

# 25/25 Seoul South Korea

Seoul is ancient and modern. Some of the palaces in its heart date back 600 years; next to them stand ultra-modern buildings. The Han River divides the sprawling metropolis into two and each side of the river has its own subculture. The pace of life in this vibrant city of 10 million is hectic. Yet, in the middle of it all, there are areas where you can take leisurely strolls and hear the birds sing.

## Essentials

- 01 Don't be offended when people bump into you and offer no apologies. Koreans have a small personal space.
- 02 Virtually everything can be done 24 hours a day – eating, drinking, shopping, haircuts, massages.
- 03 It is a myth that Korean women are docile.
- 04 City traffic is unpredictable, allow plenty of time when meeting clients.
- 05 Drinking etiquette requires that you pour drinks with two hands. Accept the drink with two hands too.

## Guide/Info

### Hotels

#### Independent and easy

The Pacific Hotel  
31-1 Namsan-dong  
2-ga, Jung-gu  
+ 82 2 777 7811  
[thepacifichotel.co.kr](http://thepacifichotel.co.kr)

#### Dependable chain

Park Hyatt  
521 Teheran-ro,  
Gangnam-gu  
+ 82 2 555 5656  
[seoul.intercontinental.com](http://seoul.intercontinental.com)

#### Premium

The Shilla  
202 Jangchung-dong 2-ga,  
Jung-gu  
+ 82 2 2233 3131  
[shilla.net](http://shilla.net)

### Dining

#### Fast breakfast

Wood & Brick Bakery  
1-6 Sinmun-no, Jongno-gu  
+ 82 2 735 1151  
[woodnbrick.com](http://woodnbrick.com)

#### Business breakfast

The Ninth Gate at the  
Westin Chosun Hotel  
87 Sogong-dong, Jung-gu  
+ 82 2 771 0500  
[chosunhotel.co.kr](http://chosunhotel.co.kr)

#### Mid-morning coffee

Namusairo  
102 King's Garden  
71 Naesu-dong, Jongno-gu  
+ 82 2 6352 6358

#### Working lunch with colleagues

Yum China  
160 Samseong 1-dong,  
Gangnam-gu  
+ 82 2 562 0779

#### Need-to-impress- clients lunch

Gramercy Kitchen  
621 Sinsa-dong,  
Gangnam-gu  
+ 82 2 512 1046  
[gramercykitchen.com](http://gramercykitchen.com)

#### Lunch on your own

Café Sobahn  
Officia Bldg.  
134-2 Sinmunro 1-ga,  
Jung-gu  
+ 82 2 730 7423  
[sobahn.co.kr](http://sobahn.co.kr)

#### Afternoon tea/drink

Lounge Dasoni  
Samcheonggak  
330-115 Seongbuk  
2-dong, Seongbuk-gu  
+ 82 2 765 3700  
[3pp.co.kr](http://3pp.co.kr)

#### Dinner on your own

Homyeondang  
118-4 Cheongdam-dong,  
Gangnam-gu  
+ 82 2 511 9517  
[homyeondang.com](http://homyeondang.com)

#### Dinner with colleagues

Addiction Plus  
C Square building,  
61-21 Taepyeongro  
1-ga, Jung-gu  
+ 82 2 737 0005  
[addictionplus.com](http://addictionplus.com)

### Private dinner

Pum Seoul  
358-17 Huam-dong,  
Yongsan-gu  
+ 82 2 777 9007  
(At least one day advance  
reservation required)

### On the tiles

Volume  
Basement of Crown Hotel  
34-69 Itaewon-dong,  
Yongsan-gu  
+ 82 1544 2635  
[clubvolume.com](http://clubvolume.com)

### Reading

#### Books & cds

Kyobo Bookstore  
Seoul/Kangnam  
+ 82 2 3704 2195  
[kyobobook.co.kr](http://kyobobook.co.kr)

### Thank yous

#### Flowers

Kyukmul Gongboo  
Lower lobby, The Westin  
Chosun Hotel  
87 Sogong-dong, Jung-gu  
+ 82 2 317 0139

### Shopping

#### Something you can't get anywhere else

Insa Art Center Shop  
188 Gwanhun-dong,  
Jongno-gu  
+ 82 2 730 0466  
[insaartcenter.com](http://insaartcenter.com)

#### Lost luggage – where to buy shirts, socks and underwear

Shinsegae  
Department Store  
52-5 Chungmuro  
1-ga, Jung-gu  
+ 82 1588 1234  
[department.shinsegae.com](http://department.shinsegae.com)

#### Something for the kids

Dolls and pop-up books  
from My Favorite  
533-3 Sinsa-dong,  
Gangnam-gu  
+ 82 2 544 9319

### Something for someone you love

One-of-a-kind  
jewellery pieces from  
Jewelbutton Co.  
185-4 Buam-dong,  
Jongno-gu  
+ 82 2 3216 1583  
[jewelbutton.com](http://jewelbutton.com)

### Something for yourself

#### Sophisticated clothing from TROA

113-3 Samseong-dong,  
Gangnam-gu/ 206 Gahoe-  
dong, Jongno-gu  
+ 82 2 556 8010 [troa.co.kr](http://troa.co.kr)

### Two-hour tour

- 01 Changdeok Palace  
Call ahead for guided  
tour times to the palace  
and gardens.  
+ 82 2 762 8261 [cdg.go.kr](http://cdg.go.kr)
- 02 National Museum  
of Korea  
Vast collection of artifacts  
and art works provides  
an introduction to  
Korean culture.  
135 Seobinggo-ro,  
Yongsan-gu  
+ 82 2 2077 9000  
[museum.go.kr](http://museum.go.kr)

### Limousine/car

Mobum Taxi  
These black-and-yellow  
taxis can be found at many  
hotels, shopping districts  
and business centres.

### Transport

#### Metro

Seoul Metro  
The cheapest and fastest  
option to get around.  
[seoulsubway.co.kr](http://seoulsubway.co.kr)

#### Airport pickups

These buses leave every  
20 minutes to and from  
the city's major hotels.  
[airport.or.kr](http://airport.or.kr)

### Fitness

#### Good running route

Hangang Park  
The Hangang Park system  
offers jogging paths along  
the river.

