheon International Airport is located on a manmade island created by tidal flats between Yeongjongdo Island and Yongyudo Island. What was once an island with only beaches and the ocean, Yeongjongdo Island is now connected to the Airport Railroad, is home to a new city, the recently opened Seaside Waterpark, a coastal Rail Bike trail, and the BMW Driving Center. PARADISE CITY opened in July 2017 near the airport. But the most enchanting aspect of PARADISE CITY is the art scattered around the entire site. The main gate features a fountain by installation artist Choi Jeong-hwa, and the lobby boasts works by Damien Hirst. Kusama Yayoi and Alessandro Mendini are also among the big name artists highlighted in the 2,700 pieces. The five-star hotel operates a foreigner-only casino and is conveniently connected by Maglev train to the airport.

INFO 1833-8855, p-city.com **LOCATION** Jung-gu, Incheon



FOUR SEASONS HOTEL SEOUL

Three palaces within a brisk walk

The internationally-acclaimed Four Seasons Hotels & Resorts opened its first Korea location in October 2015. Seated in Gwanghwamun, the very heart of Seoul, hotel guests can take a quick walk to a number of sites of cultural significance, including Gyeongbokgung Palace, Seoul Museum of History inside Gyeonghuigung Palace, and the National Museum of Modern & Contemporary Art, Deoksugung within the Deoksugung Palace. Four Seasons Hotel Seoul's décor highlights the distinct beauty of local aesthetics with contemporary themes inspired by Korea in the lobby and guest rooms. Seven restaurants and bars and the three-storied Four Season Club Seoul add world-class luxury to the experience of staying in one of the 317 spacious guest rooms, including 43 suites. In particular, the Palace View Executive Suite is consistently in high demand for the floor-to-ceiling windows that flood the interior with a panoramic view of Gyeongbokgung Palace. Four Seasons Hotel Seoul also has the only spa in Korea that was given four stars by the Forbes Travel Guide. The purifying experience of the spa is highly popular, adding secret techniques of traditional Korean medicine to classic therapy packages. Tucked away in the basement is the Charles H. Bar, themed to resemble a bar from the 1920s American Prohibition era. The concept of the bar certainly is unique in comparison to other flashy hotel bars and pubs. It is even an adventure to find the entrance! Taste the new twists on drinks left behind by Charles H. Baker, the forgotten cocktail icon.

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

LOCATION Dangju-dong, Jongno-gu, Seoul





HOTEL & RESORT

ART VILLAS

A dream house built by world-famous architects

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

INFO 064-731-9111, lottejeuresort.com

LOCATION Seogwipo-si, Jeju Island



PODO HOTEL

A private hotel resembling a bunch of grapes

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

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





ANANTI COVE

Resort town on the Busan Haeundae coast

Where is it possible to read a book and shop, enjoy a well-aging clinic for the body and mind, all while having pets boarded in one location? At Ananti Cove, which is an integrated luxury resort on the coast of Gijang, 15 minutes by car from Haeundae, Busan. The members-only Ananti Penthouse and Private Residences, along with the Hilton Busan Hotel and associated public facilities are gathered here in one convenient location. There are 15 lifestyle shops located in the shopping complex. This multi-faceted cultural space has a diverse offering of travel books at Eternal Journey, a private clinic for well-aging programs, the Howlpot shop for pet accessories, and Brick Live for Lego fans. Chef Kim Ji-woon of the Italian restaurant Volpino in Cheongdam-dong, Seoul opened a second location at Ananti Cove, and Japanese restaurant Jsaekmihak opened as the sister brand to Murasaki. A stay at the Hilton Busan Hotel is the picture-perfect way to enjoy Gijang. Take a rest in the tenth floor ocean infinity pool and soak up the view of the ocean from the rooftop bar, McQueen's. The spa is open to all overnight and walk-in guests.

INFO 051-604-7000, ananticove.com **LOCATION** Gijang-gun, Busan



SIGNIEL SEOUL

A gourmet hotel in
the world's fifth highest tower

The 123-floor, 555m Lotte World Tower stands as the tallest tower in Korea and the fifth tallest in the world. Floors 76-101 are home to the SIGNIEL SEOUL hotel, overlooking Seokchon Lake, Hangang River, and downtown Seoul. The night panoramic view of the mesmerizing cityscape is visible from all rooms. Guests can delight in the 3-star Michelin chef Yannick Alléno at restaurant Stay and take in breathtaking views at The Lounge on the 79th floor. In addition, the Michelin star Korean cuisine restaurant Bicena also relocated to SIGNIEL SEOUL. The hotel has earned its nickname as a gourmet hotel with these mouthwatering choices in top quality cuisine. The Lounge is renowned for the customizable Escoffier Burger topped with egg. STAY blends local seasonal ingredients from Korea with trends in French cuisine for a fresh menu. The evian@SPA in SIGNIEL SEOUL is only the third location in Asia, following Tokyo and Hanoi. This spa is a calming refuge inspired by the noble purity of the Evian Mountains and the interior reflects this peacefulness found in nature. Lotte World Tower is also where visitors come to experience Seoul Sky, the highest observatory in Korea, as well as other dynamic attractions like the Lotte World Aquarium.

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

LOCATION Jamsil-dong, Songpa-gu, Seoul





HOTEL & RESORT



RAIL CRUISE HAERANG

A train like a hotel

There is now a way to get to all the iconic attractions and food meccas of Korea in one short trip. Haerang is Korea's first rail cruise providing a luxurious, speedy, and an efficient way to see the country. Each guest room feels like a five-star hotel and the restaurant, Sunrise, caters a delicious variety of food and beverages. The Four Seasons lounge also has a library of magazines, smart pads, and games, and also stages various live performances. There are three major courses to take on the Haerang train. One is Seoul-Suncheon-Busan-Cheongdo-Donghae-Chujeon-Seoul over three days and two nights. Aside from this, there are week-long tours across the country and one-night courses to the eastern or western regions. At each stop, passengers ride an exclusive bus to see the sights and enjoy local cuisine. English-speaking staff also accompanies foreign passengers to each location.

INFO 1544-7755, railcruise.co.kr

TASTE

TRADITIONAL KOREAN FOOD • MICHELIN STAR • CAFÉ • HALAL FOOD • BAR

Korean cuisine highlights a wide variety of seasonal produce, and has treasured traditional fermented foods—soy bean paste, soy sauce, and kimchi—royal cuisine, and temple food. Korean food is very healthy. Look on to learn more about good food, Michelin star restaurants, private bars, halal restaurants recommended by the Korea Tourism Organization, and other gourmet spots.



SEOKPARANG

A hanok in the royal villa

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

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

LOCATION Hongji-dong, Jongno-gu, Seoul

BAEKSA 104

From noodles to fine dining

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

INFO 02-747-0104

LOCATION Seongsu-dong, Seongsu-gu, Seoul



ONJIUM TASTE STUDIO

Traditional Korean food by
the Taste Studio

Onjiium means "making it perfect and building it right without faults." The Onjiium Taste Studio is a culinary research institute that modernizes traditional Korean food, clothing and architecture, and also has a workshop for artisans. Royal cuisine from the Joseon Dynasty is the most popular traditional Korean cuisine today, and the Institute strives to study and preserve traditions from the past for future generations. The Onjiium concept developed by the Institute provides opportunities to experience this cuisine. Furthermore, the institute hopes to revive disappearing tastes and bring them back into fashion. Their recommended menu for the spring is grilled mountain vegetables and winter scallions. Such Korean dishes have appeared on CNN's Talk Asia, a program which focuses primarily on exotic dishes. Reservations can be made for lunch and for parties of five to twelve.

INFO 070-4816-6610 **LOCATION** Tongyeong-dong, Jongno-gu, Seoul



SAMCHEONGGAK

Celebration of a historic agreement

The Chinese characters for Samcheonggak signify three levels of clarity and the restaurant lives up to the name like an oasis of nature inside a big city. Samcheonggak was built for the 4 July 1972 North-South Joint Statement commemorative dinner to celebrate a renewal of reunification negotiations after 27 years of division. Later, the restaurant was frequented by high officials and, in 2000, it became a top destination for traditional Korean culture. One of the six *hanoks* houses the restaurant with a quaint garden and the others host traditional performances and events. The signature item is the Sura course, which is an honorific word for meals served to the king. Ingredients are delivered straight from farms nationwide and prepared by top chefs. Look out at Bugaksan Mountain while eating and take a stroll around the cozy garden for a perfect evening at a *hanok*.

INFO 02-765-3700, samcheonggak.or.kr

LOCATION Seongbuk-dong, Seongbuk-gu, Seoul



GAON

Korean food, spirits,
and tableware

Gaon is a Korean restaurant operated by Korean pottery brand, Kwangjuyo. The restaurant opened in 2013 and earned its three Michelin stars by 2016. Following in the footsteps of his father, Kwangjuyo Chairman Jo Tae-kwon aspires to bring traditional pottery back to modern tables in daily life. He not only produces beautiful pottery true to tradition, but he also dedicated himself to further promoting traditional cuisine and liquors. The food, liquor, and tableware at Gaon perfectly exude the characteristics of traditional Korean cuisine. Chef Kim Byoung Jin works to bring out the natural flavors and fragrances of fresh ingredients in each dish. Only the best seasonal ingredients from the mountains and the sea are used here, and the natural tableware is made especially for Gaon by Kwangjuyo. The beauty of Korean aesthetics can be seen in the beautifully crafted pottery. Enjoy the ambiance of an authentic traditional Korean meal down to the serving etiquette and tableware. Open 5:30 PM to 11:00 PM. Closed on Sundays.

INFO 02-545-9845, gaonkr.com **LOCATION** Sinsa-dong, Gangnam-gu, Seoul

MICHELIN STAR



GOTGAN

The philosophy of
nature in food

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

INFO 02-2055-4445, www.theskyfarm.co.kr

LOCATION Yeouido-dong, Yeongdeungpo-gu, Seoul



LA YEON

Two years strong as a Michelin 3-star restaurant

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

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

LOCATION Jangchung-dong, Jung-gu, Seoul



MICHELIN STAR

POOM SEOUL

The taste and style of Noh Young-hee

Poom Seoul, which is run by food stylist and chef Noh Young-hee, features classy and modern food and ambiance. Dishes eaten by the Joseon Dynasty elite are revived and prepared for a sophisticated, contemporary clientele. Since its opening, word spread that the restaurant is an excellent place to welcome foreign visitors, and gained its Michelin star in 2016. "Poom" means both dignity and sincerity. The menu and course sequence are carefully arranged to maximize harmonization between flavors and dishes. The healthy repertoire of meals on the menu are prepared with only the best ingredients and spices. The summer menu consists of Croaker fish, while the autumn menu focuses on organic pine mushrooms. The menu changes monthly, offering tastes of each season. A separate menu for vegetarians is also available. Located on Namsan Mountain in Seoul, the view is excellent and the interior of the restaurant has Noh Young-hee's personal touch and style. The establishment also sells tableware and other accessories that are both practical and communicate the beauty of Korean aesthetics. Reservation is required. Closed on Sundays.

INFO 02-777-9007, www.poomseoul.com

LOCATION Huam-dong, Yongsan-gu, Seoul



KWON SOOK SOO

A modern analysis of
traditional Korean culture

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

INFO 02-542-6268, kwonsooksoo.com

LOCATION Sinsa-dong, Gangnam-gu, Seoul

MICHELIN STAR

BALWOO GONGYANG

Temple food preferred by vegetarians

Located near Jongno Jogyesa Temple in Seoul, Balwoo Gongyang is a traditional temple food restaurant and has one Michelin star. The name Balwoo Gongyang comes from the sacred temple bowls used by the monks to make gongyang (offering) and for eating meals. One must recall that Buddhist food contains recipes that have been passed down for over 1,700 years, and that meat and seafood, along with pungent vegetables like scallions, garlic, and chives are never used. Temple food is considered extremely healthy in that only fresh and organic ingredients are used. There are four different courses for the different seasons, and, though liquor is never sold, a paid liquor delivery service is available. In place of alcohol, the restaurant offers pine tea, persimmon vinegar, and other traditional temple drinks. Reserve the Huisik course menu in advance for a chance to talk with the chef in person, take a photo, and receive a small gift. Approximately 30% of diners are foreigners. English, Japanese, and Chinese menus are available.

INFO 02-733-2081, www.balwoo.or.kr
LOCATION Gyeongji-dong, Jongno-gu, Seoul



MORE MICHELIN 1-STAR RESTAURANTS

•**DINING IN SPACE** A French restaurant overlooking Changdeokgung Palace. 02-747-8105 •**L'AMITIE** French restaurant by chef with 17 years experience. 02-546-9621 •**RISTORANTE EO** An authentic Italian restaurant available only by reservations. 02-3445-1926 •**MINGLES** New Korean fusion food with *jang* (traditional Korean sauce). 02-515-7306 •**BO REUM SAE** A special place serving Jejudo black cattle. 02-569-9967 •**VOTRE MAISON** A French restaurant that is both warm and comfortable. 02-549-3800 •**SOIGNÉ** Inspired by global fusion foods. 02-3477-9386 •**YU YUAN** A Chinese restaurant at the Four Seasons Hotel serving the famous dim sum brunch. 02-6388-5500 •**24SEASONS** A Korean restaurant that cooks with seasonal ingredients. 02-518-4818 •**JUNGSIK** A pioneer of modern Korean dining. 02-517-4654 •**ZERO COMPLEX** Presents a set menu that changes monthly. 02-532-0876 •**JINJIN** A Chinese restaurant by a head chef with 40 years' experience. Modestly priced. 070-5035-8878 •**KOJIMA** A Japanese restaurant using only the best of ingredients. 02-2056-1291 •**KEUNGIWAJIB** A Korean restaurant famous for soy sauce marinated crab. 02-722-9024 •**HAMO A** restaurant that serves Jinju Gyobang cuisine. 02-515-4266

CAFÉ



HAAP

Food too beautiful to eat

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

INFO 010-9727-8190 **LOCATION** Cheongdam-dong, Gangnam-gu, Seoul



ILSANG-DABANSA

A tea shop with a view of
Gyeongbokgung Palace

Seochon is a mix of Korean tradition and modern cultures. Ilsangdabansa is a tea house in Seochon Tongyeong-dong, that makes the tradition of Korean food seem commonplace even amidst the bustle of modern society. The name of the shop means "a daily life of eating and drinking tea." A long counter surrounds the kitchen area and the modern interior design does not feature floor seating like typical tea houses. The menu spans teas from several regions and reflects the seasons. A variety of unique traditional tea + coffee and traditional liquor + tea blended beverages are on the menu next to traditional cocktails, teacakes, and finger foods. Hamyang solsongju and Jinju Leegangju (traditional liquors from Hamyang and Jinju) are mixed with pear in a cocktail called Seochon Moonlight. Another is Sol Tonic, which combines *solsongju* and pine resin. Ilsangdabansa also serves mugwort rice cakes fried like waffles, bite-sized vegetable wraps with rice, and Ilsangdabansa lunches (limited to 10 per day). The café is located on the first floor of the Boan Inn and has a view of the Yeongchumun Gate on the west side of Gyeongbokgung Palace. A popular hideout for starving artists and writers in the 1930s, Ilsangdabansa is also the birthplace of *Poet Village* literary magazine.

INFO 070-4215-3030, www.instagram.com/_ilsangdabansa_

LOCATION Tongyeong-dong, Jongno-gu, Seoul

PARK CAFÉ

Made-to-order halal food and take-out

Park Café is located on the second floor of the Marriott Executive Apartments in Yeouido, Seoul. The open-kitchen restaurant entertains while customers wait for food, and the scenery of the Yeouido Park is spectacular through the glass window. The halal menu features two lunch box sets. One consists of halal beef ribs, tandoori chicken, basmati fried rice, vegetables, hummus, seasonal fruit, and halal sirloin steak, while the other includes teriyaki chicken, basmati fried rice, bread, olive oil, and yogurt sauce. A variety of halal lunch and dinner set menus are also available. Halal Korean cuisine is also available and halal lunch boxes are ready for take-out.

INFO 02-2090-8050

LOCATION Yeouido-dong, Youngdeungpo-gu, Seoul



THE PLAZA

Chinese restaurant Taoyuen,
Japanese restaurant Murasaki,
Italian restaurant Tuscany

In front of Seoul City Hall, The Plaza Hotel offers halal, Chinese, Japanese, and Italian cuisine. Taoyuen, one of the most popular Chinese restaurants in Seoul, runs on the philosophy that food and medicine are one and the same. The restaurant sells an all-halal course menu of mushroom soup, an assortment of fresh domestic seafood, steamed abalone, seasonal vegetables, bamboo lobsters, and spicy seafood noodles. Murasaki, the Japanese restaurant, specializes in Kaiseki cuisine, halal lamb ribs and steak, Kuruma shrimp with vegetable fries, sashimi + sushi, mushroom noodles, and grilled salmon and bass. Breakfast is served on weekdays. The Italian restaurant, Tuscany, is famous for organic pasta and original desserts. Halal course menus made with seasonal ingredients are available, offering chickpea soup, halal chowder, vegetable fried rice, ravioli, garden salad, scallops, lasagna, and halal wagyu sirloin.

INFO Taoyuen 02-310-7300, Murasaki 02-310-7100, Tuscany 02-310-7200 **LOCATION** Sogong-dong, Jung-gu, Seoul



MORE HALAL RESTAURANTS

•**LOTTE HOTEL SEOUL** Chinese restaurant Toh Lim, Japanese restaurant Momoyama, Korean restaurant Mugunghwa, and the Italian restaurant Peninsula all serve halal food. 02-771-1000 •**63 SQUARE** Baeklihyang, Shuchiku, walking on the Cloud, and Touch the Sky. All four high-end restaurants are halal certified. 02-780-6382 •**SHERATON SEOUL D CUBE CITY** Feast Restaurant serves authentic halal buffet dishes. 02-2211-1710 •**IMPERIAL PALACE SEOUL** The buffet offers 10 halal a la carte dishes. 02-3440-8090 •**COEX INTERCONTINENTAL** Asian Life restaurant offers over 30 halal dishes. 02-3452-2500



JOHNNIE WALKER HOUSE

A luxurious whiskey bar with culture

Johnnie Walker House Seoul opened in 2013 following Shanghai and Beijing. Johnny Walker is a celebrated whiskey founded in 1820 that has set a new standard for high-quality whiskey. Johnny Walker Seoul is an integrated cultural space where customers can experience everything about the Johnnie Walker brand and scotch whiskey. The first-floor retail shop is the exclusive seller of 18 limited edition whiskeys and provides special services for packaging and customized engraved seals. The four most common variations of Johnnie Walker whiskeys and blended scotch whiskeys are available to taste test in the second-floor tasting room. The VIP lounge on the fourth floor offers luxury dining with whiskey.

INFO 02-545-1949 **LOCATION** Sinsa-dong, Gangnam-gu, Seoul

BAR



ALICE CHEONGDAM

A bar hidden like a hideout

Alice Cheongdam was voted Best Bar at the 2017 Korea Best Bar Awards and aims to make everyone feel at home. But finding the entrance is not easy. Follow the stairs to a sign with a white rabbit and find a flower shop. Very much like Alice following the white rabbit to Wonderland, guests must open the back door to this flower shop before reaching the bar. Popular cocktails include Ter's Boutique and Reflection. The bartender is famed for striking up great conversations with patrons. All staff are fluent in English and socialize with all guests. Occasionally, guest bartenders from abroad perform or serve up drinks.

INFO 02-511-8420, alicecheongdam.com

LOCATION Cheongdam-dong, Gangnam-gu, Seoul

MUSEUM

This list represents must-see museums in Korea that display traditional handicrafts like floor tables, ceramics, and stone relics. Check out the gamut of traditional and contemporary art in Korea.

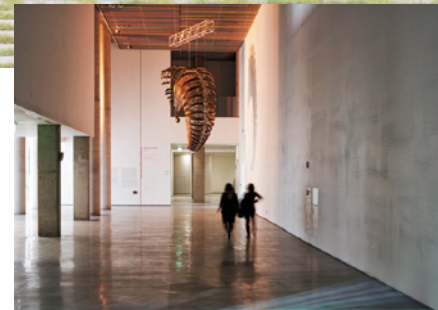


NATIONAL MUSEUM OF MODERN AND CONTEMPORARY ART, SEOUL

A museum with a view

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

INFO 02-3701-9500, www.mmca.go.kr **LOCATION** Sogyeok-dong, Jongno-gu, Seoul





ARARIO MUSEUM IN SPACE

Collections of world-class contemporary art

Arario Museum in Space is a contemporary art museum run by Kim Chang-il, a top business executive and world-renowned art collector who has over 3,700 works from Korea and abroad. The permanent exhibition, Arario Collection, displays works of modern art over a 35-year period. The museum building used to belong to SPACE, an architectural office, and the architectural concept of symbiosis is most evident in the structure. Tiles decorate the exterior to harmonize with Changdeokgung Palace and nearby *hanoks*, and the facade features ivy branches to integrate with natural surroundings. The Arario Museum has two locations: Seoul and Jeju Island. "A Museum within a Museum" is a project in which artists stay at Arario Museum in Seoul or Jeju to create new works. "Lee Ching: Eight Rooms" is a space that inspires reflection on life and art by a young contemporary Chinese artist, Lee Ching. There are coffee shops, Italian, Japanese, and French restaurants on site. The 5th floor French restaurant is a great spot to see Changdeokgung Palace.

INFO 02-736-5700, arariomuseum.org **LOCATION** Wonseo-dong, Jongno-gu, Seoul



MUSEUM SAN

A peaceful rest on a walking trail

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

INFO 033-730-9000, www.museumsan.org

LOCATION Wonju-si, Gangwon-do Province





KOREAN STONE ART MUSEUM

The look and feel of the stone

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

INFO 02-986-1001, www.koreanstonemuseum.com

LOCATION Seongbuk-dong, Seongbuk-gu, Seoul



BONTE MUSEUM

The best of traditional Korean crafts

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

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

LOCATION Seogwipo-si, Jeju Island





CHO EUN SOOK ART & LIFESTYLE GALLERY

The crafts of contemporary artists

Cho Eun Sook Art & Lifestyle Gallery is a minimalistic space that exhibits mostly pottery along with paintings, wooden crafts, metal works, and art furniture. The fascinating arrangement of trays and Korean food on a party table decorated with candles and gift wrapping exemplifies the integration of art and lifestyle. Collector and director Cho Eun Sook chose crafts that were modern and refined. A lacquer-stained placemat and lunchbox, candle on the table, and a porcelain stool that could be used as a chair, are displayed here. Additionally, the gallery art shop always has porcelain plates, small tables, and flatware available for purchase. The paper and string wrapping alone impresses customers so much that they frequent the shop just for wedding and holiday gifts.

INFO 02-541-8484, www.choeunsookgallery.com

LOCATION Cheongdam-dong, Gangnam-gu, Seoul



MASTER

Koreans have enjoyed abundance and splendor for centuries as skilled craftsmen. They brewed their liquor at home and crafted items inspired by their ancestors. Meet master ceramists, *hanbok* designers, and other artisans designated Intangible Cultural Assets of Korea.

KIM YONG SE'S SHINPYEONG BREWERY

Lotus-infused alcohol

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

INFO 041-362-6080, koreansul.modoo.at

LOCATION Dangjin-si, Chungcheongnam-do Province



PARK HEUNG-SUN MYEONG GA WON

Pine-scented liquor

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

INFO 055-963-8992, www.solsongju.com

LOCATION Hamyang-gun, Gyeongsangnam-do Province

KIM YOUNG SEOP'S JOONG WON DANG

The drink to mark the start of farming

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

INFO 043-842-5005, www.청명주.com
LOCATION Chungju-si, Chungcheongbuk-do Province



ANSEONG MACHUM BRASSWARE WORKSHOP

High-quality bacteria-resistant tableware

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

INFO 031-675-2590, vincent1205.blog.me
LOCATION Anseong-si, Gyeonggi-do Province



PARK JAE-SEO'S ANDONG SOJU DISTILLERY

Distilled spirits aged with clean water and rice

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

INFO 054-856-6903, andongsoju.modoo.at
LOCATION Andong-si, Gyeongsangbuk-do Province





MASTER

TCHAI KIM YOUNG JIN

Original designs based on tradition

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

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

LOCATION Hannam-dong, Yongsan-gu & Yeonhui-dong,
Seodaemun-gu, Seoul

HA YONG-BU’S MIRYANG BAEKJUNG NORI

Learning to dance with a human cultural asset

The name Miryang signifies a place with intense sunshine and it is a famous rice producing region. The Susanje Floodgate is one of the three reservoirs created in pre-modern times and is located in Miryang. Here, farming traditions have survived the generations. *Baekjung Nori* is a traditional dance that relieved farmers from their hard work in the fields during mid-July. The known master of this dance, Ha Yong-bu, was trained by his grandfather at age five in 1981 to learn traditional numbers like Yangban Dance and Beombu Dance. In 2002, he was named a national human cultural asset. In 1988, producer Lee Yun-taek put the dancer on stage in over 40 countries. Ha Yong-bu performs regularly at Yeongnamnu Pavilion.

INFO 055-355-2308

LOCATION Miryang-si, Gyeongsangnam-do Province



HYO JAE BY LEE HYO JAE

A master of lifestyle and ritual

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

INFO 02-720-5393

LOCATION Samcheong-dong, Jongno-gu, Seoul



KIM SHI-YOUNG NOGO GALLERY

Black pottery from a traditional kiln

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

INFO 033-434-2544, www.kimsyyoung.com

LOCATION Hongcheon-gun, Gangwon-do Province



SIGHTSEEING

Fortresses and palaces. Seoul is a place where relics of old sit side-by-side buildings of new. This co-existence of the past and the present is one of Korea's unique charms. Take a look at one of the latest trends of walking the fortress wall and palaces in Korea.



SIGHTSEEING



PANMUN- JOM

The tragedy of war and
division

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

INFO 111 (National Intelligence Service, NIS)

LOCATION Paju-si, Gyeonggi-do Province



TEOHOME

Hanok showroom of interior designer Yang Tao

Bukchon's Neungsoheon *hanok* in Gye-dong, Seoul is where interior designer Yang Tao resides and works in his residence-cum-workshop-cum-showroom. The 120-year-old *hanok* was renovated and modernized to be convenient by contemporary living standards. However, he did not alter the original structure of the *hanok* and preserved the padlock and other details of the original home. It is easy to forget that the home is a *hanok* except for the exposed rafters, as it is outfitted with a sofa, dining table, paintings, and even a brick oven. The sofa in the living room is by Hans Wegner, the 1950–1960s era table is a work of interior and furniture designer John Dickinson, and other vintage furniture spanning decades fill the facility. Yang Tao's residence is luxurious and elegant, while retaining a cool vintage feel. It also smells divine, as the designer believes fragrance to be an important part of interior design. The showroom features the "Blue Orient Ceramic" series by TEOHOME, which was inspired by an 800-year-old Thai ceramic pot. The series is on exhibition and also for sale.

INFO 02-3672-2302, www.teoyangstudio.com

LOCATION Gye-dong, Jongno-gu, Seoul





GYEONGBOKGUNG PALACE

The beauty of Geunjeongjeon Hall and Gyeonghoeru Pavilion

Gyeongbokgung Palace was built during the times of Joseon kings. During the Japanese Invasion of Korea in 1592, the palace was burnt down and rebuilt at the end of the Joseon Dynasty. The location of the palace is said to adhere to the principles of *pungsu* (geomancy). Behind the palace is the stately Bugaksan Mountain, and directly in front are the cityscape with Namsan Mountain, Cheongyecheon Stream and Hangang River in the distance. “Gyeongbok” in Korean means, “To make a great fortune,” but the palace was taken over by Japanese Government-General of Korea during the Japanese colonial era. The main gate area, Gwanghwamun, is now modern-day Seoul City Hall and known as the neighborhood between the city hall and the palace. Upon the entrance beyond Gwanghwamun is Geunjeongjeon Hall. This majestic structure is the symbol of the king’s authority and where public events were held. To the left is the two-storied Gyeonghoeru Pavilion, which was used as a banquet hall above a man-made pond. The night tour of Gyeongbokgung Palace is a popular attraction. Holding a *cheongsachorong* (traditional Korean lantern), visitors can taste royal cuisine and see a traditional music or dance performance. Inquires about schedule and reservations for the night tour must be made by phone in advance.

INFO 02-3700-3900~1, royalpalace.go.kr

LOCATION Sejong-ro, Jongno-gu, Seoul



CHANG-DEOK-GUNG PALACE

The best garden
in Korea, Secret Garden

The royal palaces are the most brilliant sites of all the pre-modern relics in Seoul. There are five palaces from Joseon Dynasty: Gyeongbokgung Palace, Changgyeonggung Palace, Deoksugung Palace, Gyeonghuigung Palace, and Changdeokgung Palace. The king’s quarters were housed in Gyeongbokgung Palace and the royal family used Changgyeonggung Palace as a resting spot. Changdeokgung Palace is also culturally standing as a prime example of surviving traditional landscaping and architecture. Traditional Korean culture emphasized harmonization between man and nature in all parts of life, and Changdeokgung Palace certainly exemplifies this. In 1997, it was declared a UNESCO World Heritage Site. From June to November, visitors can participate in the Moonlight Tour for a special chance to see the palace’s charms at night. The highlight of the palace is the Huwon Garden, so well-known for its beauty that it has become a household name. For those requiring interpretation services in English, Chinese, or Japanese, please visit the information desk.

INFO 02-3668-2300, cdg.go.kr **LOCATION** Waryong-dong, Jongno-gu, Seoul



MORE UNESCO WORLD HERITAGE SITES IN KOREA

- **JONGMYO SHRINE** A shrine for the king and queen to conduct ancestral rites. Jongno-gu, Seoul.
- **BULGUksa TEMPLE & SEOKGURAM GROTTO** Structures believed to be from the eighth century Unified Silla period. Gyeongju, Gyeongsangbuk-do Province.
- **HWASEONG FORTRESS** A fortress built by scientific methods. Suwon, Gyeonggi-do Province.
- **NAMHANSANSEONG FORTRESS** A classic example of a 17th-century fortress in East Asia. Gwangju, Gyeonggi-do Province.
- **BAEKJE HISTORIC AREAS** Famous for Baekje Buddhist temples and ruins, grottos, and other architecture. Buyeo & Gongju, Chungcheongnam-do Province; Iksan, Jeollabuk-do Province.
- **GYEONGJU HISTORIC AREA** Beautiful sculptures, towers, palaces, and royal tombs from Silla. Gyeongju, Gyeongsangbuk-do Province.
- **ANDONG HAHOE FOLK VILLAGE & YANGDONG VILLAGE** Villages that preserve the structure of Joseon Dynasty villages. Andong & Gyeongju, Gyeongsangbuk-do Province.
- **ROYAL TOMBS OF THE JOSEON DYNASTY** Royal tombs with beautiful landscapes and Confucian relics. Scattered across Korea.
- **JEJU VOLCANIC ISLAND & LAVA TUBES** Featuring Seongsan Ilchulbong Tuff Cone and other natural wonders as the most exotic cave in Korea. Jeju Island.
- **DOMEN SITES** Large prehistoric rocks that tell about the heritage and social structure of the Bronze Age in Korea. Gochang, Jeollabuk-do Province; Hwasun, Jeollanam-do Province; Ganghwa, Incheon.
- **HAEINSA TEMPLE JANGGYEONG PANJEON, THE DEPOSITORIES FOR THE TRIPITAKA KOREANA WOODBLOCKS** Built in the 15th century, the Panjeon is architecturally significant for its natural ventilation, and temperature/humidity control. Hapcheon, Gyeongsangnam-do Province.



SIGHTSEEING



SEONGSU-DONG CULTURE STREET

Where the president's shoes are made

Seoul's Seongsu-dong neighborhood used to be a hub for custom-made shoes, printing, metalwork, and car repair workshops. Recently, the area has seen cultural spots and coffee shops spring up everywhere, creating an industrial-cultural atmosphere akin to Brick Lane in London or Tortona in Milano. Just beyond Seongsu Station is the "shoe spot" where the shoe museum is located and a collective shoe shop, From SS, sits under the overpass. Shop No. 7 run by master shoemaker Yoo Hong-sik is where President Moon Jae-in's shoes were made, suddenly becoming famous as Seoul's most famous custom shoe shop. Women are especially attracted to the shop run by Jeon Tae-su, who makes shoes for actress Gianna Jun. And then there is Daerim Changgo, which adds a hipster flair to the area, converting an abandoned warehouse into an entertainment production company. The company sponsors and hosts cultural events and performances, and has drawn cafés and galleries. Rather than demolishing and constructing new buildings, these business owners preserve the character of the old warehouses and refurbish the spaces to celebrate the past long into the future.

INFO seongsushoes.modoo.at

LOCATION Seongsu-dong, Seongdong-gu, Seoul



HANYANGDOSEONG, THE SEOUL CITY WALL

Harmony of an old fortress and new culture

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

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



SIGHTSEEING

THE NAECHON

The woodworking shop
where Kuma Kengo
and Tadao Ando visited



A painter trained in Western art took up traditional Korean architecture and set up a woodworking shop in the countryside. Lee Jeong-seob has been working here at The Naechon in Hongcheon-gun, Gangwon-do Province for 15 years, making furniture and homes in the secluded mountain valley. The Naechon workshop is located on a hill where the temperature and humidity of the workshop are controlled, and a number of residences are located at the foot of the hill. The houses look as if they form a village. The quality of the wood even impresses other woodworkers, and all of the materials to construct the houses are environment friendly. The new houses exude a pleasant wood fragrance upon entering. The designer is a firm believer that places where people live should not cause them any harm. The simplicity of the furniture made at The Naechon reminds us of the beauty of Joseon Dynasty furnishings. Korean and foreign designers and architects visit the secluded workshop from time to time and often return, saying they were fascinated with the dignity and precision of the work. Tours of The Naechon are available by reservation. After looking around at the furniture and homes, you can also attend a talk about trees by globetrotter and The Naechon woodwork artist Kim Min-sik.

INFO 033-433-5583, thenaechon.com

LOCATION Hongcheon-gun, Gangwon-do Province



CULTURAL EXPERIENCE

To travel is to experience. Templestays, cooking, yachting, seeing the world from a hot air balloon, and watching live performances are only a few must-try activities to truly experience traditional Korean culture and nature.



WOLJEONGSA TEMPLESTAY

A trail lined with 1,700 fir trees

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

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

LOCATION Pyeongchang-gun, Gangwon-do Province



NAKSANSA TEMPLESTAY

A temple on a cliff facing the East Sea

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

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

LOCATION Yangyang-gun, Gangwon-do Province



BULGUKSA TEMPLESTAY

A UNESCO World Heritage Site

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

INFO 054-746-0983, bulguksa.org

LOCATION Gyeongju-si, Gyeongsangbuk-do Province



JINKWANSATemple

A temple famous for food

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

INFO 02-359-8410, jinkwansa.org **LOCATION** Jingwan-dong, Eunpyeong-gu, Seoul



EUMSIK DIMIBANG

A taste of Joseon Dynasty cuisine

Dudeul Village in Yeongyang, Gyeongsangbuk-do Province earned its name from its location on “Duduel hill”. Eumsik Dimibang has cooking programs, *hanok* experiential centers, and historic houses. *Eumsik Dimibang* is also the title of a cookbook from the Joseon Dynasty. Approximately 340 years ago, Jang Gye-hyang, wife to a scholar-official, became the first woman to write a cookbook. The author painstakingly recorded detailed instructions for cooking and fermenting foods that would be helpful to future generations. The recipes vary slightly from typical offerings at *hansik* course meal restaurants in Seoul. Some of the unique dishes include fish fillet dumplings, cod fish skin crisps and other regional food only found in the Gyeongsang region. There are programs for cooking and sampling food. Cooking classes are held at 11:00 AM and 2:00 PM with pre-registration.

INFO 054-682-7764, dimibang.yyg.go.kr

LOCATION Yeongyang-gun, Gyeongsangbuk-do Province

JINGKWANGCULTURE

Wild herbal tea and traditional pottery

In a small village called Beolgyo in Jeollanam-do Province is a graceful *hanok*. Once in danger of being demolished, the *hanok* was transported from Seoul to its current location where the late Han Sang-hoon created Jingkwang to educate the public about traditional Korean handicrafts. His whole life was dedicated to preserving not just this *hanok*, but also to *pansori*, pottery, and traditional tea ceremony. Wild mountain greens are parched in a traditional cauldron for a roasted tea flavor. Jingkwang pottery and non-fertilized, non-pesticide, non-manure raised produce are also available for purchase. Moreover, Jingkwang pottery has not only made it into galleries, but also is recognized for its beautiful craftsmanship by UNESCO. It has also been exhibited in Paris, Berlin, and other global hubs. The pottery is made inside the traditional-style dirt house, which also includes an exhibition hall. Try some traditional teas and make a reservation to taste food made with tea.

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

LOCATION Boseong-gun, Jeollanam-do Province



NATURE DYEINGCULTURECENTER

The beauty of natural dyeing

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

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

LOCATION Naju-si, Jeollanam-do Province





SHINHAN AIR

An unmatched view of Dadohae

The southern sea is long and dotted with small islands, often called Dadohae, and this landscape can be taken in from the sky. Shinhan Air is an airline that also provides pilot licensing programs for light aircrafts, regular aircrafts, and drone operation. The course for the light aircraft training starts at Yeosu Airport and circles 100km (30 minutes) around Hyang-irram Hermitage, Dolsando Island, and Yeosu Expo before returning to the airport. Aircrafts for two, four, and ten passengers are available for chartered rentals, along with group rides. All passengers must carry photo ID to board. Flights must be confirmed two hours pre-take off as cancellations may occur due to inclement weather.

INFO 02-3274-4000, shinhanair.com

LOCATION Yeongam-gun, Jeollanam-do Province

OREUM HOT AIR BALLOON

A snapshot of Jeju oreum from the sky

The eastern side of Jeju-si is where the largest number of dense peaks are found on Jejudo Island. Most of the attractions on the island center on the ocean or are located along the middle mountainous region. Recently, a hot air ballooning to the tall peaks of the island has become a popular tourist activity. "Slow Flying, Waking Up the Morning in Jeju" is the slogan for the balloon tour flying 150m above the northeastern region of Jejudo for 45-60 minutes. Due to the strong winds on Jejudo Island, the hot air balloons take flight at sunrise when the wind is the calmest. Each balloon can support up to 12 passengers (absolute maximum of 16 persons), and groups with less than four pre-registered passengers are cancelled. During the tour, champagne and drinks, along with a simple breakfast are served. Passengers receive a certificate of flight upon disembarkment.

INFO 064-784-2633, oreumballoons.com

LOCATION Gujwa-eup, Jejudo Island



HYUNDAI YACHTS CLUB

Korea's premium yachting culture

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

INFO 031-8047-5084, hdyachts.com

LOCATION Hwaseong-si, Gyeonggi-do Province



MORE YACHT CLUBS

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



HANGANG RIVER FERRY CRUISE, ARA-HO

Performances and dinner with
Hangang River scenery

The Seoul skyline must be seen from the Hangang River. The Ara-ho ferry provides catering and fireworks, along with performances. The first floor of the double-decker passenger vessel features sheltered viewing areas and the second floor has an open terrace. A raised stage in the indoor viewing area is where concerts and performances are held. These performance cruises depart from Yeouinaru and return via Yanghwadaegyo Bridge, entertaining crowds with classical performances, B-boy shows, musicals, traditional Korean music performances, and jazz sets. Lunchtime cruises provide fresh, healthy meals while dinnertime cruises begin at Banpodaegyo Bridge night fountain, crossing Saebitseom and Nodeulseom Islands, and finally return to Banpodaegyo Bridge while passengers enjoy a buffet with over 50 dishes. Ferries are available for private rental, for weddings, workshops, or baby's first birthday celebrations. All passengers must show ID to board.

INFO 02-978-7979, araho.kr

LOCATION Yeouido-dong, Yeongdeungpo-gu, Seoul



NATIONAL GUGAK CENTER

Relish natural sound in Pungnyu Sarangbang

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

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



KOREA HOUSE

Simcheong
with a modern flair

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

INFO 02-2266-9101 ~3, koreahouse.or.kr **LOCATION** Pil-dong, Jung-gu, Seoul

NATIONAL THEATER OF KOREA

Traditional Korean music

Everything from *changgeuk* (dramatized *pansori* in operatic form), modernized traditional Korean dancing, and an orchestra composed of traditional instruments like the *gayageum*, *geomungo* and *ajaeng*. If you are interested in traditional Korean music, the National Theater of Korea is a top spot to check out. Located on the foothills of Namsan Mountain, the theater was established in 1950 as the first national theater in Asia. Aside from famous musicals and licensed performances, the theater put importance on showing independent works as well. Each year from September to July of the following year, the National Repertory Season program introduces new productions and top repertoire, collaborative performances, and productions from abroad. The theater also operates the Museum of Performing Arts on the premise. Finally, lessons are available for *samulnori*, traditional dance, and *pansori* at the traditional music academy for foreigners living in Korea.

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

LOCATION Jangchung-dong, Jung-gu, Seoul



JEONGDONG THEATER

A theater for true show lovers

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

INFO 02-751-1500, jeongdong.or.kr **LOCATION** Jeong-dong, Jung-gu, Seoul



MUJU TAEKWONDOWON

Taekwondo performances and events

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

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

KIM DUK-SOO SAMULNORI

An exciting percussion theater performance

The Insa Art Hall opened in the fall of 2017 as the Kim Duk-soo Samulnori Theater. Master Kim Duk-soo is the leader of *samulnori* culture in Korea. *Samulnori* originates from farm music that used percussion instruments like drums, *janggu*, and *kkwaenggwari*. *Samulnori* differs from *pungmul nori* in that there is no dancing or acting. The single pitch instruments begin with slow rhythms and gradually increase in speed until it almost sounds out of control, creating the same feeling in the audiences' minds. *Samulnori* has become rooted in Korean society and is basis for the catchy Red Devils "dae-han-min-guk" chant and the internationally-acclaimed *Nanta* performances. The Insa Art Hall features four regular performances per week along with programs for learning *samulnori*, and understanding Baekje cultural relics.

INFO 070-5096-2543, insahall.com **LOCATION** Insa-dong, Jongno-gu, Seoul



WELLNESS

Korea is a cozy, mountainous country such that a short drive out of Seoul leads to lush forests. Relax at resorts and forests for the body and mind or unwind at a spa within just a few hours of driving. In addition, more and more tourists are flocking to Korea for top quality health checks.



HEALIENCE SEONMAEUL

Letting go of stress

Healience Seonmaeul is a “well-aging” healing resort deep in the mountains of Hongcheon, Gangwon-do Province. The name derives from the combination of “healing” and “science,” and promotes the idea that early prevention of diseases rather than treatment should be the focus. To achieve this healthy lifestyle, Healience introduces four habits for a healthy life: exercise habits, life rhythm habits, eating habits, and mind habits. Without TV or air conditioning and no access to electricity, smart phones become paperweights. Time is filled with yoga, meditation, and walks. Although there is a schedule for programs, most of the time is free. The food is also health-conscious. Walking the recommended Trekking Course and doing yoga with some meditation are sure to bring peace and improve overall well-being. Stress levels can be measured upon entry and exit for guests to compare. Enjoy carbonated springs and rock baths for the ultimate detox, and the red clay *jjimjilbang*.

INFO 1588-9983, healience.co.kr

LOCATION Hongcheon-gun, Gangwon-do Province



WELLNESS



KOREA FOREST WELFARE INSTITUTE, DASLIM

Overnight stay in a national park

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

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



THE WE HOTEL WELLNESS CENTER

A health resort on Hallasan Mountain

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

INFO 064-730-1200~2, wehotel.co.kr

LOCATION Seogwipo-si, Jeju Island



SULWHASOO FLAGSHIP STORE

The ultimate Asian aesthetic
experience



Sulwhasoo is a top herbal cosmetics company in Korea, whose high-quality products are popular domestically and beyond. The Sulwhasoo Flagship Store opened near Dosan Park in Seoul with a luxurious spa, exhibition space, and Sulwhasoo boutique for product experience and purchase. The spa brings traditional Asian beauty practices to modern-day life, bringing warmth to tired skin, holistic therapy to harmonize the whole body, and traditional rituals to restore the stability of mind and inner beauty. Programs are sixty or ninety minutes long. Products purchased at the Flagship Store are adorned with *hanbok* ribbons and wrapped in exclusive Sulwhasoo Jihambo cloth wrapping. Each season features a Sulwhasoo Culture Exhibition and the rooftop café provides a chance for additional healing.

INFO 02-541-9270, www.sulwhasoo.com

LOCATION Sinsa-dong, Gangnam-gu, Seoul



CHEONG-KWAN- JANG SPA G

The energy of 6 year old Korean red ginseng

It is believed that women of olden times used to drink ginseng tea frequently and put ginseng flower buds in their baths as a traditional skin care regiment. Internationally-renowned ginseng brand Cheong-Kwan-Jang opened SPA G to develop the diverse traditional Asian medicinal uses for 6-year-old Korean red ginseng in a number of programs. The Single Program focuses on the face, body, and head one by one; the Package Program helps relieve stress and relax the mind; and the SPA G Signature Program starts with a ginseng body mask or full-body spa and offers ginseng scrubs, body massages, foot massage, spa food, facial massage, and head spa for 300 minutes of total care.

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

LOCATION Daechi-dong, Gangnam-gu, Seoul

OLIVINE

A medical spa for
contemporary people

Joint and spine specialist Seran Hospital manages Olivine, a medical spa for overweight, elderly, and overworked modern patients. The therapists are trained worldwide to offer top-notch expert clinical services with Darphin products from France. Cosmetic procedures and supplemental injections are also available thanks to the connection to the hospital. The prices for the competitive treatment programs are reasonable, and the spa was dubbed Best Salon by Darphin. The spa for expecting mothers is particularly well-known, along with the body-balancing and anti-aging program that boosts immunity, herbal slimming program, relax and detox program to reduce pain while relaxing the mind, and the head spa.

INFO 02-730-1719, olivine.co.kr

LOCATION Muak-dong,
Jongno-gu, Seoul



HWADAM BOTANICAL GARDEN

A forest for the five senses

Hwadam Botanical Garden is a 760,330m² arboretum located 40 minutes outside of Seoul in Konjiam Resort in Gyeonggi-do Province. With a name meaning "Sharing truths," the LG Evergreen Foundation opened Hwadam Botanical Garden to preserve the natural ecosystem for the benefit of the public. There is a wide diversity of trees, insects, and birds living in the forest, and is the location of the largest pine tree sanctuary in Korea. Over 20 themed gardens with approximately 4,300 types of plants are on display in the Moss Center, along with the Freshwater Fish Eco Center and Insect Eco Center. The 5.2km walking trail is also accessible by monorail for children and elderly visitors to enjoy. There are sights to see during every season, like azaleas, cherry blossoms, peach blossoms, and apricot blossoms in spring; hydrangeas, water lilies, and lightning bugs in summer; moss and birch tree gardens in the fall. Closed from early winter (November) to March. Reservations may be made on the website.

INFO 031-8026-6666, www.hwadamsup.com

LOCATION Gwangju-si, Gyeonggi-do Province

GODOWON HEALING CENTER

A sample of diverse meditation programs

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

INFO 043-723-2033, godowoncenter.com

LOCATION Chungju-si, Chungcheongbuk-do Province



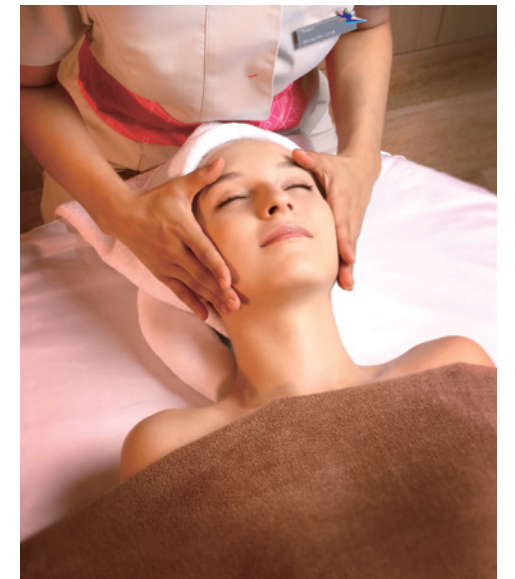
CHAUM

Well-life consulting with a health screening

Chaum, an affiliate of CHA Medical Group, is a futuristic anti-aging center that aims to search and prevent diseases in the "gray zone." Recent celebrity clients include Naomi Campbell, and Gianna Jun reported to the medical spa for postpartum care. Results of the health screening are available the same day, and the coordinator is fluent in English, Russian, and Chinese. Blood and saliva tests can identify potential genetic diseases at the Clinical Genetic Center; levels of immunity can be detected and intravenous treatments can boost immunity at the Immunity Boost Center; and hormonal levels can be tested at the Anti-Aging Clinic. The Skin Center also provides services to control spots, blemishes, and elasticity of skin. The medical spa, hair spa, and other beauty-related programs are also highly sought-out among patients.

INFO 02-3015-5000, chaum.net

LOCATION Chungdam-dong, Gangnam-gu, Seoul



SEOUL NATIONAL UNIVERSITY(SNU) BUNDANG HOSPITAL HEALTH SCREENING & PROMOTION CENTER

Easy and convenient health screening flow

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

INFO 1588-3369, hpc.snubh.org

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

MORE MEDICAL CENTERS

•ASAN MEDICAL CENTER

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

•SAMSUNG MEDICAL CENTER

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



BEAUTY & FASHION

Many foreigners think of *hallyu* stars when they think of Korea.

Some might say these stars are the magic behind the Korean beauty and fashion industries. Read on to find out where everyone is going to get the latest styles and even photo studios to capture the moment.



JENNY HOUSE

Chinese and English speaking resident manager

Jenny House is a famed beauty shop sought out by 500 *hallyu* (Korean wave) celebrities, including TVXQ, Sooyoung from Girls' Generation, and After School. The 80+ make-up and hair artists keep on top of all the hottest trends. In addition, the managers conveniently provide English and Chinese interpretation for foreign clientele. Two Jenny House locations in Cheongdam-dong, Seoul offer specialized services. Jenny House Chungdam Hill is the largest beauty salon with full head spa care and one-on-one consultations and styling. Jenny House Primo boasts modern facilities with three themed healing experiences—Premium, Private, and Perfume. The interior design is so elegant that wedding photos are occasionally shot here, too!

INFO 02-3448-7114 (Primo), 02-541-7788 (Chungdam Hill), www.jennyhouse.co.kr **LOCATION** Cheongdam-dong, Gangnam-gu, Seoul

MORE BEAUTY SALONS

• **SOONSOO** A beauty salon that seeks out natural beauty. Three locations in Cheongdam-dong, Seoul, and an independently-run spa. 02-515-5575 • **A.BY BOM** This all-purpose cultural space doubles as a beauty salon and looks like a vintage café. The basic cosmetics and mask packs are in high demand. 02-516-8765 • **MEPCI** Run by make-up artist and owner Shinae, serving top Korean celebrities like IU and Koo Hye-sun. 02-514-7858



REEHUE

High-end custom formal wear

Top Korean wedding dress designer Lee Myung Soon manages three brands: Lee Myung Soon Wedding Dresses, C:ZACC by Lee Myung Soon, and REEHUE. Lee Myung Soon designs simple, classic lines that accentuate the feminine silhouette and make anyone look like a goddess. REEHUE is a brand of ceremonial wear for special occasions requiring extra elegance, frequented by actresses Lee Young ae and Song Hye Kyo. Using her 27 years of dress-making experience and high-end fabrics, Lee Myung Soon infuses her unique color sense into classical yet luxurious custom formal wear.

INFO 02-516-0981, reehue.com

LOCATION Cheongdam-dong, Gangnam-gu, Seoul



PUBLIKA ATELIER

European classics meet modern life

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

INFO 02-512-4877

LOCATION Sinsa-dong, Gangnam-gu, Seoul



KOHINOOR

Custom jewelry with stunning lines

KOHINOOR seeks to make family heirloom jewelry pieces. Inspired by the curves of the human physique and nature, stones, and trees, each design blends perfectly with the human. Using globally-recognized GIA diamonds, the gemstone appraiser turned jewelry designer carefully considers the origin, type, and cut of each stone. Rubies, sapphire, and amethyst add a special glimmer to KOHINOOR jewelry that is created by seasoned artisans with over 20 years of craftsmanship. Lines, asymmetrical shapes, curves, and cross sections complete the contemporary look for wedding pieces. Sample pieces are showcased at the Cheongdam-dong showroom.

INFO 02-3445-9706~7, www.kohinoor.co.kr
LOCATION Cheongdam-dong, Gangnam-gu, Seoul

DIVINE HANDS

Making just 50 suits per month

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

INFO 02-541-8461

LOCATION Cheongdam-dong, Gangnam-gu, Seoul



THE THIRD MIND STUDIO

Photographs that look like art

The Third Mind Studio is run by Kim Boha, producing artistic photos for advertisements, album art, and magazines. Under the motto, "Photos touch the heart," the dreamlike colors and bold poses result in photos that are both lyrical and dramatic. Korean celebrities highly regard the studio not only for breaking away from typical wedding photography, but also for forging a new style of natural and personal photographs. The Third Mind Studio began in 2003, using the latest technology and systems, sets, and skilled photographers for personalized photos. There are 26 branch studios across Korea, three subsidiaries for exhibitions, and a publishing house, in addition to overseas business in Beijing and Hong Kong.

INFO 02-516-5947, www.the3studio.com

LOCATION Sinsa-dong, Gangnam-gu, Seoul



URBAN STUDIO

Themed photography sets

Hong Jin and other photographers formed a collective called Urban Studio to shoot wedding photography. The chain promotes four brands with a variety of themed sets like Urban White, Urban Beauty Inside, Urban French Pink, and Urban Purple. In 2016, the studio created a new wedding trend in professional photography, dresses, and styling. Urban White uses simple sets and looks romantic; Urban Beauty Inside offers a dreamlike and elegant mood; Urban French Pink has very distinct sets that are whimsical and cute. Another themed set was added recently called, "Clair de lune." The premium studio creates moon themes and scenes of a *hanok* surrounded by cherry blossoms. Urban Studio has branch studios in Seoul, Daejeon, and Daegu. Chinese and English interpretation is available.

INFO 02-547-3570, studiourban.co.kr

LOCATION Sinsa-dong, Gangnam-gu, Seoul



KOREA LUXURY TRAVEL

GUIDE

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