

Taking a Stroll in Seochon and Bukchon

Explore the Cheong Wa Dae Area

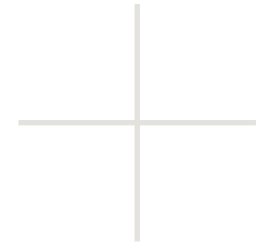
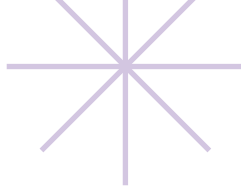


Yesterday Meets Today Cheong Wa Dae Area

Cheong Wa Dae Area, encompassing Seochon and Bukchon is the heart of Seoul where tradition and history from the Joseon Dynasty live on. Here, amidst royal palaces and Hanoks, you'll experience tranquil scenery and a genuinely Korean atmosphere.

The charm of the district, however, isn't just about tradition and authentic Korea. This is where you can experience Korea in Seoul most quickly and deeply. A long-standing beauty that dates back to the Joseon Dynasty blends with a new charm that reflects the dynamic side of contemporary Korea and its colorful culture, waiting to be discovered. The "Cheong Wa Dae Area Travel" highlights the lesser-known charms of this area and offers a unique journey. Make your own journey around Cheong Wa Dae, combining cultural heritage from the past with intriguing novelty.

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PART.1

Recommendations for Exploring the Cheong Wa Dae Area

Traveling goes beyond choosing a destination; discovering what experiences make you happy. Whether you need a break, want to explore a new culture, or seek to satisfy your intellectual curiosity, you will develop different preferences in traveling. Understanding this is the first step for a better travel experience.

The unique charm of Seochon and Bukchon caters to a wide range of travel desires. From strolls to art spaces as crossroads for tradition and modernity to in-depth historical explorations, you can choose an option that suits your taste and indulge in the charm of the Cheong Wa Dae Area.

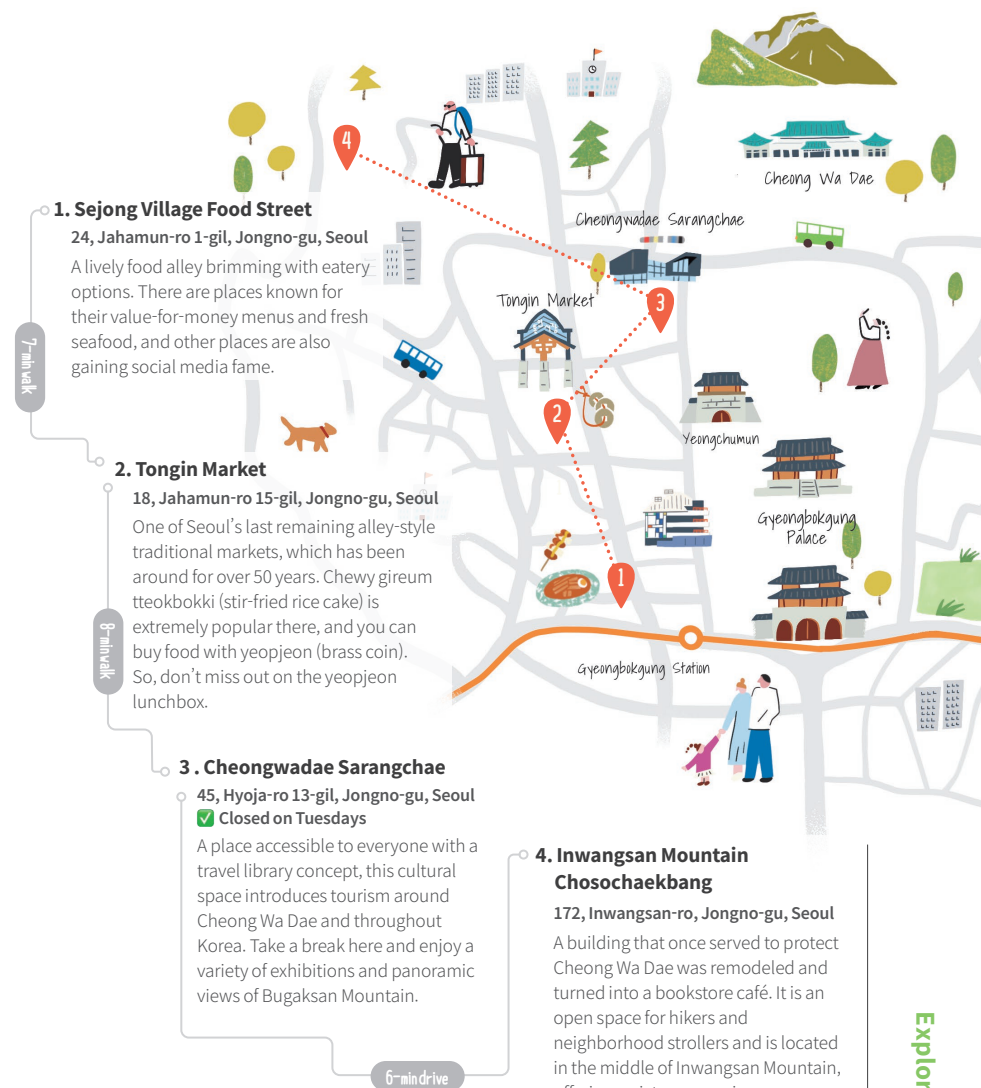
Fill your getaway with flavors and rest

Travel Style 01



If you're genuinely interested in food, you're probably looking to enjoy the local cuisine and gain a deeper understanding of the culture while traveling. Explore traditional markets or food alleys to enjoy the local vibe and savor the satisfaction of an exotic meal. If you have been under burnout from a hectic life, you will need a simple, relaxing trip all the more. Take it easy, enjoy some delicious food, then relax while gazing at the beautiful scenery. Your soul will be comforted in no time.

This will be a great choice if you find great joy in the simple and essential elements of food and nature based on a "simple is best" philosophy. Even if you haven't planned your trip ahead, you will enjoy the perfect getaway from the harmony of flavors and rest. Pack up and go on a journey to ease your mind over quality food and leisure.



1. Sejong Village Food Street

24, Jahamun-ro 1-gil, Jongno-gu, Seoul

A lively food alley brimming with eatery options. There are places known for their value-for-money menus and fresh seafood, and other places are also gaining social media fame.

2. Tongin Market

18, Jahamun-ro 15-gil, Jongno-gu, Seoul

One of Seoul's last remaining alley-style traditional markets, which has been around for over 50 years. Chewy gireum tteokbokki (stir-fried rice cake) is extremely popular there, and you can buy food with yeopjeon (brass coin). So, don't miss out on the yeopjeon lunchbox.

3. Cheongwadae Sarangchae

45, Hyoja-ro 13-gil, Jongno-gu, Seoul

✓ Closed on Tuesdays

A place accessible to everyone with a travel library concept, this cultural space introduces tourism around Cheong Wa Dae and throughout Korea. Take a break here and enjoy a variety of exhibitions and panoramic views of Bugaksan Mountain.

4. Inwangsan Mountain Chosochaekbang

172, Inwangsan-ro, Jongno-gu, Seoul

A building that once served to protect Cheong Wa Dae was remodeled and turned into a bookstore café. It is an open space for hikers and neighborhood strollers and is located in the middle of Inwangsan Mountain, offering a picturesque view.



Photo Spot



Tongin Market



Cheongwadae Sarangchae



Inwangsan Mountain Chosochaekbang

Recharge yourself on a running course

Travel Style 02



If you seek to recharge yourself during the journey, an early morning or evening run is the perfect option. The Cheong Wa Dae Area is a captivating neighborhood where you can enjoy running amid the unique blend of tradition and modernity. Travelers will have exclusive pleasure on the running trails in Seochon and Bukchon as they offer a harmony of quiet paths, traditional landscapes, and cityscapes filled with buildings. Run along the paths to feel the breeze and harmonious scenery that will clear up your body and mind. Relieve all the stress and regain your energy over your brisk steps.

Notably, the view of Inwangsan Mountain through the low buildings of Seochon and the emotional comfort of Hanoks in Bukchon offer a deep sense of immersion while running. Moreover, the paths naturally lead to main roads and alleyways, allowing you to freely explore based on your pace and add even more fun to your running. Run joyfully and feel the vibrant energy of the Cheong Wa Dae Area.

Seochon Running Course (4.4km)

Cheongwadae Sarangchae → Dingguru Café → Daiso, Gyeongbokgung Station Store → Woori Halmoe Tteokbokki, Gyeongbokgung Store → Cheongun Senior Center → Seochon Gotgan → Coffee Tour, Gyeongbokgung Store → Paris Baguette, Cheong Wa Dae Store

Difficulty ★★☆☆☆
Estimated time 28 – 35 minutes

A beginner-friendly course where you can see the stone walls of Gyeongbokgung Palace and the streets lined with bookstores. There are no uphill or downhill, so you can enjoy a pleasant running experience. Who knows? You may discover a new favorite place as you pass by charming little shops hidden in every alley.

Bukchon Running Course (4.1km)

Kukje Gallery → Buyeong Doganitang → Samcheong-dong Post Office → Gallery Dongyeon → Site of Lee Jong-hun's House → Paik's Coffee, Anguk Station Store → Kukje Gallery

Difficulty ★★★☆☆
Estimated time 20 – 35 minutes

Although it may be slightly challenging for beginners, you may well complete the course by alternating between slow walking and jogging. Advanced runners will also find the route satisfactory as it offers the charm of exploring art galleries, museums, and shops around Hanok Village. Running the uphill sections may not be easy, but take your time climbing because the downhill is waiting for you. The view at the end of the effort will leave you with a deep sense of accomplishment.

Photo Spot



Tongui-dong Baeksong Site



Futura Seoul



Changdeokgung Stonewall Walkway

Dive into traditional culture

Travel Style 03



If you wish to feel the essence of Korean traditional culture and have a firsthand experience of its value, follow this course in the Cheong Wa Dae Area. This is a journey that goes beyond admiring tradition. You get to try stuff uniquely Korean that will leave you deeply touched. Korean traditional culture is filled with visual beauty and unique stories. Rent a Hanbok costume and stroll around Gyeongbokgung Palace to experience the distinctive glamor of traditional Korean architecture. While you may feel awkward wearing a Hanbok, which isn't your everyday outfit, its simple elegance combined with the grandeur of Gyeongbokgung Palace will create unforgettable moments. Next, head to Bukchon, where you can taste Korea's traditional fermentation culture or leisurely enjoy tea and snacks in a well-preserved Hanok. These experiences will allow you to immerse yourself in the tastes and aromas of Korea, making your travel even more cherishable. Through this journey, accessible to anyone regardless of age and nationality, you will better understand the history and stories embedded in tradition and learn more about Korean culture.

Photo Spot



Geunjeongjeon Hall in Gyeongbokgung Palace



Songhyeon Green Plaza



Bukchon Hanok Village

1. Hanbok Rental Store

Near Gyeongbokgung Station

You will see numerous Hanbok rental shops as you exit Gyeongbokgung Station at Exits 3 or 4. Choose a Hanbok you like and try it on. Admission to Gyeongbokgung Palace is free for those wearing Hanbok.

2. Gyeongbokgung Palace

161, Sajik-ro, Jongno-gu, Seoul

✓ Closed on Tuesdays

Stroll through the center of the Joseon Dynasty in Hanbok, feeling the breath of history. Gyeongbokgung Palace was the key space of Joseon's politics and culture, featuring various architectural landmarks, including the main entrance Gwanghwamun Gate, the beautiful Gyeonghoeru Pavilion, and Hyangwonjeong Pavilion nestled harmoniously with a pond.

3. The Sool Gallery

1F, 18, Bukchon-ro, Jongno-gu, Seoul

✓ Closed on Mondays

This is a place where you can learn about and taste traditional Korean liquors while experiencing the fermentation culture yourself. Five traditional liquors are selected and offered each month with a commentary for you to appreciate their flavors and style. Reservations fill up quickly, so be sure to check the booking schedule in advance.

4. Bukchon Traditional Culture Center

37, Gyeongdong-gil, Jongno-gu, Seoul

✓ Closed on Mondays

This is a space where the history, value, and significance of traditional culture in Bukchon are communicated. Here, you can get information on traditional cultural experience events in Bukchon and Bukchon Hanok Village tourist maps. In-depth explanations about the Hanoks in Bukchon are also available on-site.

5. Bukchon Hanok Village

37, Gyeongdong-gil, Jongno-gu, Seoul

✓ Closed on Sundays

Home to Hanoks with over 600 years of history, this is a meaningful place where you can experience the beauty of traditional architecture and Korea's lifestyle culture in the heart of the city. You can see how they have evolved with the times while maintaining traditional architectural styles. There are residents still living in those Hanoks, so special care should be taken with photography and noise.



Explore history across time

Travel Style 04



If you have a strong intellectual curiosity, this history exploration course will bring you insights and inspiration along the traces of the past. Start at Gyeongbokgung Palace, where you can experience the Palace Royal Guard Changing Ceremony and exploring architecture, including the Gyeonghoeru Pavilion. Continue to the National Palace Museum of Korea to delve deeper into history through the stories of the royal family of the Joseon dynasty and the imperial family of the Korean Empire. Cheong Wa Dae, once the political hub of Korea, is imbued with pivotal moments in the nation's history. Here, you will feel how the flow of modern Korean history is connected with the time we have lived through. The last place to visit is Chilgung Shrine. This unique sanctuary offers a glimpse into the hidden family history of the Joseon royal family, bringing the royal culture of the past to life. Exploring these locations and understanding their backgrounds, events, and cultural significance will add to your intellectual pleasure. Discover for yourself how closely the past and present of the Cheong Wa Dae Area are connected.

1. Gyeongbokgung Palace Royal Guard Changing Ceremony
161, Sajik-ro, Jongno-gu, Seoul
✔ Closed on Tuesdays
This ceremony is held at Gwanghwamun Gate, vividly recreating the royal guard culture of the Joseon Dynasty. You can see what soldiers looked like back then in restored traditional attire and armor. Held daily at 10 am and 2 pm.

2. Gyeonghoeru Pavilion at Gyeongbokgung Palace
161, Sajik-ro, Jongno-gu, Seoul
✔ Closed on Tuesdays
The pavilion was built on a pond near Geunjeongjeon Hall inside Gyeongbokgung Palace. It was used for banquets and hosting foreign envoys during the Joseon Dynasty. Enjoy the surrounding scenery and their beautiful reflections on the pond, which changes with the seasons.

3. National Palace Museum of Korea
12, Hyoja-ro, Jongno-gu, Seoul
The museum hosts a special exhibition that helps you understand the culture and history of the royal family of the Joseon dynasty and the imperial family of the Korean Empire. Enjoy the displays from the symbols and documents of the Joseon Dynasty to the beginnings of the Korean Empire.

4. Cheong Wa Dae
1, Cheong Wa Dae-ro, Jongno-gu, Seoul
✔ Closed on Tuesdays
Cheong Wa Dae served as the presidential office and residence since the establishment of the government of the Republic of Korea. It was opened to the public in 2022 and can be visited by booking a tour on the Cheong Wa Dae website.

5. Chilgung Shrine
12, Changuimun-ro, Jongno-gu, Seoul
✔ Closed on Tuesdays
Enshrined here are the memorial tables of seven concubines who gave birth to kings of the Joseon Dynasty. You can find notable figures, such as King Yeongjo's mother and Royal Noble Consort Huibin Jang, the mother of King Gyeongjong.



Photo Spot



📍 Gwanghwamun Gate at Gyeongbokgung Palace



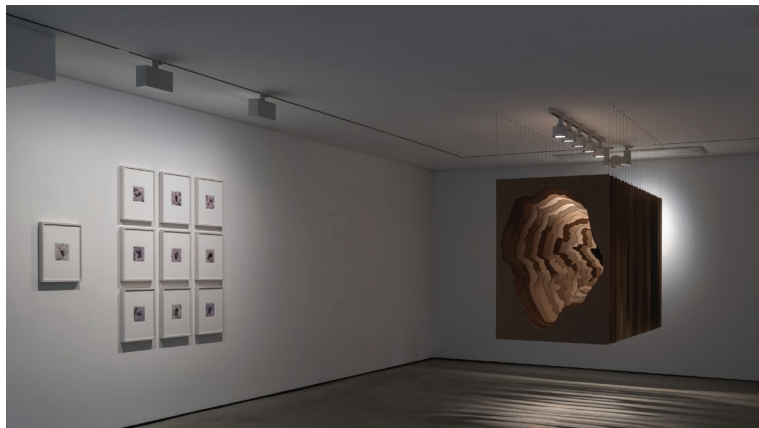
📍 Gyeonghoeru Pavilion at Gyeongbokgung Palace



📍 Cheong Wa Dae

Awaken your inspirations at the art galleries

Travel Style 05



If you're looking to discover new perspectives and inspirations, take a trip to an art gallery where you can immerse yourself in the energy of art and creativity. Art can deepen your understanding of yourself and allow you to have meaningful experiences through which you can view everyday life in a fresh light.

In Seochon and Bukchon, you will find characterful museums and galleries. Bukchon, in particular, being one of Korea's renowned hubs for art, is home to dozens of galleries showcasing a variety of art exhibitions. Art has the power to awaken our senses and broaden our thinking. It stimulates creative interpretation and imagination. It conveys the stories and aesthetic experiences that help you break free from routine and see the world in a whole new way.

There are no right or wrong answers to what you feel, so take the time to discover a unique perspective of yours and listen to your inner voice. The inspiration you pick up during your journey will carry over into your daily life, bringing an extended difference to your world.

1. National Museum of Modern and Contemporary Art (MMCA), Seoul
30, Samcheong-ro, Jongno-gu, Seoul
As Korea's leading contemporary art museum, MMCA Seoul showcases a wide range of contemporary artworks by domestic and international artists. Equipped with educational programs and facilities like an art shop, it provides visitors with a rich cultural experience.

2. Art Sonje Center
87, Yulgok-ro 3-gil, Jongno-gu, Seoul
✓ Closed on Mondays
A private art museum that advocates the creativity and potential of contemporary art, Art Sonje Center primarily exhibits experimental modern art. It offers special exhibitions and programs on a global level, as well as programs spanning diverse genres, including art, design, and architecture.

3. Hakgojae
50, Samcheong-ro, Jongno-gu, Seoul
✓ Closed on Sundays and Mondays
Hakgojae is a gallery that showcases both traditional and contemporary Korean art. The exhibitions emphasize "modernity with roots." You can admire the artworks in a space of harmony between the traditional beauty of Hanok and modernity.

4. Museum Hanmi Samcheong
45, Samcheong-ro 9-gil, Jongno-gu, Seoul
✓ Closed on Mondays
Museum Hanmi started as Korea's first photography-exclusive museum. In addition to making efforts to popularize Korean photography, it seeks to expand the art of photography by embracing new media video art that evolved from photography.



Photo Spot



National Museum of Modern and Contemporary Art, Seoul



Hakgojae



Museum Hanmi Samcheong

PART.2

Cheong Wa Dae Area Walking Trails to the Old Future

Seochon and Bukchon are made special because the past and present naturally come together. From places that preserve the historical traces of the Joseon Dynasty to buildings that have been repurposed over time to newly opened multi-culture venues, the streets of these neighborhoods tell you a story of change and coexistence interlaced over time.

Seochon has traces of artists and writers who once lived and worked, as well as their creative spirits, while Bukchon presents a mix of traditional Hanoks and modern architecture.

Each with its own unique charm, the two neighborhoods will take you through different passages of time as you stroll. Set off on an unforgettable journey to discover the timeless charm of these neighborhoods.

Classic Seochon

Seochon has been the home to many artists and their work from the Joseon Dynasty to modern times. Chusa Kim Jeong-hui, Gyeongjae Jeong Seon, Yi Sang, Yun Dong-ju, and Namjeong Park No-soo are some of the artists who stayed here and continued their creativity. By visiting the places where they left their marks, explore how Seochon became a hub of art. Also, look around some of the modern original art spaces in Seochon, which give off a new charm and are loved by many. Discover the unique sentiment of Seochon today, infused with new style and vibrant creativity.



Cheongwadae Sarangchae

This place is open to anyone and welcomes people with a travel library concept. You can find information about attractions nearby Cheong Wa Dae and across Korea.



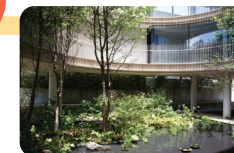
Tongui-dong Boan Inn

Built in 1936, this wooden building was once a gathering place for writers and artists and is now a multi-cultural space.



Daelim Museum

This museum hosts exhibitions across various fields, including design and fine art, and promotes the transformation of everyday life into art.



Ground Seesaw Seochon

A special exhibition venue hosting inspirational exhibitions. You can also enjoy the beauty of its courtyard and pond.



Yi Sang's House

Encounter poet Yi Sang's literary world at this Hanok, where you can have a deeper understanding of his works through exhibitions and videos.



Jongno Park No-soo Art Museum

You can enjoy the unique beauty of the donated works of artist Park No-soo, the elegant garden, and the tranquil Hanok in harmony.



Suseongdong Valley

Located at the foot of Inwangsan Mountain, this valley offers a chance to experience the beauty that was once captured in Gyeongjae Jeong Seon's painting.



Site of Yun Dong-ju's Boarding House

The site of a boarding house where poet Yun Dong-ju stayed. A stone marker was placed to honor his literary passion.

Stylish Bukchon

Bukchon is a neighborhood where the past and present naturally go together, offering a deep sense of changes brought by time. The site where Andong Byeolgung Palace once stood was transformed into Poongmoon Girls' High School, now the Seoul Museum of Craft Art. Likewise, the architecture and spaces of Bukchon have change Schoold over time, each holding stories from different eras. The journey from Songhyeon Green Plaza to Arario Museum in Space shows that Bukchon is not just a neighborhood preserving the past. With modern sensations found at every corner, this neighborhood's irresistible charm will invite you to the possibilities of the future. Experience the flow of time with your own steps and enjoy an extraordinary journey that connects past and present.



Songhyeon Green Plaza

An urban green space opened to the public for the first time in 110 years. It is a comfy place of relaxation featuring wildflowers and open lawns.



Seoul Museum of Craft Art

Korea's first public craft art museum showcasing a wide range of traditional and modern craftworks.



Futura Seoul

An art museum powered by tradition and contemporary art that presents multifaceted views of the future.



Baek In-je's House

You can see how traditional Hanok has embraced modern changes over its 100-year history.



31, Gahoe-dong

A vantage point in Bukchon, offering breathtaking views of rows of beautiful Hanoks and even N Seoul Tower in the distance.



Bukchon Hanok Hall

A public Hanok in Bukchon, one on a scale rarely seen in Seoul. You can take a break while enjoying scenic views and exhibitions.



Changdeokgung Stonewall Walkway

A tranquil stone-wall path along Changdeokgung Palace where you can follow the historical traces patrolled by the "Sulla" force.



Bukchon Cultural Center

You can get information and in-depth commentary on Hanok that will help you understand and explore the culture of Bukchon



Arario Museum in Space

An architectural masterpiece designed by Kim Swoo-geun, a modern Korean architecture guru, where you can appreciate diverse contemporary artworks.



PART.3

Cheong Wa Dae Area Varieties

The Cheong Wa Dae Area offers a deeper travel experience through five themes. Choose any of the recommendations by Travel Masters and explore various places in the area on five unique themes of eatery, relaxation, books, art, and history.

Not sure where to go? Take a look at each theme and travel following the recommendations. Enjoy a meal at a local eatery, find peace through music, or visit quiet bookstores in Seochon and art spaces in Bukchon to break free from daily routines. Historical locations in the area that hold stories from the past will direct you to interesting moments as if you are on time travel.

These five themes connect tradition and modernity, opening a gateway to new perspectives. Review the descriptions for each theme and visit the recommended spots. You will fully experience the colorful charm of the Cheong Wa Dae Area.

Eatery

Coming across delicious food is one of the most pleasant parts of any trip. This pleasure is made even more memorable in the Cheong Wa Dae Area. The area is full of eating places, from food alleys and traditional markets where you can feel the Korean atmosphere to restaurants and cafés boasting their sophisticated ambiance. In Seochon, you will find local eateries and calm yet hip spaces, while in Bukchon, you can enjoy a variety of foods paired with traditional scenic views. Explore the Cheong Wa Dae Area's rich options for culinary delight.

Food Travel Masters

Check out comments and recommendations by Travel Masters and discover the charm of the Cheong Wa Dae Area.

Travel Master



Seochon Editor

A local curator
from Jongno-gu
with 70,000 followers

Travel Master



Bar Cham owner Lim Byung-jin

Winner of the 2015
World Class Korea competition,
recognized as the world's best
bartender

Local Food in Seochon

Seochon is a place where you can fully experience the Korean flavors and vibes. Close to Exit 2 of Gyeongbokgung Station, you'll find the **Sejong Village Food Street** and **Tongin Market**, popular attractions loved by locals and tourists. Sejong Village Food Street is famous for value-for-money restaurants and fresh seafood. Many restaurants have gained social media fame recently, so people are always waiting in line. Bustling crowds in the alleyways adds to the liveliness of your trip. A little further up the street, you'll find Tongin Market, the only traditional market within Sadaemun (Four Gates of Seoul). Don't miss out on the yeopjeon (brass coin) lunchbox and chewy gireum tteokbokki (stir-fried rice cake) here.

Sejong Village Food Street

24, Jahamun-ro 1-gil, Jongno-gu, | Hours and holidays vary by store
Seoul

Tongin Market

18, Jahamun-ro 15-gil,
Jongno-gu, Seoul

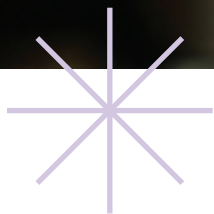
Store hours 07:00 - 21:00

Lunchbox Café Mon-Fri 11:00 - 15:00

Sat-Sun 11:00 - 16:00 (Closed on Tuesdays)

*The entire market closes on the third Sunday of each month.





Quiet yet hip charm

Visitors to Seochon expect an atmosphere unique to the neighborhood. They naturally think of quiet yet hip styles and spaces where the grace of tradition blends with sophisticated aesthetics. Bars in Hanok settings provide a distinctive experience by merging traditional spaces with contemporary bartending culture. Restaurants and cafés all over the alleys captivate visitors with their stylish interiors and unique menus.



Seochon is a neighborhood where you can slow down a bit rather than rush to follow the latest trends and enjoy a little privacy in the tranquil atmosphere. Small and snug spaces in Seochon create a more personal ambiance. Slow music, minimalist interiors, and a subtle mood are spread throughout every corner of Seochon. Wherever you spend your time, you'll naturally be satisfied with the feeling of "being in Seochon."



The taste of Korean culture

The Cheong Wa Dae Area offers special programs to experience Korean tradition and culture through food. First, check out the semi-annual **Gyeongbokgung Palace Saenggwabang** (Royal confectionary room). It's a 70-minute experience where you can enjoy modern recreations of royal desserts and herbal teas of the Joseon Dynasty, as recorded in the Annals of the Joseon Dynasty. Although reservations are highly competitive, it's worth trying to get a chance to taste the delicacy of Joseon royal cuisine.

HANSIK Space E:eum in Bukchon is a multi-cultural venue for experiencing and promoting Korean food. It offers various exhibitions and educational programs to introduce the depth and diversity of Korean cuisine. The traditional liquor gallery on the first floor, in particular, features a daily tasting of selected traditional liquors for free. You can experience the flavors and styles of traditional liquors while listening to the commentary. While on-site registration may be available, advance reservations are recommended as the program is popular.

📍 Gyeongbokgung Palace Saenggwabang

161, Sajik-ro, Jongno-gu, Seoul

Schedules vary in the first and second half of the year.
Advance reservation is required.

📍 HANSIK Space E:eum

1F, 18, Bukchon-ro, Jongno-gu, Seoul | 10:00 – 19:00 (Closed on Mondays)



1 Alkimia

📍 1F, 59-1, Ogin-gil, Jongno-gu, Seoul



🕒 12:00 - 24:00

A hidden gem offering handmade ice cream without sugar, artificial colors, or emulsifiers. Located on a corner of the steep Inwangsan Mountain trail, it's a favorite spot visited by only those in the know.

2 Dokdo 16 celcius



📍 2 & 3F, 3, Pirundae-ro 5ga-gil, Jongno-gu, Seoul

🕒 12:00 - 21:30

📅 Closed on Sundays and Mondays

A bar that serves traditional Korean liquor and food in the form of Juansang (traditional liquor table set), accompanied by stories of liquor and ingredient producers across the country.

3 The Soga Café, Seochon Store



📍 1 & 2F, 44, Pirundae-ro, Jongno-gu, Seoul

🕒 Mon, Wed, Thu 11:00 - 19:00

Fri, Sat, Sun 11:00 - 21:00

📅 Closed on Tuesday

A tea café that turns a regular day into a special occasion. You can experience a variety of teas and enjoy the easygoing Seochon streets through the large windows.

4 Pinch



📍 1F, 11, Pirundae-ro 5-gil, Jongno-gu, Seoul

🕒 Tue-Sun 11:00 - 20:00

📅 Closed on Mondays and 1st & 3rd Tuesdays

A small but well-versed Japanese rice bowl restaurant. With its fresh ingredients and heartfelt plating, you will feel like you are receiving a gift.

6 Sage Finch



📍 1F, 8, Pirundae-ro 1-gil, Jongno-gu, Seoul

🕒 09:00 - 16:00

📅 Closed on Wednesdays and Thursdays

A toast shop that starts Seochon's mornings. The unique combination of ingredients reflects the owner's thoughtfulness and sincerity, creating a warm and cozy atmosphere.

8 Veranda



📍 9-4, Sajik-ro 10-gil, Jongno-gu, Seoul

🕒 Mon-Sat 10:30 - 22:00

Sun 11:00 - 19:00

A book café hidden in an alley, offering a cozy, attic-like mood with oil pastel paintings and books scattered around.

10 Gong-Gan



📍 1F, 66-4, Yulgok-ro 3-gil, Jongno-gu, Seoul

🕒 16:00 - 02:00

📅 Closed on Mondays

A Hanok cocktail bar that also serves non-alcoholic drinks. It opens in the early afternoon and has a beautiful sunlit courtyard in the middle of the store.

5 Staff Picks



📍 #102, 22, Sajik-ro 9-gil, Jongno-gu, Seoul

🕒 10:00 - 21:00

📅 Closed on the last Monday of every month

A café that comes to mind when you think of Seochon in autumn. Warmly welcomed by a large ginkgo tree, you can enjoy panoramic views of Seoul at the café.

7 Osteria Sotti



📍 10-19, Jahamun-ro 10-gil, Jongno-gu, Seoul

🕒 11:30 - 21:30

A Hanok Italian restaurant located on an alleyway, serving Neapolitan-style pizza and pasta. Great for family gatherings, couples, and friends.

9 Cham in Season



📍 4F, 133-10, Sajik-ro, Jongno-gu, Seoul

🕒 Tue-Sat 19:00 - 02:00 | Sun 19:00 - 01:00

📅 Closed on Mondays

A secret cocktail bar by Seochon's Bar Cham (Asia's best bars 50), serving cocktails featuring seasonal ingredients and the flavor of fermentation.

Relaxation

If one of the reasons for traveling is to get away from familiar routines and seek new stimuli and inspirations, running and music are must-have companions to refresh your body and mind while fully embracing the charm of the Cheong Wa Dae Area.

Music connects the sights and moments you encounter during your trip with special emotions, leaving lasting memories. Running, which involves exploring a neighborhood at a steady rhythm, allows you to experience the world at a different pace than usual. With each step, changes to the air and scenery make your journey even more meaningful. Relieve your stress and regain your energy along the journey.

Relaxation Travel Masters

Check out comments and recommendations by Travel Master to discover the charm of the Cheong Wa Dae Area.

Travel Master



CEO of Music Complex
Kim Hyeong-seok

Runs a place to enjoy the neighborhood and music in an analog way.

Travel Master



A marathoner and On Your Mark manager
Heo Dong-gyun

Discovering charms while running through neighborhoods.



An encounter with music in unexpected moments

You stop at the sound of music coming from somewhere and look around. Just outside Exit 1 of Anguk Station, you can see artists busking at Songhyeon Green Plaza and Gamgodang-gil next to the Seoul Museum of Craft Art. The encounter with great songs, guitar tunes, and even a Korean flute performance when you least expect it feels like a gift to you. In those moments, pause, listen, and enjoy the connection with other listeners through music.

Time to enjoy the rhythm

Music is a vital element that enriches the moments of traveling. Just down the road from Bukchon lies Nakwon Music Mall a long-standing hub for music lovers. Therefore, live performance spots have naturally formed around it. Live band performances onstage bring you a strong impression and unforgettable moments beyond listening to great music. Grab a glass of beer and enjoy a live performance. Feel the music blending with the local vibe, and you will be far more refreshed. Don't miss out on these special moments of rhythm and liveliness created by music that make your trip a special one.



Running around Gyeongbokgung Palace

As you run along the stone walls of Gyeongbokgung Palace, you'll be immersed in a landscape where the past and present naturally cross over. The lines of the palace, creating a harmony of curves and straight lines, and the cityscape behind them converge into a picturesque scene. The tranquil beauty combined with urban energy creates a unique experience of layers of time. Escape from the day-to-day stress and embrace the deep connection with the Cheong Wa Dae Area.



The joy of finding your own path

Running is a great way to get familiar with a place because it allows you to explore a wider area faster than walking. In alley-filled neighborhoods like Seochon and Bukchon, you can enjoy the pleasure of exploring the maze-filled streets and finding your own path. Try running along the main roads first to grasp the area's overall landscape. Then, why not lay down your fear and boldly step into the alleys? Sometimes, it takes a wrong turn to create the most memorable moments of your trip. Who knows? You may discover a small bookstore or a hidden café by chance. Run with anticipation and curiosity.



1 Daechung Park Inwangsan Store



📍 4F, 46, Pirundae-ro, Jongno-gu, Seoul
⌚ 12:00 - 22:00

Relax over a cup of coffee while gazing out the window to admire Seochon's view blended with Inwangsan Mountain. Desserts and whiskey are also available.

2 Il-In-Yong (1P)



📍 33-1, Pirundae-ro, Jongno-gu, Seoul
⌚ 12:00 - 19:00
📅 Closed on Mondays and Tuesdays

A reservation-only space for just one guest. Perfect for enjoying drinks and desserts and spend some quality time alone.

3 Book Salon Textbook



📍 2F, 22, Sajik-ro 9-gil, Jongno-gu, Seoul
⌚ Mon-Fri 10:00 - 22:00
Sat-Sun 10:00 - 21:00

A bookstore and café where you can feel the seasons. You can enjoy reading books in a cozy atmosphere and even transcribe some writings.

5 Changdeokgung Secret Garden



📍 99, Yulgok-ro, Jongno-gu, Seoul
⌚ Feb-May, Sep-Oct 09:00 - 18:00
Jun-Aug 09:00 - 18:30 | Nov-Jan 09:00 - 17:30
📅 Closed on Mondays

The largest royal garden in Korea, featuring the royal library Gyujaengak, pavilions, ponds, and hundreds of species of trees that create a beautiful harmony.



4 Mutual Sound Club



📍 3F, 23, Jahamun-ro, Jongno-gu, Seoul
⌚ Mon-Fri 18:00 - 23:30
Sat-Sun 17:00 - 23:50

A space where diverse people and genres of music come together to connect with one another. Colorful glasses and unique interiors stand out.

8 Music Complex Seoul, Anyoung Insadong



📍 5F, Anyoung Insadong, 49, Insadong-gil, Jongno-gu, Seoul
⌚ 12:00 - 24:00

An LP café with an exquisite interior. Turntables and headsets are placed in all seats, so you can dig up and play LPs yourself.

6 Seoul Donhwamun Traditional Theater



📍 102, Yulgok-ro, Jongno-gu, Seoul
⌚ 09:00 - 20:00
📅 Closed on Mondays

A space of performances showcasing the beauty of Korean tradition. You can interact with performances while watching self-produced or collaborative performances.

7 Seoul Museum of Korean Folk Music



📍 96, Yulgok-ro, Jongno-gu, Seoul
⌚ 09:00 - 18:00
📅 Closed on Mondays

A space where you can appreciate Korean folk music from the eight provinces of Korea while enjoying the atmosphere of Hanok. You can feel the sound of Korean tradition that is not easily accessible.

9 Chunnyun, Nakwon



📍 2F, 134, Suppyo-ro, Jongno-gu, Seoul
⌚ Sun-Fri 18:00-23:15 | Sat 17:00-23:15

A live jazz club where you can enjoy daily jazz performances in an antique atmosphere. Advance reservations are recommended for performances.

10 EDLS



📍 Mid 2F, 428, Samil-daero, Jongno-gu, Seoul

⌚ Sun, Tue-Thu 17:00-23:00 | Fri-Sat 17:00-02:00
📅 Closed on Mondays

A pub offering nightly live band and jazz performances. Also famous for its craft beer brewed on-site, the space will entertain your taste and ears.

Bookstores

The small bookstores you come across during travel are not just places selling books but windows into a neighborhood's charm. Through the bookstore owner's curation and independent publications about the area, you can get a grip on the unique characters of the locale and discover its charms over a chat with the owner.

Bookstores in Seochon and Bukchon are tucked away in alleys, offering the joy of discovering them in unexpected locations. Meanwhile, you might just find a book that clears up a problem or gives you a new perspective as you go through the displayed books. Add a more profound value to your travels by exploring local bookstores.

Bookstore Travel Masters

Check out comments and recommendations by Travel Masters and discover the charm of the Cheong Wa Dae Area.

Travel Master



Owner of IRASUN
Kim Jin-young

Running a bookstore
in Seochon and Bukchon
for 8 years

Travel Master



Owner of Seochon Geu Chaekbang
Ha Young-nam

An advocate for the beauty
of Korean literature



The special curation of small bookstores

Unlike other areas, you can find many local bookstores in the Cheong Wa Dae Area. Seochon, in particular, is home to over ten unique bookstores, inviting you to enjoy the pleasure of discovering them one by one as you walk down the alleyways. The books you find at the end of your wandering are more memorable than what you would find in large bookstores. Rather than displaying popular titles, bookstore owners make their own selection of books based on their philosophy and preferences and attempt to communicate deeply with visitors.

Their thoughtful curation helps readers discover books of their interest or those they need. “I know where you’ll stop because I’ve read this book. Trust me and keep reading it,” the owner might say, creating a moment of intimate connection between the reader and the book.



Time for rest and reflection

Well, traveling often provides moments of pausing and self-reflection. Seochon and Bukchon have bookstores that are perfect for chilling out and contemplating. At a quiet bookstore in Seochon, sit by the window, read a book, and put aside the hectic pace of your life. Hanok bookstores in Bukchon allow you to soothe your mind and be absorbed in thoughts, thanks to the tranquility of the space itself. This solitude during your journey will be a cherished memory of relaxation that will linger on even after returning to daily routines.

Seochon, where literature dwells in



Seochon is a neighborhood that has long held the scent of literature and art. It is where Poet Yun Dong-ju and novelist Yi Sang enkindled their passion for creativity. The recent Nobel Prize in Literature awarded to Han Kang has once again spotlighted Seochon as a hub of literature. Her achievement went beyond individual success and brought new readers to local bookstores, awakening their love and interest in Korean literature.

Seochon's historical background may have contributed to its reputation as a neighborhood of literature and bookstores. The cultural atmosphere that attracted writers in the past seems to have naturally carried over to this day, with small bookstores dotting the alleys. Some Hanok bookstores are exceptional in that they invite you to enjoy the pleasure of reading in a traditional Korean ambiance. Here, feel the scent of literature and lose yourself in books. A trip to bookstores will help you experience the power of books and literature yourself.

1 The Book Society



- 📍 B1, 25, Jahamun-ro 19-gil, Jongno-gu, Seoul
- 🕒 13:00 - 19:00
- 📅 Closed on Mondays

A bookstore with an exquisite interior filled with unique books. It features independent publications from around the world related to contemporary art.

2 The Reference



- 📍 44, Jahamun-ro 24-gil, Jongno-gu, Seoul
- 🕒 11:00 - 18:00
- 📅 Closed on Mondays

A space for culture and art showcasing rare books about contemporary visual art and experimental exhibitions. A place to contemplate and experience through books and art.

3 11ho1 Bookshop Geongang Chaekbang 11ho1



- 📍 52, Jahamun-ro, Jongno-gu, Seoul
- 🕒 10:00 - 18:00
- 📅 Closed on Sundays and Mondays

A curated bookstore with a unique interpretation of health. The Hanok space and garden zinnia together create a stylish mood.

5 Allwrite Seochon



- 📍 1F, 41, Jahamun-ro 5ga-gil, Jongno-gu, Seoul

- 🕒 13:00 - 18:00
- 📅 Closed on Tuesdays

A stationery store for those who love recording. You can choose items from a wide range of products that suit your journaling style.



4 ofr seoul



- 📍 11-14, Jahamun-ro 12-gil, Jongno-gu, Seoul
- 🕒 11:00 - 20:00
- 📅 Closed on Mondays and the last Thursday of each month

The only Asian branch of a Parisian independent bookstore ofr, this bookstore and concept shop offers art books from Paris and a unique vibe.

8 Boan Books



- 📍 2F, 33, Hyoja-ro, Jongno-gu, Seoul
- 🕒 11:00 - 19:00

A bookstore in a remodeled building of Boan Inn, mainly introducing books on literature, art, and the humanities. You can enjoy the view of the stone walls of Gyeongbokgung Palace through the windows.

10 Science Bookshop Galdar



- 📍 18, Samcheong-ro 10-gil, Jongno-gu, Seoul

- 🕒 11:00-19:00
- 📅 Closed on Mondays - Thursdays

A bookstore specializing in natural science books curated by experts. It hosts programs like sci-fi movie screenings to make science more enjoyable.

6 Seochonbooks (Seochon Geu Chaekbang)



- 📍 30-1, Jahamun-ro 5ga-gil, Jongno-gu, Seoul
- 🕒 11:00 - 19:00
- 📅 Closed on Tuesdays

The bookstore features books by Korean authors that allow readers to feel the beauty of the Korean language. It hosts monthly book clubs where rich conversations take place.

7 Onul Books



- 📍 #1, 11, Jahamun-ro 6-gil, Jongno-gu, Seoul
- 🕒 15:00 - 19:00
- 📅 Closed on Sundays, Mondays, and Tuesdays

A bookstore specializing in literature, humanities, art, and picture books. It hosts various events, such as reciting with authors, reading clubs and writing workshops.

9 IRASUN



- 📍 1F, 30-11, Bukchon-ro 1-gil, Jongno-gu, Seoul
- 🕒 13:00 - 19:00
- 📅 Closed on Sundays and Mondays

A photography bookstore that opened in 2016. It introduces diverse photo books from Korea and abroad, exploring new possibilities in photography.

Art

Art encountered during travel offers a unique experience that takes you away from everyday life and awakens new senses. It's more than simply admiring a piece of art; it creates a moment of deeper connection with the place you're visiting. From masterpieces in museums to street murals to laboriously crafted works, the unique colors and stories embedded in the art expand our views and inspire us.

The spirit of creativity you feel in unfamiliar places awakens the senses and provides new vitality. In the Cheong Wa Dae Area, you can easily come across such diverse artistic moments. Experience the charm of meeting art while traveling.

Art Travel Masters

Check out comments and recommendations by Travel Masters and discover the charm of the Cheong Wa Dae Area.

Travel Master



CEO of CultureArt4U
Lee Ji-hyeon

An art advocate who believes in the power of art

Travel Master



Craft artist
Kim Hyun-joo

A craft artist who collaborates with various brands in Bukchon

Going on an urban art tour

Bukchon is the perfect place to go on an art tour in the heart of the city. Museums and large and small galleries fill the streets of Bukchon. Bukchon is particularly known for the most art galleries in Korea. The artistic atmosphere has been cultivated over time, centered around Gallery Hyundai, Korea's first commercial art gallery.

You can thoroughly look around a gallery in about 20 minutes because most galleries are small in size. This makes it possible to visit multiple galleries in a single day and see a wide variety of artworks. As you experience each gallery's uniqueness, your light-hearted journey will grow into a richer one. Enjoy an art tour that satisfies your senses and discover other city charms.



Sentimental moments in Bukchon

Traveling allows you to awaken your senses and discover hidden charms. The museums and galleries in Bukchon each present distinct artistic tones, providing visitors with new perspectives and inspiration. The moments of interconnecting with artworks and gaining a deeper understanding of yourself are the kind of pleasure you can find only in Bukchon.

The unique characters of Bukchon's spaces and streets also make excellent photo backdrops. You can capture memorable snapshots at landmarks like the National Museum of Modern and Contemporary Art, while small galleries located in alleyways will leave emotional atmospheres. Enrich your memories by spending time with art in Bukchon.

Bukchon's spaces, in collaboration with artists

The galleries and brands in Bukchon creatively interpret traditional Korean aesthetics, capturing the area's history and cultural heritage in style. Their collaboration with artists, in particular, presents works and products that highlight Korea's unique colors and personalities, adding to Bukchon's distinct charm. Don't miss out on these spots. The congenial mix of tradition and creativity will deliver a lighthearted yet profound pleasure.



The beauty of Korea extends from the fingertips

Craftsmanship is a timeless art form that best shows the beauty of Korea. At the Seoul Museum of Craft Art, you'll find a wide range of traditional and modern crafts. Through handmade craftworks, you get a glimpse into the lives and cultures of the past and discover the beauty of everyday life that contains the passage of time. Also, observing the hard work and creativity that went into the crafting process will deepen your understanding of the crafts. Crafts conveying the values of slowness and concentration will leave a lasting impression during your journey.



1 Daelim Museum

21, Jahamun-ro 4-gil, Jongno-gu, Seoul



🕒 Tue, Wed, Thu, Sun 11:00-19:00
Fri-Sat 11:00-20:00 📅 Closed on Mondays

Presenting exhibitions across various fields, including design and fine art, it promotes the transformation of everyday life into art.

2 Nonfiction Samcheong & Gift Shop



📍 1 & 2F, 84, Bukchon-ro 5-gil, Jongno-gu, Seoul
🕒 11:00 - 20:30

It is not a gallery per se, but it showcases exhibitions through continued collaboration with local artists. You can experience a mix of neat crafts and branded products.

3 Hakgojae



📍 50, Samcheong-ro, Jongno-gu, Seoul
🕒 10:00 - 18:00
📅 Closed on Sundays and Mondays

A gallery that showcases both traditional and contemporary Korean art. You can find exhibitions emphasizing "modernity with roots."

4 WWNN



📍 20, Samcheong-ro 5-gil, Jongno-gu, Seoul
🕒 11:00 - 18:00

📅 Closed on Sundays and Mondays

A space run by contemporary promoters and artists, highlighting artists in various stages of their careers, whether emerging or established.

6 Futura Seoul



📍 61, Bukchon-ro, Jongno-gu, Seoul
🕒 Tue, Wed, Thu, Fri, Sun 09:30-18:00
Sat 09:30-21:00 📅 Closed on Mondays

Opened in the fall of 2024, this art space showcases exhibitions powered by tradition and contemporary art, shedding light on the world's view toward the future.

8 Museumhead



📍 84-3, Gyeongdong-gil, Jongno-gu, Seoul
🕒 12:00 - 19:00
📅 Closed on Sundays and Mondays

A space of exhibition seeking non-discrimination through constant reminders of the possibilities of art and exhibition. You can often find interesting special exhibitions

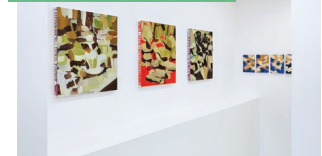
10 Craft Garden



📍 8, Insadong 11-gil, Jongno-gu, Seoul
🕒 Tue-Sat 10:00 - 19:00 | Break 13:00 - 14:00
📅 Closed on Mondays

An art shop run by the Korea Craft and Design Foundation. It introduces traditional culture and modern craft designs, showcasing practical and durable crafts for daily use.

5 Page Room 8



📍 1F, 73-10, Bukchon-ro 11-gil, Jongno-gu, Seoul
🕒 11:00 - 18:00

📅 Closed on Sundays and Mondays

A small gallery that comes into sight as you walk up an alley. With its impressive exterior showcasing artworks from the outside, it constantly discovers new artists.

7 Hanjigaheon (Hanji House)



📍 31-9, Bukchon-ro, Jongno-gu, Seoul
🕒 10:00 - 19:00 📅 Closed on Mondays

Hanjigaheon, which means 'House of Hanji,' seeks to disseminate Hanji (traditional Korean paper) domestically and internationally, showcasing exhibitions by Hanji artists and running various events and educational programs.

9 Craft Library, Seoul Museum of Craft Art



📍 4, Yulgok-ro 3-gil, Jongno-gu, Seoul
🕒 Tue, Wed, Thu, Sat, Sun 10:00-18:00
Fri 10:00-21:00 📅 Closed on Mondays

A craft library located inside the Seoul Museum of Craft Art. You can freely read various art books in this picturesque library with large windows that let in light.

History

Visiting historical landmarks is an experience that adds intellectual pleasure to traveling. You can discover many of these landmarks around the Cheong Wa Dae Area, which has been the heart of the Korean Peninsula for over 600 years. These places enlighten us with stories and events accumulated over time.

In Seochon, you'll find places with stories from different eras, such as the birthplace of King Sejong and Jongno Park No-soo Art Museum. In Bukchon, you can explore some historical pages, such as the Seoul Museum of Craft Art and the site of Yeo Un-hyeong's House. Here, reflect on the question, "What was it like back then?" and add a profound dimension to your trip.

History Travel Masters

Check out comments and recommendations by Travel Masters and discover the charm of the Cheong Wa Dae Area.

Travel Master



CEO of Small Days
Seol Jae-woo

Born and raised in Seochon, he has operated Seochon tours for 10 years

Travel Master



Travel writer and CEO of Travelstory
Park Gwan-gil

A storyteller who shares history in an accessible way

Following the traces of the past

Seochon and Bukchon are neighborhoods that retain the stories of the past, even today. While Bukchon was once home to many wealthy and powerful aristocrats due to its proximity to the royal palaces, they experienced coerced dislocation during the Japanese colonial period. This led to the creation of a community for Koreans where the current Hanok Village was born. Therefore, you can easily encounter traces of history and traditional culture here.

On the other hand, Seochon, overlooking Gyeongbokgung Palace, was originally a residence for royals and nobles. However, after the palace was destroyed during the Imjin War (Japanese invasion of Korea), commoners were allowed to live there. Later, the area was filled with active writers and artists, leaving behind a unique atmosphere. Traces of Yi Sang, Yun Dong-ju, Chusa Kim Jeong-hui, and more remain throughout Seochon. Follow the stories of these two areas and start your journey to discover their history.



The Cheong Wa Dae Area: where yesterday meets today

The Cheong Wa Dae Area is a special place where you can feel the passage of time, from the Joseon Dynasty to the present day. During the Joseon Dynasty, this area flourished as a political and cultural hub centered around Gyeongbokgung Palace and Changdeokgung Palace. A new story was added in modern times with the establishment of Cheong Wa Dae. The Seoul Museum of Craft Art is a notable example of this passage of time. This site where Andong Byeolgung Palace once stood was transformed into Poongmoon Girls' High School, which has been reborn as a center for crafts that connects tradition and modernity. Traces of the past and today's modern creations in the museum illustrate how this area has constantly changed and evolved over time. Enjoy a timeless journey in the Cheong Wa Dae Area, a bridge between the past and the present.

Small pieces of history in the heart of Seoul

Historical places in Seochon and Bukchon are not just about major historical events. They are also about lesser-known but deeply meaningful stories. For example, the site of the Korean Language Society in Bukchon is a reminder of the efforts of scholars who fought to protect the Korean language during Japanese colonization. At the time, the scholars preserved the identity of the Korean language at their own risk of arrest, torture, and imprisonment. This small space remains a crucial piece of history that helped make Hangeul what it is today.



Meanwhile, Tongui-dong Boan Inn in Seochon has a timeless charm as a space where modern and contemporary Korean literature and art flourished. Built in 1936, this wooden building was once a gathering place for writers and artists. After the liberation, it was particularly loved by writers for sharing the anguish of the times and gaining inspiration for their creations. Today, it has been transformed into a multi-cultural space, reinterpreting traces of the past with a modern twist and connecting artists and audiences. These small yet powerful pieces of history you encounter in the heart of Seoul are sure to resonate with you.



1 Jongno Park No-soo Art Museum 34, Ogin 1-gil, Jongno-gu, Seoul



🕒 10:00 - 18:00

📅 **Closed on Mondays**

Built with eclectic techniques around 1937, this house was owned by painter Park No-soo. Later, recognized for its cultural value, it was registered and operated as a cultural heritage site of Seoul.

2 Tongin Market 18, Jahamun-ro 15-gil, Jongno-gu, Seoul



🕒 Store Hours 07:00 - 21:00

Lunchbox Café Mon, Wed - Fri 11:00 - 15:00
Sat - Sun 11:00 - 16:00

📅 **The market is closed on the third Sunday of each month**

The only traditional market within Sadaemun (Four Gates of Seoul) that has been around for over 50 years. It is especially famous for its gireum tteokbokki (stir-fried rice cake) and yeopjeon (brass coin) lunchbox experience.

3 House of Cheongjeon Yi Sangbeom 31-7, Pirundae-ro, Jongno-gu, Seoul



🕒 Mar-Oct 09:00 - 18:00

Nov-Feb 09:30 - 17:30

Once a painting studio of Korean painting master Cheongjeon Yi Sangbeom, this house offers a glimpse into the characteristics of urban Hanok.

4 Yi Sang's House



📍 18, Jahamun-ro 7-gil, Jongno-gu, Seoul

🕒 10:00 - 17:00 **Break 12:00 - 13:00**

📅 **Closed on Mondays**

This is the birthplace of the famous poet and novelist Yi Sang, guiding you through his literary world in various ways.

6 Yeongchumun (West Gate), Gyeongbokgung Palace



📍 161, Sajik-ro, Jongno-gu, Seoul

The west gate of Gyeongbokgung Palace, and Yeongchumun means the gate that welcomes autumn. It collapsed in 1926 but was restored in 1975 and stands to this day.

8 Jeongdok Public Library



📍 48, Bukchon-ro 5-gil, Jongno-gu, Seoul

🕒 Mon-Fri 09:00 - 20:00 | Sat-Sun 09:00 - 17:00

📅 **Hours may vary by department & Closed on the first and third Wednesdays and public holidays**

This library was built on the site of the first government-run middle school and Gyeonggi High School. It serves as a resting space rarely found in Bukchon

10 Seoul Museum of Craft Art 4, Yulgok-ro 3-gil, Jongno-gu, Seoul



🕒 Tue, Wed, Thu, Sat, Sun 10:00 - 18:00 | Fri 10:00 - 21:00

📅 **Closed on Mondays**

Poongmoon Girls' High School was built on the site of Andong Byeolgung Palace, a former royal residence, and the Seoul Museum of Craft Art opened in 2021.

5 Tongui-dong Baeksong Site



📍 35-15, Tongui-dong, Jongno-gu, Seoul

The white pine tree (baeksong) was located on the site of the home of Chusa Kim Jeong-hui, a famous calligrapher during the Joseon Dynasty. It once stood as Korea's largest 16-meter white pine, but only the root base remains today.

7 Beonsachang Ammunition Plant



📍 118, Samcheong-ro, Jongno-gu, Seoul

It was Korea's first modern weaponry factory in the late Joseon Dynasty, where Eastern and Western architectural styles blended.

9 Constitutional Court of Korea



📍 15, Bukchon-ro, Jongno-gu, Seoul

The former residence of Park Gysu, a pioneer of Enlightenment Thought, and the site of Korea's first modern hospital. You can see a rare white pine tree (baeksong).

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