

# 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 sense of 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**  
995-14 Daechi 3-dong Gangnam-gu  
+ 82 2 2016 1234  
[seoul.park.hyatt.com](http://seoul.park.hyatt.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  
[echosunhotel.com](http://echosunhotel.com)

#### Mid-morning coffee

**Namusairo**  
102 Morning of Gyeonghui Palace Complex  
Naesu-dong, Jongno-gu  
+ 82 705 900 885

#### 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**  
Gwanghwamun Official Bldg.  
134-2 Sinmunno 1-ga, Jung-gu  
+ 82 2 730 7423  
[sobahn.co.kr](http://sobahn.co.kr)

#### Afternoon tea/drink

**Lounge Dasoni**  
Samcheonggak Ilhwadang 2nd Floor  
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

**Poom Seoul**  
358-17 Huam-dong, Yongsan-gu  
+ 82 2 777 9007  
[poomseoul.com](http://poomseoul.com)  
(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**  
Gwanghwamun Store  
1 Jongno 1-ga, Jongno-gu  
+ 82 2 1544 1900  
[kyobobook.co.kr](http://kyobobook.co.kr)

### Thank yous

#### Flowers

**Kyukmul Gongbo**  
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 2 736 1020  
[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 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.  
137 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)

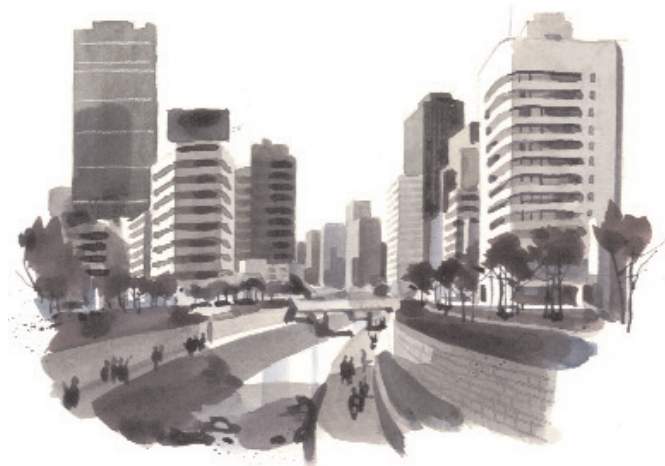
#### Airport pickups

These buses leave every 20 minutes to and from the city's major hotels.  
+ 82 2 1577 2600  
[airport.or.kr](http://airport.or.kr)

### Fitness

#### Good running route

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



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