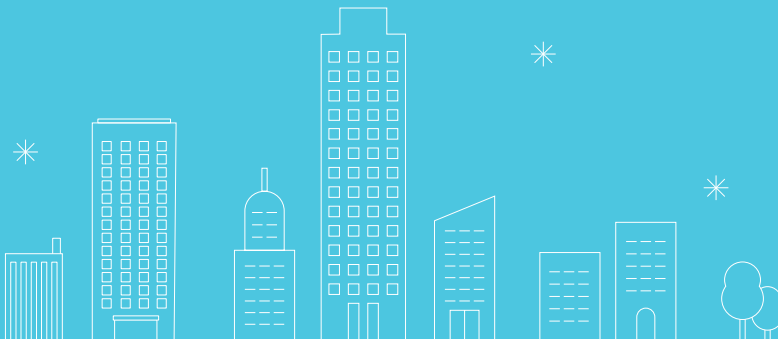




GANGNAM TRAVEL GUIDE





These milestones are symbols of the K-ROAD Project which is branding the Korean Wave Street of Gangnam and provides guidance on directions along K-ROAD. When you follow the milestones you can experience the attractions of Gangnam and walk in the footsteps of celebrities. If you want to enjoy Gangnam more pay special attention to this K-ROAD mark in Gangnam.



- | | |
|-----------------------------|---|
| R RESTAURANTS | Korean, Japanese, Chinese, Italian, French, Fusion |
| C CAFES & BARS | Brunch, Dessert, Lounge Bars, Cocktail Bars |
| S SHOPPING | Apparel, Bags, Accessories, Home Living, Flowers, Gift Shops |
| B BEAUTY | Perfume, Makeup, Esthetics, Spa, Nail Art |
| P PLAY & ATTRACTIONS | Bowling, Filming Locations, Trendy Streets, Museums & Memorial Halls, Parks |
| A AGENCIES | Management agencies representing Korean celebrities including actors, actresses and singers |



Welcome to **K-Star ROAD** of GANGNAM-GU

Why do people have special feelings on Abbey Road in London, Piazza di Spagna in Rome and Mid-Levels Escalator in Hong Kong? Those places are evoking memories of the Beatles, Audrey Hepburn, and the movie Chungking Express, because there were celebrities and stories. The same is true for Gangnam in Seoul. Gangnam has attracted a lot of attention thanks to the song 'Gangnam Style' by Korean singer, Psy. In fact, Gangnam has long been recognized as the most stylish and trendy area in Korea. Gangnam is a favorite place for films, dramas and TV programs as it shows the latest trends of Seoul. Furthermore, as many entertainment companies are located in Gangnam, there are Korean celebrities' favorite shops and special places with their unique stories. 'K ROAD' is an urban branding project to introduce interesting and exciting stories and attractions of Gangnam to the world. The first is K-Star ROAD and its theme is hopping tour of K-Stars. We will introduce K-Fashion ROAD with famous fashion shops and K-Beauty ROAD with beauty shops and clinics in a variety of ways. Please remember K-ROAD in 'Gangnam' from now on. Gangnam will give you more special and memorable experiences.



R



A



ENJOY K-Star ROAD

What is K-Star ROAD?

It's a special project of Gangnam-gu for international visitors who love Korean Wave, culture and celebrities. As the name indicates, it introduces visitors to K-Stars' favorite shops and lifestyle in Cheongdam-dong, Apgujeong-dong, Sinsa-dong, and Nonhyeon-dong in Gangnam-gu. To provide the optimal tour route for first-time visitors in Gangnam, the map has four zones: A, B, C and D, and Zone A includes Garosu-gil, the hottest street in Seoul.

Walking on K-Star ROAD

'K-Star ROAD' is a real street with all the charms of K-Star Road, winning fame as the main attraction relating to Gangnam-gu and K-Stars, from Apgujeong Rodeo Station toward Cheongdam Crossroad. On the sidewalk, there are large art toys known as 'Gangnamdols' that characterize K-pop stars so that visitors can feel the joy of meeting K-Star indirectly.

There are also milestones for entertainment companies of K-Stars and maps of K-Stars' favorite shops on K-Star ROAD which is a perfect place to start your Gangnam tour.

** If you have questions on the location of K-Star ROAD, please see the map on page 8.*

HOW to enjoy K-Star ROAD!



Take a photo with 'Gangnamdol' art toys of your favorite stars.



Visit the favorite shops of stars marked on the map of K-Star ROAD or the K-Star ROAD guidebook.



Find entertainment companies of K-Stars by looking at the milestones.



Shop Selection Process

Compilation of candidates

- 1 Recommendations from celebrities**
Participation of approximately 10 agencies in Gangnam-gu; stores personally recommended by entertainment stars.
- 2 Recommendations from K-Star fan cafes**
Selections were made based on the reports of frequent celebrity sightings on fan sites.
- 3 Recommendations from trendsetters**
Stores recommended by trend setters and social media influencers, including JoongAng Ilbo columnist Kim Hyunjoo, who served as editor-in-chief of magazines Cosmopolitan and Women's Sense, creative director Jung Yoonki, fashion designer Gye Hanhee, celebrity style magazine's fashion director.

Interview and on-site survey

- Stage 1** Editors from Designmylove conducted phone surveys and interviews based on the recommendation list.
- Stage 2** The editor visited selected shops from Step 1 with a Gangnam-gu Office staff for inspections.

Final selection

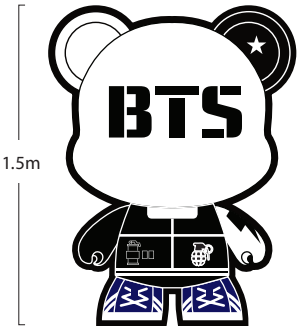
Final selections were made based on an assessment of their value to foreign tourists in terms of celebrity associations, accessibility, services and more.



LIKE A K-POP STAR! GANGNAMDOL

I want one!
‘Gangnamdols’ art toys that look like stars

Gangnamdols embrace the characteristics and artistic emotion of GIRLS’ GENERATION, EXO, BTS, and others! They have been created in collaboration with the artist Dukobie and 18 top K-Stars, and named after ‘Gangnam’ and ‘Idol.’ There are a large, 3-meter-high toy representing K-Star ROAD and 1.5-meter art toys. Their unique designs and colors catch your eyes from far.



00
GANGNAMDOL



01
4MINUTE



02
SUPER JUNIOR



03
2PM



09
GIRLS' GENERATION



10
EXO



11
AOA



1

2

7

BUNDANG LINE
APGUJEONG RODEO STATION



6

5

3

4

K-STAR ROAD



EXO Suho and GIRLS' GENERATION Yuri with art toys of their respective group



04
FT ISLAND



05
SHINee



06
MISS A



07
CN BLUE



08
TVXQ!



12
BTS



13
B1A4



14
VIXX



15
INFINITE



16
KARA



17
BLOCK B

09 10

11

12

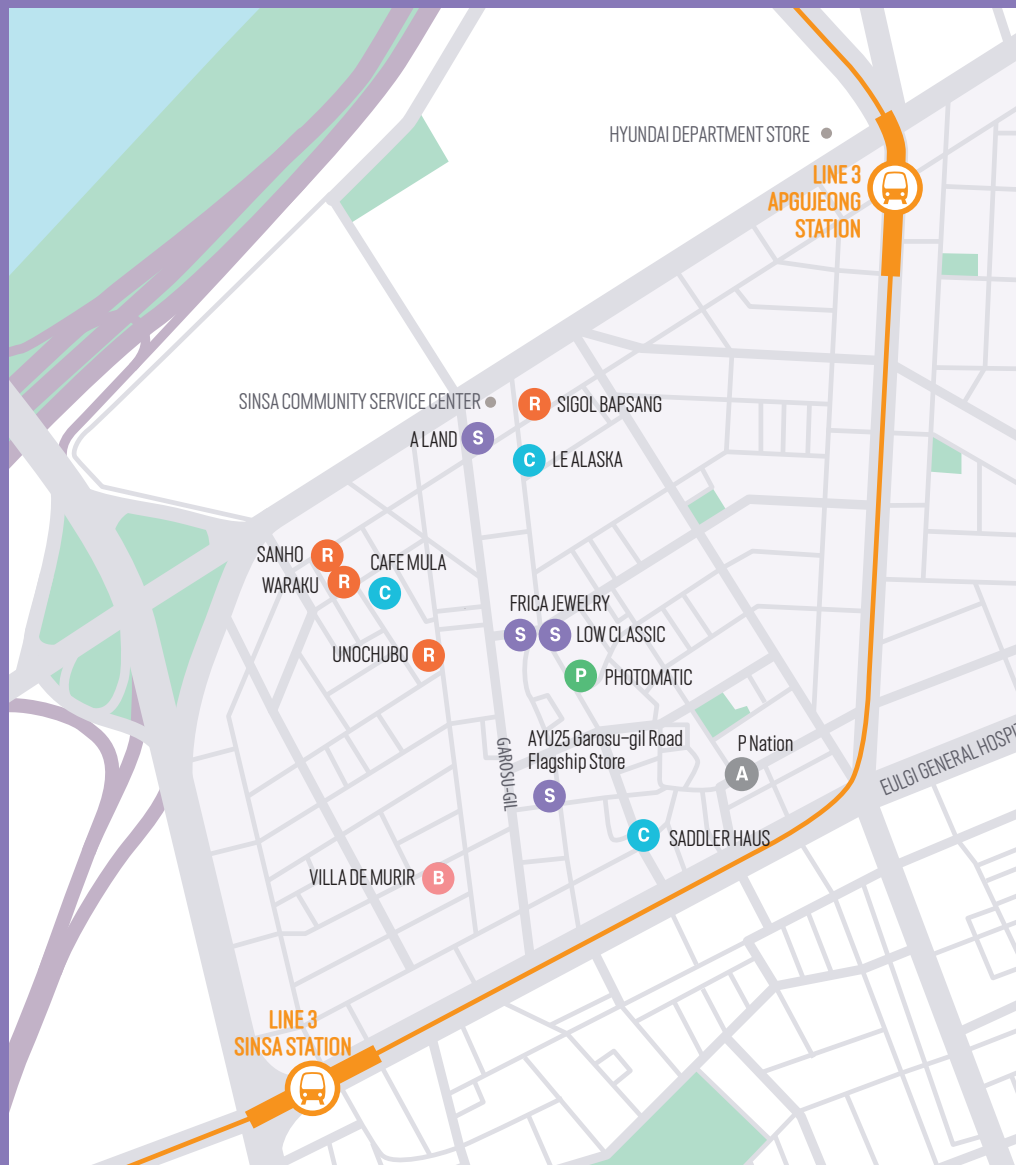
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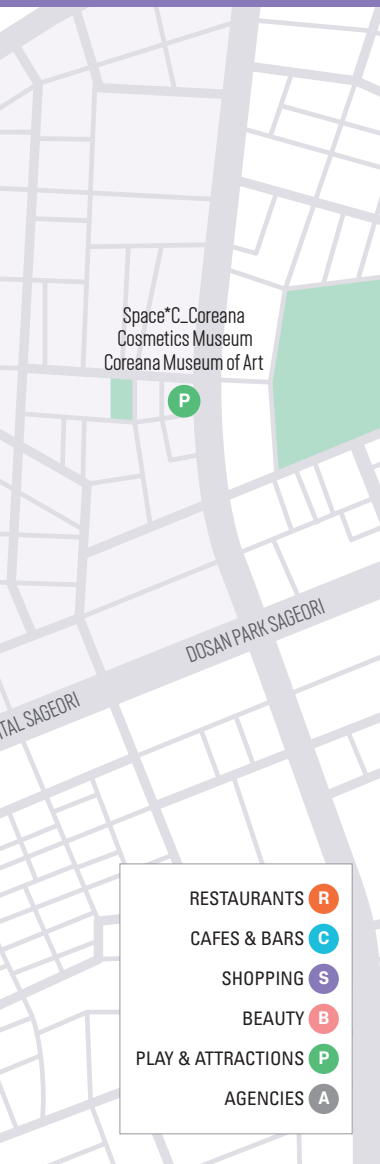
14

15

16

17





A

15 shops between Dosan Park Sageori and Sinsayeok Sageori as well as on Garosu-gil and Serosu-gil

- 14 SANHO | SIGOL BAPSANG
- 15 WARAKU | UNOCHUBO
- 16 LE ALASKA | CAFE MULA
- 17 SADDLER HAUS | AYU25 Garosu-gil Road Flagship Store
- 18 LOW CLASSIC | A LAND
- 19 FRICA JEWELRY | VILLA DE MURIR
- 20 Space*C_Coreana Cosmetics Museum
Coreana Museum of Art
- 21 PHOTOMATIC | P Nation



Trend Gangnam | A ZONE

Fashion people's hideout

Dosan Park - Sinsa Station Sageori

Sinsa-dong Garosu-gil, the trendiest and hippest place in Seoul where fashionistas consider their it-place, is famous for "antenna shops," flagship stores and SPA shops lined along the main two-way ginkgo tree-lined road. As trendy as it is, many designer pop-up stores showcase various design collaborations with famous Korean celebrities, such as BTS and Kang Daniel.



The main road, which is packed with beauty and fashion stores, is not only a great place for shopping, but also a place where people can sit at terraced coffee shops and enjoy the atmosphere day and night. The many Serosu-gil alleys that extend along both sides of the main street are dotted with inviting cafes, restaurants, editorial shops, and cozy pubs frequented by designers and artists.

You will be fully mesmerized by the charms of Garosu-gil Road including a brunch cafe with botanical garden concept frequented by Super Junior Eunhyuk, a take-out waffle shop frequently visited by Davichi Kang Min Gyeong, a select make-up shop that fascinated Lovelyz Jisu with its beauty pairing and self-photo studios that have been visited by a number of entertainment stars for selfies.

R Sanho

This is a Korean fusion restaurant with dishes made with seasonal ingredients from across the country. Kang Hodong, Korea's representative broadcaster, is a regular customer here and it is one of Garosu-gil's best restaurants referred in TV programs, magazines, and social media. In order to enhance the natural flavor of the ingredients restaurant does not use any chemical seasonings, and the basic side dishes vary depending on seasonal ingredients.

- 🕒 Mon-Sat 11:30-24:00
- ☎ 02-517-0035
- 📍 111, Nonhyeon-ro 175-gil
- 🏠 [instagram.com/sanho_gaengdu](https://www.instagram.com/sanho_gaengdu)
- 💰 Sanho set menu 75,000
- ★ Kang Hodong



R Sigolbapsang

This Korean restaurant is already widely known among the office workers of Apgujeong. In addition to its reasonable price of the set menu, there are an astonishing amount of side dishes served together. It has become more famous for being a favorite of Henry. You can enjoy various menus including samgyetang and bulgogi that any foreigner would love and many other dishes that are a perfect match for traditional Korean liquors.

- 🕒 10:30-22:00
- ☎ 02-546-1567
- 📍 68 Nonhyeon-ro 175-gil
- 💰 Sigolbapsang 8,000 / Bulgogi 12,000
- 📄 Table d'hôte with braised cutlassfish 9,000
- ★ Henry

R Waraku

Waraku is an izakaya offering a wide range of skewers such as chicken heart and gizzard, which are grilled for about four hours on a low heat using top-grade charcoal. Chen from EXO posted a photo of Waraku's sukiyaki nabe udon on his social media page, and this caused a sensation among his fans. At Waraku, you can enjoy savory grilled skewers with the alcoholic beverages from various parts of Japan.

🕒 Mon-Thu 18:00~01:00 / Fri-Sat 18:00~02:00

☎ 02-517-2292

📍 13-7, Apgujeong-ro 4-gil

💰 Set menu 29,000

★ Chen (EXO)



R Unochubo

Unochubo is a fusion Japanese restaurant run by owner and chef Yoo Heeyoung. It has received great reviews from gourmets and food critics, and it is a celebrity hot spot. Gong Yoo, Jang Donggun and Ko Soyoung have been regular customers here. Also Lee Minho has been coming to this restaurant quite often lately and there is nothing on the menu that he hasn't tried yet.

🕒 11:30~21:50

☎ 02-545-2811

📍 36, Apgujeong-ro 10-gil

🏠 blog.naver.com/unochubo

💰 Donburi & Sushi 12,000~55,000

★ Lee Minho, EXO



C Le Alaska

Le Alaska is a bakery cafe, famous for the naturally fermented bread and ice cold beverages topped with shaved ice. It quickly became a must-visit place among the Japanese fans of JYJ after photos of members Kim Jaejoong and Park Yuchun having croissant sandwiches and cafe latte here surfaced online. Jessica and Krystal of f(x) shared chocolate croissants from here with Tiffany and Hyoyeon, on a reality show.

- 🕒 09:00~22:00
- ☎ 02-546-5872
- 📍 15, Apgujeong-ro 14-gil
- 💵 Bread 2,200~7,800
Drink 4,500~6,800
- ★ Krystal(f(x)), Lee Chunhee

C Cafe Mula

This cozy and sunny coffee shop is reminiscent of a greenhouse or botanica garden. Created by the sportswear brand Mulaware, it also sells stylish yoga wear. They have various Instagram-worthy menus including the 100% mascarpone cheese tiramisu that goes great with coffee.

- 🕒 11:50~20:00
- ☎ 02-6104-4541
- 📍 13-12, Apgujeong-ro 4-gil
- 🏠 [instagram.com/cafe mula](https://www.instagram.com/cafe mula)
- 💵 Classic king size tiramisu 9,000
- ★ Yang Yoseob(HIGHLIGHT)
Eunhyuk(SUPER JUNIOR)





C SADDLER HAUS

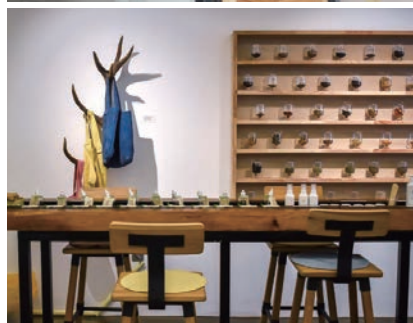
A must-visit eatery specializing in take-out croiffles, SADDLER HAUS refers to the 'croiffle', a compound word of croissant and waffle, as a 'French Waffle'. Its signature menu is the Plain Waffle with a crispy outside and sweet inside! It is one of favorite hang-outs of the singer Kang Minkyung, and is currently enjoying explosive popularity. It is an essential must-visit place for waffle aficionados and offers an extensive range of waffle-based menu items including cheese and basil waffles, as well as the added fun of looking around and taking selfies while waiting in a venue decorated like an art gallery.

- 🕒 12:00~20:00 (closed on Monday)
- ☎ 070-8265-5541
- 📍 10 Dosan-daero 17-gil,
- 🏠 [instagram.com/saddlerhaus_bakery](https://www.instagram.com/saddlerhaus_bakery)
- ₩ Waffle 4,900/Saddler / Einspanner 6,500
- ★ Kang Minkyung(DAVICHI)

S AYU25 Garosu-gil Flagship Store

You can experience customized Ayurveda Aromatherapy cosmetics at the aromatic and healing AYU25 Flagship Store on Garosu-gil. You can test more than 100 essential oils and botanical oils, and make your own cosmetics to match your skin type using their app. Various programs, such as a warm onyx jewelry massage and making natural dye bracelet with essential oils, are offered.

- 🕒 11:00~21:00
- ☎ 02-540-6210
- 📍 21, Dosan-daero 15-gil
- 🏠 ayu25.com
- ₩ Cosmetics 9,000~295,000
- ★ Yoo Inyoung



S Low Classic

Low Classic is a fashion retail store operated by fashion designer Lee Myungshin, who gained recognition for her talent through Project Runway Korea. You will be able to find clothes and other fashion items in simple yet unique designs as well as items created through collaborations with various brands. It's been reported that Krystal of f(x) and Hyuna always shop at Low Classic at the start of a new season.

🕒 12:00~21:00

☎ 02-516-2004

📍 57 Nonhyeon-ro 159-gil

🏠 lowclassic.com

💰 Bags 68,000 / Garments 78,000

★ Hyuna, Crystal(FX), Seol Hyeon(AOA)
Kim Goeun



S A Land

It is a select shop offering various products such as fashion, beauty, and lifestyle. There are over 500 brands in store, ranging from new designer brands to foreign brands that are hard to find in Korea. Young Koreans and foreign tourists visit here as it sells trendy and unique products.

🕒 12:00~22:00

☎ 02-3210-5869

📍 78, Nonhyeon-ro 175-gil

🏠 a-land.co.kr


💰 Clothes 6,900

★ Yoohyeon(DREAM CATCHER)



S FRICA JEWELRY


FRICA is a high-end custom accessory shop, which has collaborated with fashion designers such as Choi Bumsuk, Kang Dongjun and Ko Taeyong, and diverse brands including Haagen-Dazs and Samsung. Its androgynous accessories are popular among many stars such as actors Lee Minho, Lee Jongseok, Gong Hyojin, singers Lee Hyori, and Rain. A number of celebrities have personally purchased accessories here to wear for official events and TV dramas.

-  12:00~18:00 (closed on Sunday)
-  070-8819-6680 / 010-9991-9950
-  49, Dosan-daero 15-gil
-  frica.co.kr
-  Accessory 32,000~280,000
-  Lee Hyori, Lee Jongsuk



B Villa De Murir

Get a celebrity makeover and be a star for a day! Villa de Murir is a beauty play ground for women housing everything from a beauty select shop to an open studio and a terraced cafe where beauty video content can be created. Especially popular is the 1:1 customized seasonal makeup recommended by experts, so you can take beautiful selfies.

-  11:00~21:30
-  02-515-5452
-  21, Dosan-daero 11-gil
-  murir.co.kr
-  1:1 makeup lessons(1 hour) 100,000
Idol(daily) Make-up 70,000
-  Park Seri, Lee Sora,
Tiffany(Girls' Generation), Jisu(Lovelyz)



P Space*C

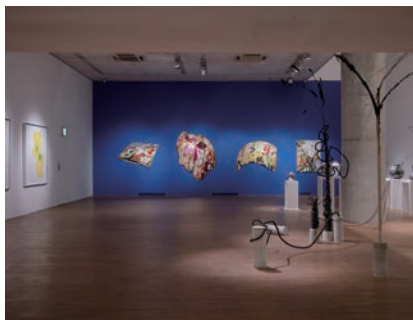
Space*C is a composite culture space established by Coreana Cosmetics Co., Ltd., which is continuing with activities to create new culture through a harmony between tradition and modernity, and to establish a cultural community with an extensive range of participants under the corporate philosophy of beautiful corporation. It comprises the Coreana Cosmetics Museum and Museum of Art.

Space*C Coreana Cosmetics Museum

Coreana Cosmetics Museum is where you can find out all about K-cosmetics. Here, you can check out the historical cosmetic ingredients, tools, accessories of cosmetic items from Korea. Its showroom exhibits cosmetic cultures from all over the world, including Korea, China, Japan, and East Asia, and visitors can experience traditional fragrances of Korea.

Space*C Coreana Museum of Art

It is an art museum that has assertively accommodated and supported the experimental arts since its establishment. It is situated on the 1st and 2nd underground floors, and is holding an extensive range of special exhibitions aimed at highlighting diverse cultural codes including key art issues, cosmetics, femininity, physicality, media, and performances from a given era. Moreover, visitors can encounter a wide range of exhibitions and programs of the adjacent arts including music, theater, dance, and literature. It is an open art museum that pursues integration of research, exhibitions, and education.



 11:00~17:00 (Break Time 12:30~13:30)

Closed from Sat to Mon / Pre-booking on Naver

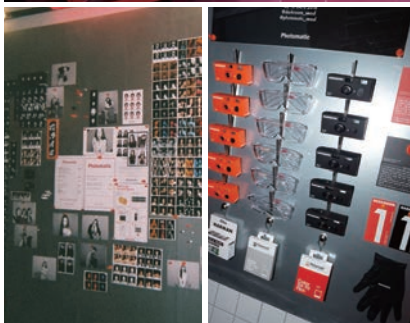
 02-547-9177

 827 Eonju-ro

 spacec.co.kr

 Adult 4,000 / Student 3,000

 Sul Ina



P Photomatic

This is a self-photography studio that became famous as many celebrities were seen holding the remote camera control to take their own black and white pictures. Operated by reservation only, Photomatic Black is especially popular among couples and friends taking anniversary or friendship pictures. Visited by HyunA and Dawn, Darkroom Photomatic is only 5 minutes away on foot and you can take and develop your own photos.

- 🕒 11:00~21:00 (1. 1, Holiday off)
- ☎ 010-9476-1736
- 📍 36 Dosan-daero17-gil
- 🌐 photomatic.co.kr
- 💰 Photomanic Black(per 2 persons) 70,000
Photomatic profile(per person) 60,000
- ★ Cha Eunwoo(ASTRO), Gong Hyojin

A P Nation

P Nation is an entertainment agency established recently by Psy, singer of global mega-hit 'Gangnam Style'. It is continually fortifying its prowess through recruitment of highly competent singers. Psy is the very person who made Gangnam world-famous, an unprecedented artist who wrote the history of K-Pop. P Nation, steadfastly building up an artists' empire acknowledged for its popular appeal and musicianship with members such as Jessie, Hyuna, and Crush, is situated in the heart of Gangnam.

- 📞 Artist inquiries: inquiry@pnation.com
Fan inquiries: fan@pnation.com
- 📍 21 Nonhyeon-ro 151-gil
- 🌐 pnation.com
- ★ Psy, Jessie, Hyuna, Crush



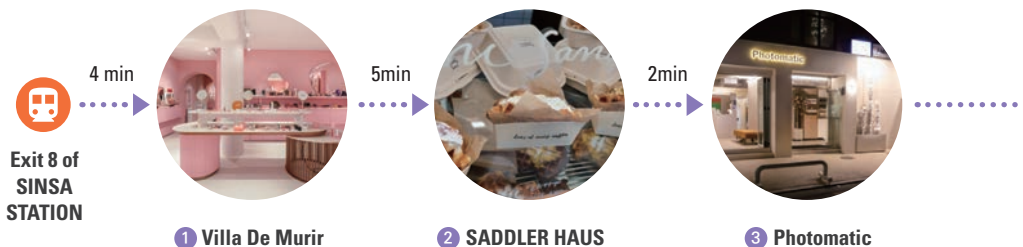
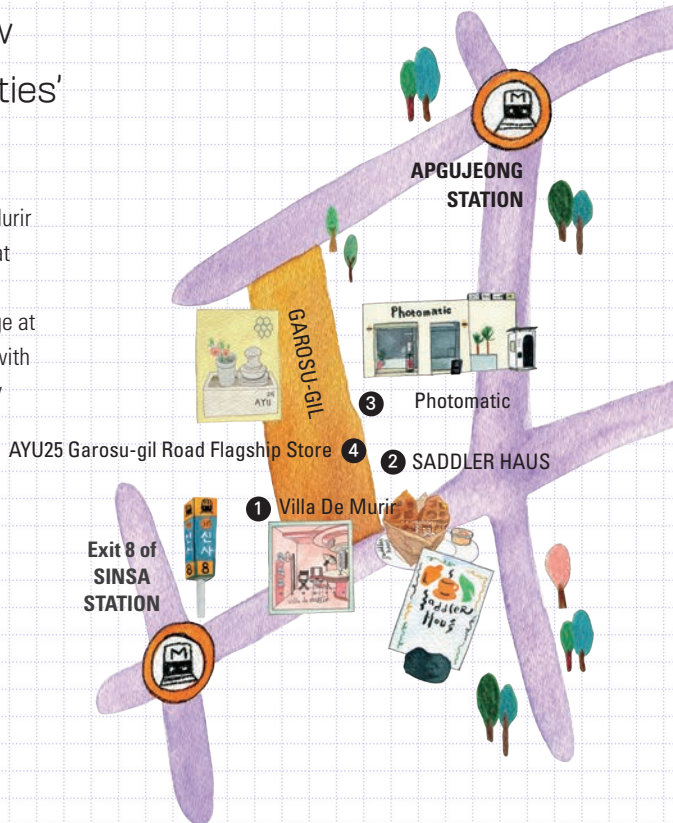


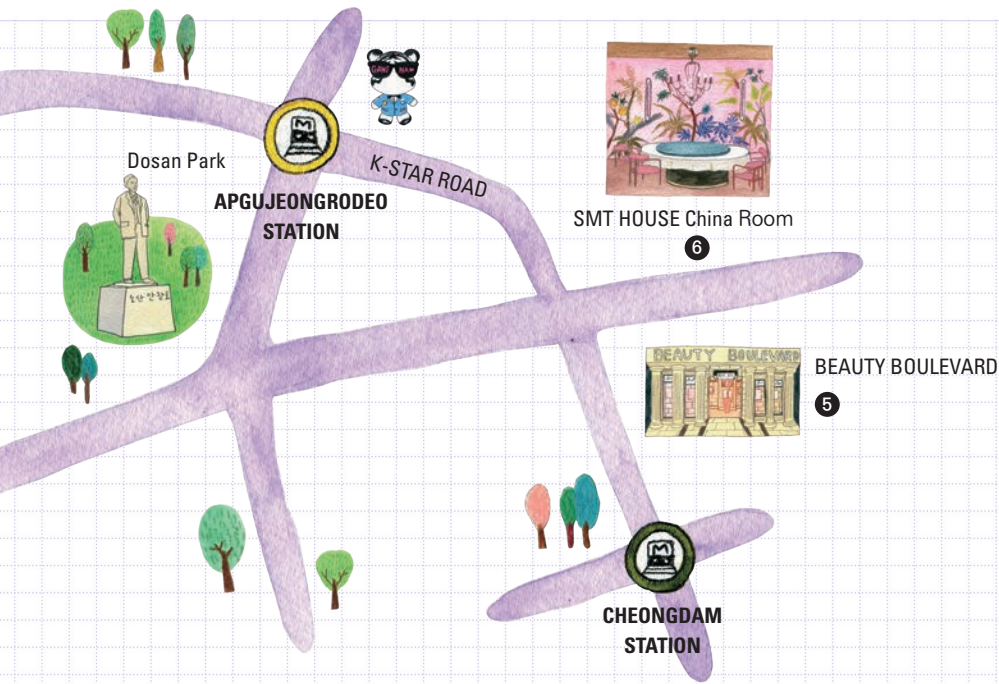
TOUR COURSE | 1 BEAUTY

Do you want to know
the secret of celebrities'
perfect skin?

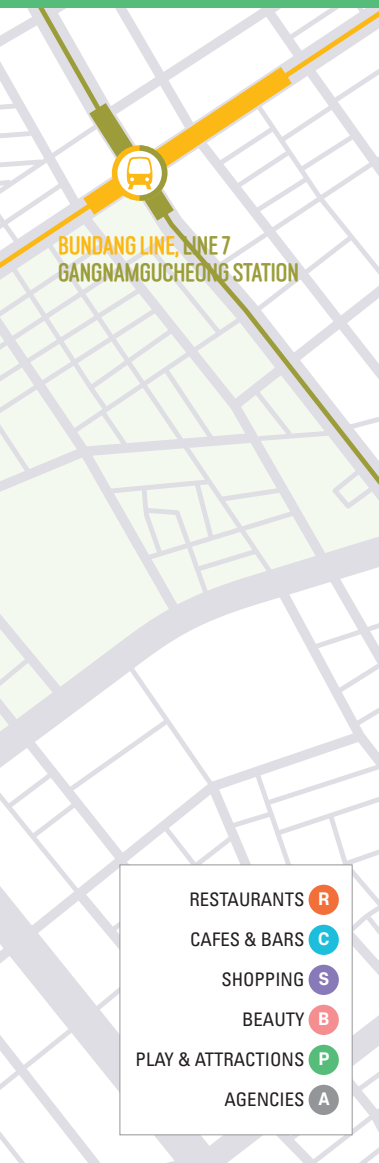
Get a celebrity makeover at Villa de Murir
in Garosu-gil and take perfect selfies at
Photomatic.

Relax with a warm onyx stone massage at
the aromatic AYU25 and end the day with
a slimming care at Cheongdam Beauty
Boulevard.









B

21 shops located between Dosan Park Sageori and Hakdong Sageori

- 28 GRANDCIEL | DOWNTOWNER CHEONGDAM
- 29 DOSAN BUNSIK | LITTLE NECK CHEONGDAM
- 30 MY SSONG | BETGODONG
- 31 WOOGA | JUST STEAK
- 32 CHEONGDAM SUNDUBU | LAB O
- 33 OUR BAKERY | COFIOCA
- 34 CAFE NOTED CHEONGDAM | NANA PIERCING
- 35 HOUSE DOSAN
NUDAKE / GENTLE MONSTER / TAMBURINS
- 36 SULWHASOO DOSAN FLAGSHIP STORE
DOSAN PARK & MEMORIAL HALL
- 37 HYUNDAI MOTOR STUDIO | HORIM MUSEUM
- 38 CGV CHEONGDAM CINECITY | NAMOO ACTORS



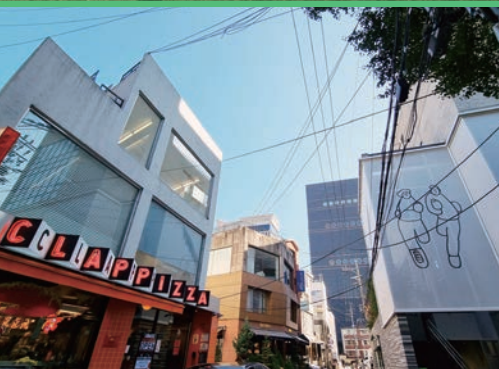
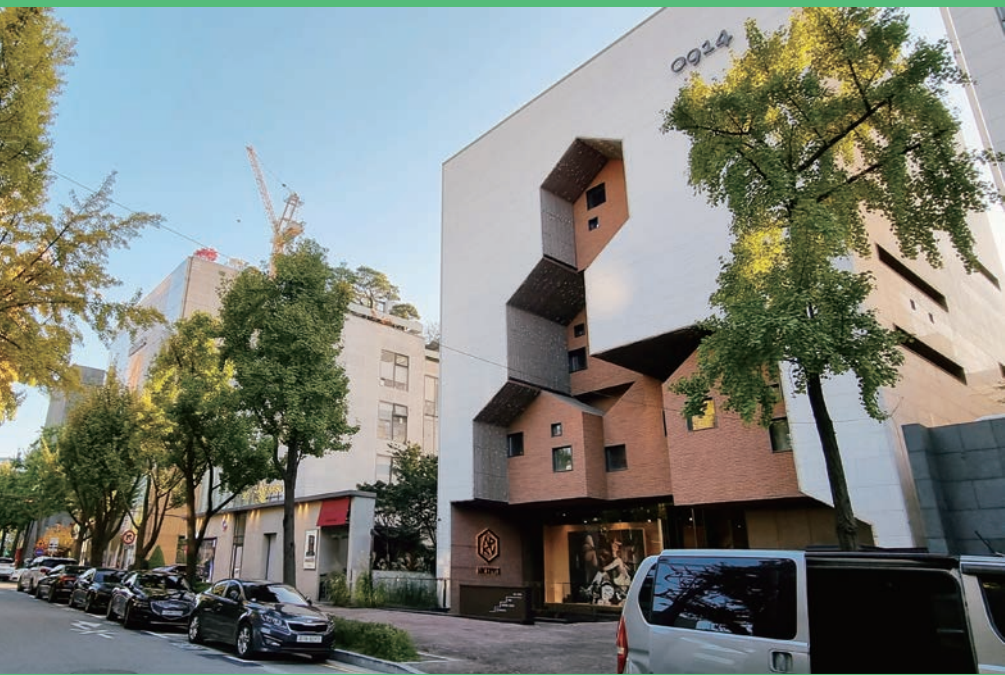
Urban forest | B ZONE

Fashion and taste, healing

Dosan Park Sageori ~ Hakdong Sageori

The area around Dosan Park, lush greenery in the middle of Gangnam, is the heart of luxury fashion and beauty brands. In front of the main gate of the park, which is as pleasant as New York's Central Park, there is a ginkgo treelined road called "Riverside Road" that boasts beautiful scenery every season. Riverside Road is dotted with various luxury brands, such as Maison Hermes Dosan Park and the Sulwhasoo Flagship Store, and brunch cafes, fine dining restaurants, galleries and fashion stores are tucked away in streets and alley around the park. The

Sulwhasoo Flagship Store, one of the most healing and relaxing spots in Zone B, was designed by world-renowned architectural designer duo Neri & Hu. The VIP rooftop lounge offers guests an unforgettable spa experience while enjoying great views of Dosan Park. The perfect way of ending delicious meal at one of the many restaurants in the area. You can try typical Korean dishes like sundubu (soft tofu), Italian home cooking, American-style brunch, or join the line of one of the famous bakeries and dessert cafes.



R Grandciel

Grandciel is an authentic Tuscan-style restaurant offering Italian dishes in homemade style. Restaurant regulars include Jung Woosung, Shin Mina, and Gong Yoo. It's been said that the fans of actor Gong Yoo visit this restaurant to order customized takeouts for him. Grandciel's signature dishes include anchovy oil pasta and striploin steak, which is pan-fried to seal the juices inside with crispy exterior.

- 🕒 Mon-Sat 11:00~22:00
(Break Time Mon-Fri 15:00~17:00)
- ☎ 02-548-0283
- 📍 16-6, Dosan-daero 45-gil
- 🏠 prepbox.co.kr
- 💰 Pasta 24,500~ / Steak 6,900~75,000
- ★ Gong Yoo, Shin Mina



R Downtowner Cheongdam

Downtowner Cheongdam is a brand flagship outlet that offers a diverse menu and promotional events. Its foremost strengths are the taste and quality befitting of a premium handmade hamburger outlet. The avocado burger is the most well-known item at Downtowner, and is a healthy and highly appealing burger with a wonderful taste that is a combination of savory and soft avocado and the special Downtowner sauce. Furthermore, we highly recommend you to try the egg scramble burger, a limited edition item of the Cheongdam branch!

- 🕒 11:00~21:00 (Last order 20:00)
- ☎ 070-8833-3696
- 📍 1st Fl. 14 Dosan-daero 53-gil
- 🏠 downtowner.shopby.co.kr
- 💰 Hamburgers 6,800~11,800
- ★ Jenny(Black Pink), Suho(EXO)

R Dosan Bunsik

Dosan Bunsik is the place which creates a new paradigm of a snack bar by serving foods that restore the memories of Korean people yet still follow the globalizing trend, as they are not merely simple flour-based foods. All of the multinational menus are cooked with the special recipes of the restaurant, including the pork cutlet sandwich made with low-temperature ripened pork sirloin, tteokbokki from our memory, dosan bibimmyeon and Hong Kong toast.

🕒 12:00~20:30 (Break Time 15:00~17:00)

☎ 02-514-5060

📍 10-6, Dosan-daero 49-gil

₩ Dosan tteokbokki 5,500
Port cutlet sandwich 8,800
Dosan bibimmyeon 6,800

★ BLACK PINK, WINNER, Yoon Chaeyeong (APRIL)



R Little Neck Cheongdam

A highly appealing venue with a comfortable and warm ambience, Little Neck has been highly praised for its excellent taste and modern interior. It offers an extensive range of attractive all-day brunch menus utilizing raw ingredients according to the latest trends and broadening the choices for customers. As a casual restaurant providing not only excellent taste but also visual attractions, it is loved by people of all ages and genders including the MZ generation seeking novel experiences.

🕒 Mon-Sun 11:00~21:00

☎ 02-792-1476

📍 1st Fl., 17 Dosan-daero 51-gil

📱 [instagram.com/littleneckseoul](https://www.instagram.com/littleneckseoul)

₩ Brunch and meals 12,000~23,000

★ Nayeon (Twice), Jun Jihyun



R My Ssong

My Ssong is a casual dining restaurant and cafe, offering a brunch menu and American-style homemade meals. SUPER JUNIOR and 2PM come here to grab a bite during brunch hours, while IU and Tiffany of GIRLS' GENERATION are fans of the red velvet cake. Popular menu items include the poached egg, egg benedict and thin French fries. Check out this place during the lunch hour on Wednesdays for the honey brunch buffet.

- 🕒 10:00~22:00 (Sat-Sun, Break Time 15:00~17:00)
- ☎ 02-518-0105
- 📍 16-4, Dosan-daero 45-gil
- 🏠 cgv.co.kr
- 💰 All day brunch 16,000~19,000
Wednesday Buffet (10:00~15:00) 28,500
- ★ IU, 2PM

R Betgodong

Famous for its Roasted Octopus and Fried cuttlefish in Apgujeong Street! As octopus & cuttlefish specialty, this restaurant has several branches in Seoul. Foods are exceedingly tender and have moderate spicy taste based on Korean style fried seafood, which is very popular. Fried rice with house sauce is a must try!

- 🕒 Mon~Fri 11:30~22:00
Sat~Sun, holiday 12:00~22:00
- ☎ 02-514-8008
- 📍 54, Eonju-ro 172 gil
- 🏠 [instagram.com/nanapiexing_official](https://www.instagram.com/nanapiexing_official)
- 💰 Menu 7,500~27,000
- ★ Kim Heesun





R Wooga

Wooga in Cheongdam-dong, which has been listed on the Michelin Guide for four consecutive years since 2017, is a restaurant specializing in aged hanu beef praised by many Korean celebrities. Their signature menus are the aged rib eye and aged beef brisket, which are tender and juicy even when cooked well done. This is due to Wooga's differentiated "active aging" technique that ages premium hanu beef for 40 to 60 days. Take a piece and dip it in salt to taste the flavor and juiciness of the beef.

- 🕒 12:00~22:00 (Break Time 15:00~17:00)
- ☎ 02-6272-2223
- 📍 B1, 22, Dosan-daero 49-gil
- 🏠 thewooga.modoo.at/
- 💰 Aged rib eye 100g 44,000
- ★ BTS, EXO, RED VELVET

R Just Steak

This steak restaurant was featured in TV program <Wednesday Food Talk>. It is a favorite place for KARD's Jeon Jiwoo that he often visits here with his family. Its signature dish is T-bone steak and grilled vegetables. You can enjoy Korean T-bone steak, aged for three weeks of dry-aging method at a reasonable price and also various menus such as pasta, soup and salad.

- 🕒 12:00~22:00 / Last Order 21:00
(closed on Monday)
- ☎ 02-544-9357
- 📍 11-7, Eonju-ro 152-gil
- 💰 T-bone steak (100g) 19,300
L-bone steak (100g) 5,300
Bolognaise 2,000
- ★ Jeon Jiwoo(KARD)



R Cheongdam Sundubu

Cheongdam Sundubu is a Korean restaurant where you can enjoy the taste of soft tofu. You will be able to appreciate the unique flavor of soft tofu that blends perfectly with diverse ingredients such as seafood, tripe, ham, cheese, dumplings, kimchi and doenjang (soybean paste). Celebrity regulars include many K-pop stars such as YoonA and Soo Young of GIRLS' GENERATION, Jungshin of CNBLUE, and Jun. K of 2PM, and AOA.

- 🕒 07:00~21:00
- ☎ 02-545-4840
- 📍 19, Dosan-daero 53-gil
- 📱 [instagram.com/puredubu](https://www.instagram.com/puredubu)
- 💵 Sundubu 10,000~13,000
- ★ AOA, Jungshin(FT ISLAND),
YoonA(GIRLS' GENERATION)



C Lab O

Visit LAB O if you want to enjoy extraordinary desserts on an open terrace in the middle of the city. Befitting of the name LAB, or laboratory, you can enjoy unique desserts here. Mama's brownie is very popular. You can put banana cream as much as you want on the moist and sticky brownie. Visit this hip place loved by K-Stars.

- 🕒 10:30~22:30 / Sat-Sun 09:00~20:30
- ☎ 02-544-8373
- 📍 310, Dosan-daero
- 💵 Drink 4,000~6,000
Dessert 2,500~7,000
Brunch 4,500~11,000
- ★ Tiffany(GIRLS' GENERATION)

C Our Bakery

Comprised of the best patissiers and baristas in Korea, Our Bakery is the most famous bakery store in Seoul, with many branches throughout the region. The bread is baked only after carefully selecting the best quality ingredients, and the signature menu Dirty Choco is highly popular both in Korea and overseas.

- 🕒 Mon-Fri 09:00~21:00
Sat-Sun, Holidays 10:00~21:00
- ☎ 02-545-5556
- 📍 JYC2 Building, 10-11, Dosan-daero 45-gil
- 💰 Dirty choco 4,700
Nutella banana 4,600
Drinks 3,500~5,500
- ★ Kang Daniel, GOT7, Su A(DREAM CATCHER)



C Cofioca

This bubble tea takeout with 14 years of history is rumored to be a lucky place among newbie entertainers who believe they could make it big if they drink bubble tea and post their autographs on the wall here. You can find the autograph of HIGHLIGHT's Yoon Doojoon pinned up at the top of the wall during the early days of his career. EXO's Sehun is another frequenter.

- 🕒 09:30~22:00
- ☎ 02-515-3032
- 📍 31, Seolleung-ro 161-gil
- 💰 Drink 5,000~6,500
- ★ Sehun(EXO), Yoon Doojoon(HIGHLIGHT)



C Cafe Noted Cheongdam

Cafe Noted, specializing in desserts, strives to create and maintain a 'cultural venue where everyone can generate memorable moments and smile'. In particular, the Cheongdam branch always offers novel experiences with its coloring paper photo booth and diversified pop-ups. Signature menu items include cakes and donuts with the sweet 'smile cake' with its Noted logo and savory and soft 'fresh milk and cream donut'. It is a cafe decorated with pastel-tone pink and yellow colors, making for an ambience that will have guests feeling wonderful throughout the day.

- 🕒 09:00~21:00
- ☎ 070-8860-9377
- 📍 1st Fl., 15 Dosan-daero 53-gil
- 🏠 [instagram.com/cafeKnotted](https://www.instagram.com/cafeKnotted)
- 💰 Donut 3,000~4,000 / Cake 15,000~20,000
- ★ Kim Heesun, Bae Doona, Taeyong(NCT)

S Nana Piercing

Leading the piercing trend in Korea, it has been one of the hippest piercing spots for the hottest idols such as H.O.T, BoA, TVXQ!, GD, GOT7, NCT, Black Pink, Seventeen, TWICE, and many actresses including Shin Mina, Han Yeseul, Han Gain. It would be easier to find celebrities who have not visited this place. Since it is highly appreciated by numerous celebrities, its diverse products and skills have become widely known overseas as well.



- 🕒 11:00~22:00
- ☎ 02-540-3132
- 📍 8 Apgujeong-ro 50-gil
- 🏠 [instagram.com/nanapierting_official](https://www.instagram.com/nanapierting_official)
- 💰 Piercing 10,000~
- ★ Black Pink, Stray Kids, ITZY



House Dosan_ Nudake/Gentle Monster/ Tambourins

House Dosan, the hottest and hippest place in the vicinity of Dosan Park nowadays, is a special venue mixing art and brands. The 'HAUS' in the logo 'HAUS 0 10 10 10 1' signifies the future retail of the brands, while '01' is a quantum mechanics-derived concept signifying directionality towards the future. New philosophy and progressive brand attempts are revived throughout the architectural structure and spaces of this place.

Nudake_ Dessert cafe situated in 1st underground floor with a slogan of "MAKE NEW FANTASY." The cakes made from ingredients and unique visual appearances that break away from stereotypes are truly magnetic masterpieces. Visitors can experience tastes that will fulfill the imagination.

nudake.com

Gentle Monster_ Gentle Monster, a sunglasses store situated on the main, 2nd and 3rd floors, stimulates sensuality with its differentiated designs, artistic sculptures, collaboration videos, and sound art. The Probe, a gigantic robot walking on 6 legs, is already a highly popular celebrity.

gentlemonster.com

Tambourins_ Tambourins, a cosmetic brand situated on the 4th floor, created an exhibition hall-like ambience through display of art and media works by collaboration with various artists. Visitors can enjoy the meditative yet delicate and balanced aroma of nature.

tamburins.com

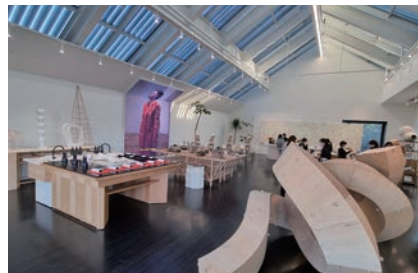
11:00~21:00

070-4128-2126

50 Apgujeong-ro 46-gil

Nudake PEAK 39,000 / Pieta Latte 9,000

Tiffany(GIRLS' GENERATION)



B S Sulwhasoo Dosan Flagship Store

Sulwhasoo flagship store is where you can experience every element of the brand from its product through to the spa and heritage while delighting all possible senses. Inspired by a lantern that works as a bowl containing a light, this flagship store which shines an esthetic knowledge in Asia impresses lots of people due to its luxurious decoration inside the building embodying a lantern which lights up the road in the dark. Besides, there are exclusive goods that can be purchased only in the flagship store. On the 1st floor, the heritages of Sulwhasoo, the representative oriental cosmetic brand in Korea are available, and you can also test various Sulwhasoo products and purchase items on the 2nd floor.

-  10:00~19:00
(closed on the first Monday and Holidays)
-  02-541-9270
-  18, dosan-dearo 45-gil
-  sulwhasoo.com
-  Mix & Match Spa(70min) 150,000
-  Jun Jihyun



P Dosan Park & Memorial Hall

Dosan Park was established with the aim to pay tribute to Dosan Ahn Chang-ho's patriotic spirit and contribution to education. As a fortress seated amid trendy and luxury boutiques and beautiful scenery, this park is perfect for a relaxing stroll. It is a popular hang-out spot for Sunmi and Yeeun, and it was also featured on <Infinite Challenge> on MBC. Memorial Hall in the park will give you a glimpse of Korean history.



-  Memorial Hall 10:00~17:00 (1.1, Holiday off)
-  02-541-1800
-  20, Dosan-daero 45-gil
-  ahnchangho.or.kr
-  Free
-  Sunmi & Yeeun(WONDER GIRLS)

P Hyundai Motor Studio

Hyundai Motor Studio is a brand experience center, incorporating automobiles, art and brand philosophy. It has a culture and arts space and thematic areas including the library that offers a “hands-on experience” of Hyundai and its cars. The vehicles displayed on the 1F studio are open to everyone’s tryout and visual observation. 2F has a cafe and library, and 3F to 5F carry an automotive gallery which gives a peek at the unlimited challenging spirit and experimental spirit of Hyundai Motor Company.

🕒 09:00~21:00 (the first and third Monday off)

☎ 1899-6611

📍 738, Eonjuro

🏠 motorstudio.hyundai.com



P Horim Museum & Art Center

Horim Museum houses antique artworks, showing the cultural heritage of Korea. Both the main and branch museums have a collection of highly valuable artifacts including metal types and antique ceramics. Horim Art Center, hosted various events such as the solo exhibition of actor Ha Jeongwoo and beauty brand launch events such as Sisley and Vivicici.

🕒 Mon–Sat 10:30~18:00

☎ 02-541-3525

📍 317, Dosan-daero / 6, Dosan-daero 45-gil

🏠 horimmuseum.org

💵 Adult 8,000 / Child 5,000

★ Ha Jeongwoo



P Cgv Cheongdam Cinecity

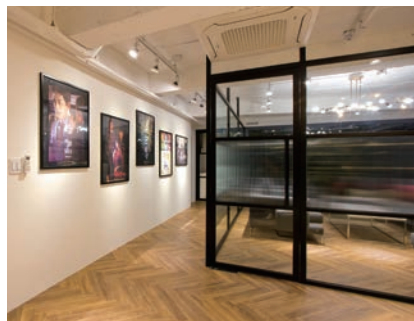
CGV Cheongdam is the first cultureplex in Korea with a 4DX theater and private cinema, which can be rented for private movie screenings and parties. It is located in a star-studded neighborhood, and stars often come here for movie premieres, brand launch events, and concerts promotions. So, you may just run into IU, 2PM, SUPER JUNIOR and other celebrities who come here to see a movie during their free time.

- ☎ 1544-1122
- 📍 323, Dosan-daero
- 🌐 cgv.co.kr
- ★ IU

A Namu Actors

An entertainment agency that manages actors including Park Eun Bin and Song Gang. The actor Lee Jun Gi became a member of Namu Actors in 2014, as well as the actor/director Gu Gyo Hwan who established himself as an indispensable figure by generating global recognition through the recent Netflix drama <D.P.> and movies <Peninsula> and <Escape from Mogadishu>. In 2019, singer/actress Seo Hyeon, formerly a member of the global girl group, Girls' Generation, also joined Namu Actors.

- ☎ 02-3444-1919
- 📍 6F, 34, Eonju-ro 150-gil
- 🌐 namooactors.com
- ★ Song Gang, Lee Jungi





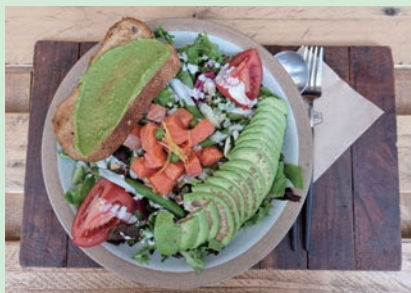
TOUR COURSE | 2

Health food spot 3

La Ferme

A brunch cafe introducing a healthy food lifestyle by means of super foods, it is one of the most sought-after places where a diverse range of meals based not only on salads but also various super grains, cleansing smoothies, and detox programs, can be enjoyed. The interior that feels like an indoor arboretum makes you feel healthy.

- Everyday 11:30~20:30
- 0507-1332-6685
- 10 Dosan-daero 54-gil
- Siwon(SUPER JUNIOR)



Ansic (Sanctuary) Restaurant

'Total food therapy cuisine' operated by Dr. Lee. Lee Giho, a medical specialist in family medicine, the restaurant offers recipes created without the use of butter and a minimum amount of flour, while thoroughly considering nutritional balance. Customized healing-oriented menu items will be recommended based on customers' daily conditions, diseases, and physical constitutions.

- Mon-Sat 11:30~23:59
- 02-2039-7861
- 13 Dosan-daero 53-gi
- ansic.co.kr
- Han Yeseul, Cheon Woohee



Positive Hotel Beauty Grocery

Beauty/food/culture venue for modern people with busy lifestyles. The curation know-how that only Positive Hotel offers has been grafted for this venture. Visitors can experience not only trendy health-oriented menus but also beauty/food products that consider taste, health, and beauty. It is a hot place frequented by Son Naeun of Apink and countless other celebrities.

- 11:30~19:30
- 02-546-7618 77 Apgujeong-ro 46-gil
- positivehotel.com
- Kim Jongkook, Seventeen, Park Shinhye

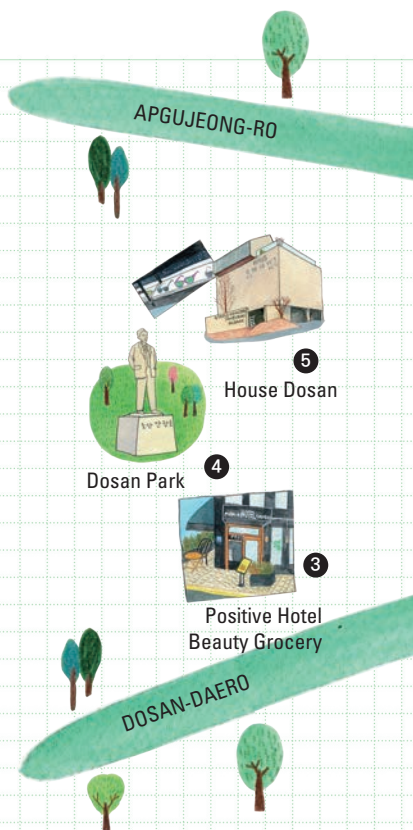




TOUR COURSE | 2
K-Wellness

Highly enjoyable health trips. Shall we go together?

Wellness is a composite word of wellbeing, happiness, and health, and refers to the ideal state of balanced physical, mental, and social health. Health is also beauty. A salad restaurant for inner beauty, refreshment with vigorous games of bowling! A day of healing through shopping, exhibitions, and strolls in the park.



9min
APGUJEONG
RODEO STATION
EXIT 5



① La Ferme

7min

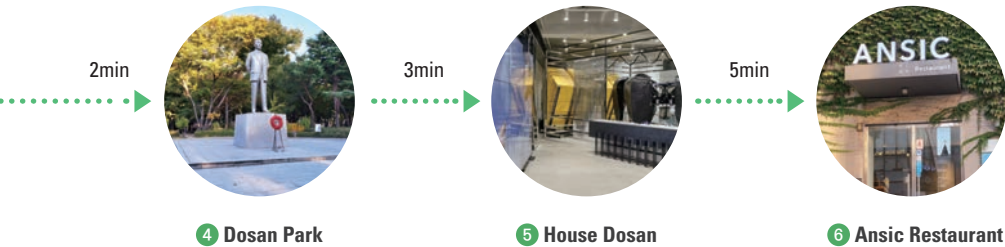
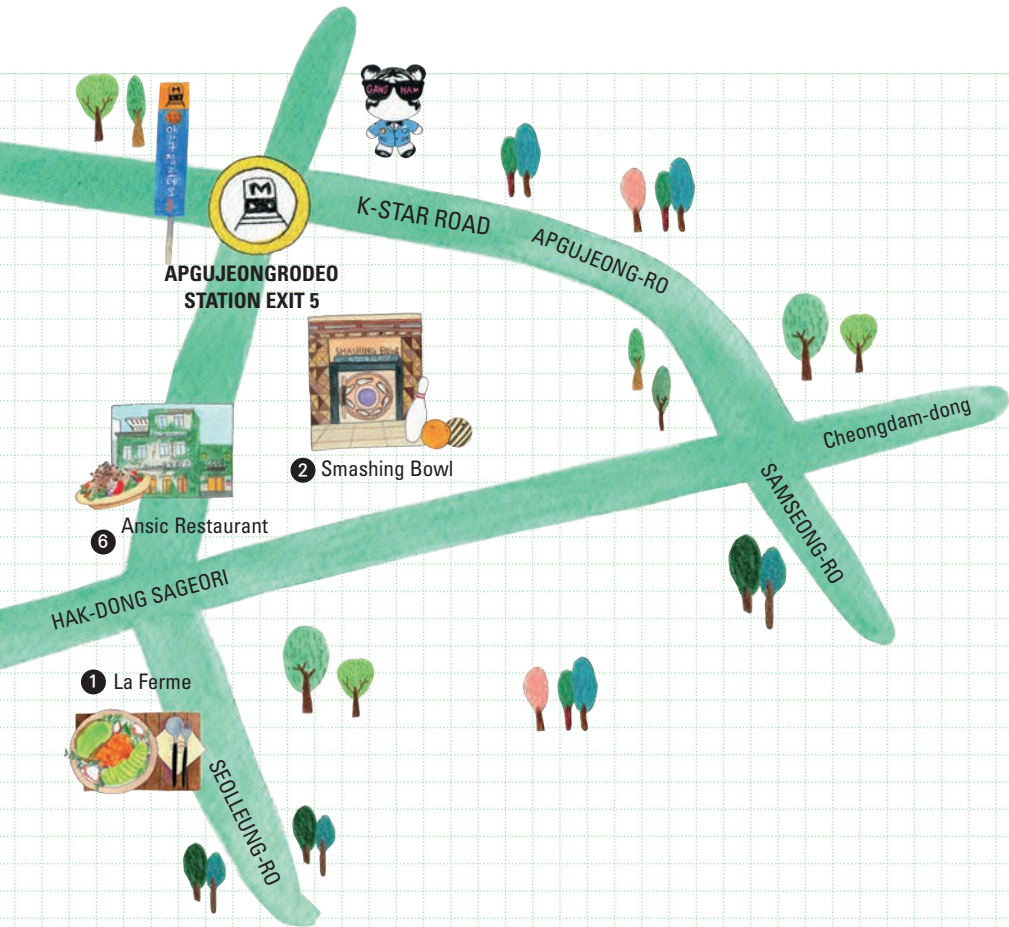


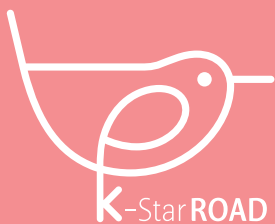
② Smashing Bowl

7min



③ Positive Hotel Beauty Grocery







C

18 shops located between
Hakdong Sageori and
Cheongdam Sageori as well as
in Apgujeong-dong

- 46 Goshen Incorporated | MEMEMI GARDEN
- 47 Oasis | OHTONGYOUNG
- 48 CHEONGDAMGOL | NUANCE
- 49 MONDAY TO SUNDAY | MIEL
- 50 Butter Finger Pancakes Cheongdam | HAAP
- 51 Cafe Pleno | CHEONGDAM FRAGRANCE
- 52 KIMY COOK IMVOM | SMASHING BOWL Cheongdam
- 53 SONGEUN
- 54 ILCHI ART HALL | FIGURE MUSEUM W
- 55 Bome Cheongdam

Hot & Luxury | C ZONE

We may run into them by chance, Stars

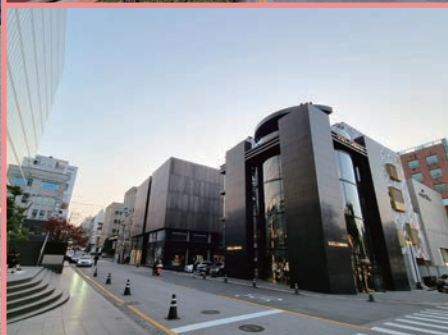
Hakdong Sageori ~ Cheongdam Sageori

If you come out of Exit 3 of Apgujeong Rodeo Station of the Bundang Line, you can see the luxury shops along Cheongdam-dong Luxury Street and the many hot spots that captured the hearts of K-pop fans. The journey starts at K-Star Road, which stretches from Apgujeong Rodeo Station to Cheongdam Sageori. You can take pictures with the large Gangnamdol that represents your



favorite hallyu star such as BTS, EXO, and Girls' Generation, and then visit one of the shops frequented by them. Famous as celebrities' hopping spot, Cheongdam-dong Luxury Street is home to major luxury brands, including Chanel, Gucci and Louis Vuitton, as well as select shops and top-end boutiques where you can see the latest trends and designs in fashion and home decor. Here we introduce Choi Jiwoo's

favorite store, the place where EXO's Sehun buys his diffuser, restaurants where stars have gone to since their trainee days, as well as fun places like the rock bowling alley and figurine museum. Celebrities are often spotted here, so if you get lucky, you may be able to take a picture with your favorite star.



R C Goshen Incorporated







Opened in 1992, this was the very first cafe in the center of Cheongdam area full of stately mansions and residences. The noted Cheongdam-dong Cafe Street is said to be originated from this cafe. There is a famous story about actor Jung Woosung that he was noticed by a casting director while working as a waiter here. Even there were reserved seats to see him. Run by actor Bae Soobin's brother, it is a favorite hangout for Han Chaeyoung and GIRLS' GENERATION members.

-  11:30~05:00
-  02-515-1863
-  18, Seolleung-ro 158-gil
-  i-goshen.com
-  Injeolmi mountain 33,000
Drink 10,000~20,000
-  Jung Woosung, Han Chaeyoung



R C Me Me Mi Garden

This very hot place in Cheongdam-dong houses a restaurant, bar and private rooms on the B1 and B2 floors, and the cafe on the 1st floor is operated as an art+entertainment space. After a delicious meal under the grand chandelier, you can go up to the Milan-style cafe and try the tiramisu latte actress Han Ye-seul fell in love with. Reservations are required for the private room where Rain is said to have dined.

-  Cafe (1F) 10:00~01:00
Pavilion (B1), Lounge (B2) 11:00~03:00
(Bar 18:00~, Last Order 02:00)
-  02-518-8765
-  417, Dosan-daero
-  cafemememi.com
-  Tiramisu Latte 12,000
-  Han Yeseul, Rain

R Oasis

A brunch cafe that became popular by word of mouth among locals and entertainers since its opening in 2009, it is continuously loved by customers for its use of high-quality, honest ingredients, and consistently excellent taste offered with a casual ambience. Each menu item enables customers to experience the blissfulness of brunch, not only through the taste but also from the visual appearance. Oasis is the right choice if you want to enjoy generous helpings of healthy breakfasts and wonderful coffee in the midst of your busy daily schedule. This warm and ample space is always open from 9 in the morning.

🕒 Sunday 09:00~18:00
other weekdays 09:00~20:00

☎ 02-548-8859

📍 20 Dosan-daero 55-gil

🏠 [instagram.com/oasisbrunch](https://www.instagram.com/oasisbrunch)

💰 smoked salmon 19,800

★ Jeon Jihyeon, Jeong Yonghwa,
Choi Siwon



R Ohtongyoung

This is a place where you can taste the sea of Tongyeong. Included in the Michelin Guide for the four consecutive years since 2017, Cheongdamdong's Ohtongyoung specializes in Tongyeong-style seafood cuisine. In addition to their steady seller, Jeonbok Musoesotbap (abalone rice cooked in a cast iron pot), their Kangdoenjang (soybean paste stew) Bibimbap, made with fresh octopus caught in the East Sea, is also popular. The full course meal with Tongyeong-style mugwort bibimbap and abalone seaweed soup will make you asking for more.

🕒 Tue-Sat 11:30~22:00 / Break Time 15:00~17:00
(Sun-Mon off)

☎ 02-544-2377

📍 B2, 10, Seolleung-ro 158-gil

💰 Octopus Kangdoenjang Bibimbap 17,000

★ Ben, Yoo Yeonseok, Oh Yonseoo



R Cheongdamgol

This Korean restaurant has been offering traditional homestyle cooking for 18 years in Cheongdam- dong. As Bae Yongjoon's go-to eatery, it is also a hangout for many idols like SUPER JUNIOR, HIGHLIGHT and D1CE being called 'Idols' Kitchen'.

- 🕒 10:30~22:00 (Last Order 21:20)
- ☎ 02-543-1252
- 📍 48 Seolleung-ro 148-gil
- 💵 Dining 8,000~9,000
- ★ Bae Yongjoon, Woo Jinyoung(D1CE)

C Nuance

This dimly lit and antique yet romantic cafe+wine bar is run by a florist. Pleasantly filled with flowers and plants, the atmosphere here is very natural yet somewhat different day and night. The popular menu at this cafe, known to be the secret getaway of actress Son Ye-jin and film director Bong Joonho, is the French toast topped with seasonal fruits, and the vin chaud.

- 🕒 10:00~23:00
- ☎ 02-514-8077
- 📍 7, Apgujeong-ro 72-gil
- 🏠 [instagram.com/nuance_kr](https://www.instagram.com/nuance_kr)
- 💵 French toast 18,000 / Vin chaud 14,000
- ★ U-Know Yunho(TVXQ!)
- Rose & Lisa(BLACKPINK)





RC Monday To Sunday

Spacious yet cozy, this brunch cafe with vintage-inspired decorations is loved by many celebrities like TVXQ's U-Know Yunho, SUPER JUNIOR's Kim Heechul, and GIRLS' GENERATION's Taeyeon. In particular, Kim eechul is very popular among the staffs for his playfulness, jokingly asking for a food refill!

- 🕒 11:00~02:00
- ☎ 02-549-2229
- 📍 13-3, Dosan-daero 67-gil
- 💰 Drink 7,000~13,000
Dessert 11,000~22,000
Brunch 21,000~22,000
- ★ NCT, TWICE, RED VELVET

C Miel

This gallery cafe changes its exhibit every 15 days. In a big open space, you can have tea and appreciate the works of new artists selected by the owner who majored in Art. GIRLS' GENERATION's Tiffany, Bae Yongjoon, Jang Keunsuk and 2PM are regular customers. Jun Jihyun, who lives nearby, comes often and handed out rice cakes to staffs once.

- 🕒 11:30~01:00 / a public holiday 11:30~24:00
(closed on Seollal & Chuseok days)
- ☎ 02-512-2395
- 📍 13-12, Dosan-daero 67-gil
- 🏠 miel.kr
- 💰 Drink 10,000~16,000 / Dessert 9,000~24,000
- ★ Jang Keunsuk, Park Seojun
Ahn Sohee(WONDER GIRLS)



R C Butter Finger Pancakes Cheongdam

It is an authentic American brunch with pancakes and waffles, and it is such a popular brunch café that customers wait in a line even from early morning. DREAMCATCHER's JiU's favorite menu is Giant Alligator with generous serving. Super healthy food salad with grilled salmon is also popular as it is made with healthy and fresh ingredients.

🕒 Tue–Sun 07:00~22:00 / Mon 08:00~01:00

☎ 02-3448-1070

📍 11, Seolleung-ro 152-gil

₩ Stake Pan Cake 36,800

★ JI U (DREAM CATCHER)



C Haap

This rice cake cafe has an interesting name and there is a story behind it: a husband hopes to 'join' his wife residing in Japan to live together in Korea. This cafe was opened by the former chef of Bae Yongjoon's Korean restaurant 'Gosireh' in Tokyo, and Bae Yongjoon is a regular patron for sure. A devotee of rice cake, Jun Jihyun is such a loyal customer, she visits every new branch whenever it opens.

🕒 09:30~17:00

☎ 010-9727-8190

📍 B1, 13, Apgujeong-ro 80-gil

🌐 haap.co.kr

₩ Rice cake 1 piece 2,000~

★ Jun Jihyun

C Cafe Pleno

Cafe Pleno became even more popular as the cafe of Jang Keunsuk, the original 'Asian prince'. In particular, as he has ascended to stardom in Japan also, it makes extensive considerations for his Japanese fans in the menus offered. It is a cafe frequently visited by many foreigners. Messages are sent to fans on special days such as White Day or birthdays. The cafe boasts of a wonderful Instagram-oriented sensibility by means of a planter utilizing plants and decorations with various accessories.

- 🕒 Every day 10:30~21:00
- ☎ 02-512-0804
- 📍 724 Seolleung-ro
- 🏠 [instagram.com/cafepleno](https://www.instagram.com/cafepleno)
cafepleno.com
- ₩ Americano 4,500 / Cafe latte 5,500



S Cheongdam Fragrance

Known as the celebrities' gift shop, this trendy lifestyle boutique proposes unique styles and designs, including candles, diffusers and such, for any interior space. The marble diffuser line, particularly the Marine City scent, is especially popular among stars like Super Junior's Eunhyuk and NCT Do Young. Various other scents are also available.

- 🕒 11:30~20:30(closed on Sunday)
- ☎ 02-543-0245
- 📍 752, Seolleung-ro
- 🏠 smartstore.naver.com/chungdamfragrance
- ₩ Candles 8,500~
Diffusers 9,800~
Car Air Fresheners 10,000~
- ★ SUPER JUNIOR, NCT, RED VELVET



S KIMY COOK IMVOM

You can get acquainted with 'Made-in-Korea Luxurious Bags' here. The skillful Korean master craftsmen make bags of different designs which are loved by stars and bag lovers who regard scarcity and uniqueness as important values. The good quality and unique designs are so outstanding that you may want to pass them down to your children. You can also experience salon culture with a cup of tea in a tranquil atmosphere. Tax exemption is provided for foreign tourists.

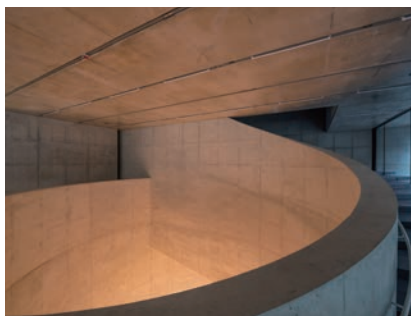
- 🕒 10:30~20:30
- ☎ 02-3444-6566 / 010-8759-0580
- 📍 23, Seolleung-ro 146-gil
- 💰 Purse, bags, perfume from 80,000~
- ★ Junjin(SINHWA)

P Smashing Bowl

From the entrance that looks like a huge safe, to the fancy luxury bowling pub, this is a place where you can enjoy hip music, cocktails and bowling. In episode 11 of SBS's Park Jang Deso, comedian Park Narae recommended Smashing Bowl as a top-notch luxurious date spot for a day of flexin' in Seoul. One of their signature drinks is the Smashing King Beer served in a bowling pin-shaped glass. The VIP and VVIP rooms have a bowling lane and a mini bar.

- 🕒 24hours
- ☎ 02-546-2231
- 📍 B2, 818, Seolleung-ro
- 🏠 smashingbowl.com
- ★ MAMAMOO





P SONGEUN

Songeun Culture Foundation is a non-profit organization established in 1989 to support exhibitions and research activities by young up-and-coming artists. The foundation has been providing venues for domestic and overseas artists by operating diversified non-profit generating exhibitions. Along with projects such as arts awards and open exhibition competitions to support rising artists, the need for exhibition venues capable of more diversity emerged. As such, construction of the new ST Songeun Building headquarters was completed in 2021 with the goal of establishing a permanent environment to highlight a broader range of arts of a given era.

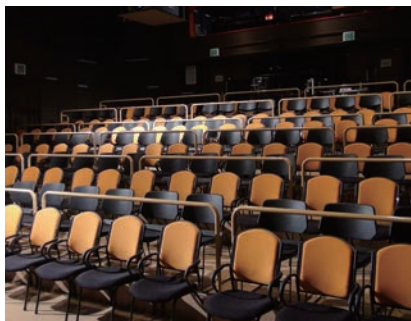
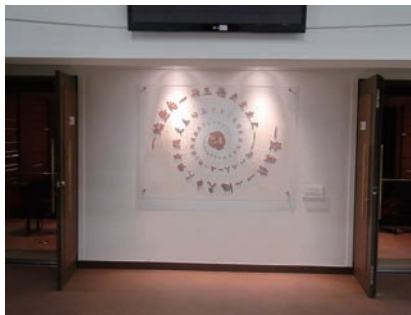
SONGEUN is a cultural venue newly opened in the new headquarters building that is continuing to provide support for highly capable young artists, and connecting the arts and general public through independent exhibitions and programs. Beginning with <Herzog & de Meuron, Exploring Songeun Art Space>, a special exhibition in commemoration of the opening of the new headquarters, through collaboration between Songeun Culture Foundation and the architectural office Herzog & De Meuron (HdM), the Foundation is pursuing active interaction with audiences. ST Songeun is the first building that HdM has designed in Korea.

-  Every day 11:00~18:30 (closed on Sunday)
-  02-3448-0100
-  441 Dosan-daero
-  songeun.or.kr
-  Lee Minjung

P Ilchi Art Hall

Ilchi Art Hall is a multi-purpose complex, serving as a venue for not only plays, concerts, musicals and popera performances, but also fan meetings, lectures and fashion shows. This is where Block B, BTS and ZE:A have showcased their albums and Park Shinhye, Choi Jinhyuk, from the drama, <The Heirs>, hold their fan meetings and autograph sessions here. For the showcase and autograph event schedule, check out their official website.

-  02-6927-5076
-  806, Seolleung-ro
-  ilchiarthall.com
-  BTS, MAMAMU, IU



P Figure Museum W

Figure Museum W is a theme park that focuses on figures and toys. The museum displays various figures from cartoon characters to movie heroes, and visitors can purchase them. As a permanent exhibition, MY TOY presents limited-edition figures as the world's only instances and those figures that appeared in films. It will be a place of entertainment celebrities, such as Son Dongwoon of HIGHLIGHT who are known to be collectors of figures.

-  Tue-Fri 13:00~17:00 / Sat-Sun 11:00~18:00
(closed on Mondays)
-  02-512-8865
-  3, Seolleung-ro 158-gil
-  iguremuseumw.co.kr
-  Child 12,000 / Teenager 13,500 / Adult 5,000
-  Son Dongwoon(HIGHLIGHT)



TOUR COURSE | 3

New & Hot Spot

Bome Cheongdam

Although a new restaurant that opened in May 2021, it has been visited by celebrities due to its excellent tastes, beauty, and ambience-knowledge of which spread quickly by word-of-mouth. Customers are inevitably put on a waiting list during weekends and holidays, and seating on the outdoor terrace is particularly popular, with seats taken up as soon as they become available. In Bome Cheongdam, you can taste fusion food that combines Asian and Italian tastes, including the freshest sashimi, dishes overflowing with grace, and casual lunch and dinner with an elegant ambience.

Art and fashion coexist at Bome Cheongdam. Furniture with straight-line finishes and lighting fixtures with curved finishes harmonize in the venue, complete with raw concrete finishing and dark marble. A highly elevated roof, wide space,

paintings, and objects stimulate the imagination of customers. The fashion brand shop 'Bome Cheongdam' is situated at one corner of the venue, for purchasing garments, accessories, and fashion objects. Stars are the first to recognize an artistic sensibility and sensible styling. Lee Jinwook, who gained popularity among global drama fans through the Netflix drama <Sweet Home>, is one of many celebrities frequently seen in Bome Cheongdam. Actor/singer Jeong Jihoon(Rain), Son Heungmin, and Ju Jihoon are also frequent customers.

-  Every day 11:00~02:00
-  02-515-0528
-  40 Seolleung-ro 152-gil
-  bomecheongdam.com
-  Polpo 27,000 / Beef tartare 24,000





TOUR COURSE | 3 K-Shopping

These are the shopping spots frequented by celebrities!

There are numerous luxury shops lining the luxury avenue in Cheongdam-dong, including the premium 10 Corso Como, Boonthe Shop, where rare items worn by entertainers can be purchased, Apgujeong Addicted, which is the import garment shop that Taemin of SHINee visited, and Garosu-gil Road Frica Jewelry, renowned for the bracelet worn by Jimin of BTS!



APGUEONG
RODEO
STATION
EXIT 3

2min



① 10 Corso Como

2min

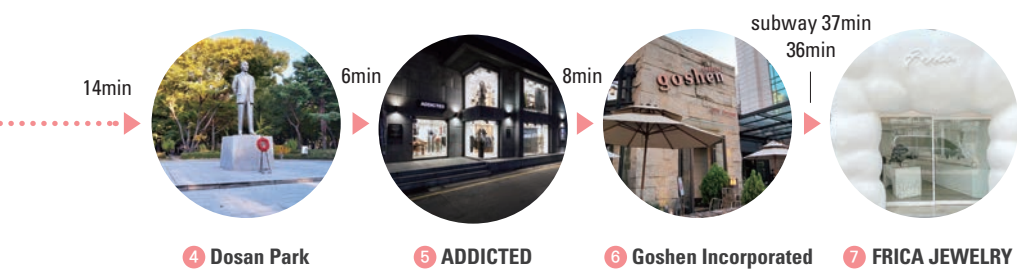


② BOON THE SHOP

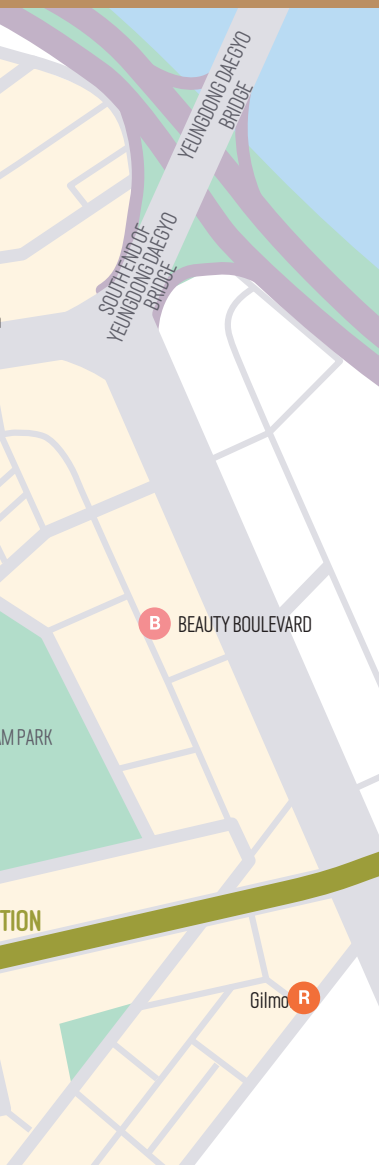
5min



③ Bome Cheongdam







D

13 shops located between Cheongdam Sageori and the south-end junction of Yeongdongdaegyo Bridge

- 62 Gilmok | LUKA 511
- 63 Pairing Room | Denpa Malatang Malaxiangguo
- 64 SMT HOUSE China Room | I'M C
- 65 JANBEER | BEAUTY BOULEVARD
- 66 PRETTY SALON | GALLERY O SQUARE
- 67 FNC Entertainment | Starship Entertainment | Fantagio





Preferences of stars | D ZONE

Emotional zone of my artists

Cheongdam Sageori -
Southern End of Yeongdongdaegyo Bridge

Although SM Entertainment, which has been closely communing with fans by operating a café, SM Town and restaurants, etc. thus far, is now commencing the era of Seongsu-dong, fans are continuing to visit SMT HOUSE in large numbers due to their memories of the old headquarters in Cheongdam-dong. In fact, it is a venue that artists affiliated with SM enjoy visiting.

As such, Hallyu star fans can overcome their disappointment over not being able to personally meet the stars by trying the café menus that the artists enjoy eating and purchasing souvenirs containing their images and character designs, as well as looking around the venues frequented by the stars when they come to Cheongdam-dong.

R Gilmok

'Gilmok', with its affectionate name, seems to be situated away from major roads. In fact, it can be reached within 2 minutes of exit No. 2 of Cheongdam Station! It seems 'Gilmok' is the only place that offers excellent food in a quiet, easily accessible neighborhood. As you turn the corner, you will find 'Gilmok', overflowing with its crowded ambience and pleasantly laughing and chatting customers as if it were a totally separate space in the midst of the tranquility of the neighborhood.

- 🕒 16:00~23:00
Sat 13:00~23:00(closed on Sunday)
- ☎ 0507-1406-9710
- 📍 Jinsung Bldg., 10 Yeongdong-daero 129-gil
- 💰 ++ rated pork neck 16,000
Special port belly 16,000
- ★ Jeon Jihyun, Cho Seho, Lee Sangyun



R Luka 511

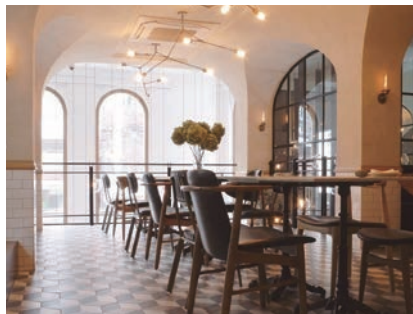
This high-class Italian restaurant features impressively luxurious European decoration with 'Mini Europe in the City' atmosphere. Once you enter the building you can instantly feel exotic and romantic ambience. Also it is the filming location of MBC drama <Missing You> and SBS drama <My Love from the Star>. The most popular dish is top-grade Korean beef tenderloin steak with port wine sauce & seasonal vegetables

- 🕒 11:30 ~ 22:30
- ☎ 02-540-6640
- 📍 40, Dosan-daero 81-gil
- 🏠 [instagram.com/luka511_seoul](https://www.instagram.com/luka511_seoul)
- 💰 Lunch Course 59,000~79,000
Dinner Course 150,000~170,000
- ★ Yoon Eunhye, Kim Soohyun

R Paring Room

This Italian restaurant pairs foods and wines and desserts and teas. It became a specialist restaurant through its integration of oriental and western cuisine as well as different wines offered every day. An excellent place for proposals with luxurious taste and interior, it is highly suitable for celebratory occasions, as the restaurant offers private rooms for groups. Anyone who tries the signature menu, pepper meju(soybean) pasta, for the first time is amazed by the harmony of the ingredients.

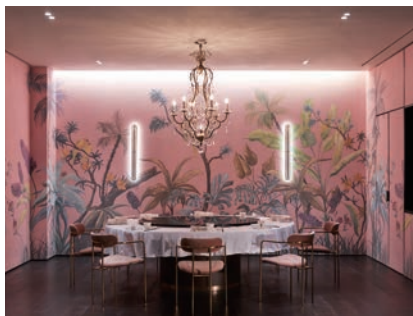
- 🕒 11:00~23:00 / Weekends 10:00~23:00
- ☎ 010-3100-8861
- 📍 14 Dosan-daero 81-gil, Cheongdam-dong
- 🏠 blog.naver.com/pairingroom
- 💰 Truffle paccheri pasta 22,000
- ★ Kim Jisoo, Lee Minjeong



R Denpa Malatang Malaxiangguo

place to visit at least once if you are a NCT fan. In addition to the excellent lunch menu, it offers wonderful ambience for a drink in the evening. It is renowned as a true Chinese restaurant in Cheongdam-dong serving highly unique yet authentic Chinese cuisine, and a highly popular venue that has received more than a million likes by numerous entertainers including popular idol group NCT, composer Kim Hyungsuk and Suhyun of AKMU.

- 🕒 Every day 11:00~23:00 (closed on Sunday)
- ☎ 02-511-2128
- 📍 1st Fl., 49 Apgujeong-ro 79-gil
- 🏠 [instagram.com/tenpa_spicyhotpot](https://www.instagram.com/tenpa_spicyhotpot)
- 💰 Malatang(100g) 1,700 Malaxiangguo(100g) 3,500
- ★ Chenle, Renjun(NCT), Suhyun(AKMU)



R SMT HOUSE China Room

As SM F&B store of the Restaurant Business Division of SM Entertainment, it specializes in Chinese cuisine, as the name indicates, and is equipped with the advantage of accommodating diverse preferences through the characteristically service-oriented mindset and oriental sensibilities of SM. China Room offers cuisine with outstanding flavors and excellent presentation. Visitors can experience the full innate aroma as well as excellent texture of individual ingredients. We recommend trying it with those who love authentic traditional Chinese cuisine. It is frequented by entertainers affiliated with SM Entertainment, including members of EXO and NCT.

- 🕒 Weekdays 11:30~15:00 / Weekends 17:30~22:00
- ☎ 02-515-9203
- 📍 F3, 58, Apgujeong-ro 79-gil
- ₩ lunch course 45,000 dinner course 68,000
- ★ EXO, NCT

C I'm C

GIRLS' GENERATION, actress Lee Yeonhee, Park Seojun, and Sports Star Lee Yongdae also line up for the magical shaved ice shop. SUPER JUNIOR M's Henry, known as a gourmet, falls for its Mango Ice flakes. One day when he came at closing time, he begged the chef to make mango ice flakes with a big sweet smile. Bestsellers are Melon Ice flakes and Mango Ice flakes.

- 🕒 10:00~23:00 / Sun 12:00~22:00
- ☎ 02-511-5512
- 📍 B1, 461, Apgujeong-ro
- ₩ Vitamin Tea 8,000 / Ice flakes 16,000~22,000
- ★ Lee Yeonhee, Henry





C JANBEER

JANBEER is famous for its delicious side dishes, and the most popular menu items being the highly addictive fried chicken and golbaengi-someon (spicy whelks with noodles). Located near entertainment companies, it receives endless streams of celebrities and TV production crews, visiting to grab the chicken and beer combo. Regular customers are BoA, Kangta and FT ISLAND.

- 🕒 17:30~07:30
(closed on Seollal & Chuseok days)
- ☎ 02-540-3392
- 📍 17, Dosan-daero 89-gil
- ₩ Fried chicken 19,000 / Beer 4,000~20,000
- ★ Lee Hongki, BoA

B Beauty Boulevard

This aesthetic salon has created a great sensation claiming that one single treatment can reduce thigh size by 3cm. Indeed, it did reduce the size by 2.5cm in a test with ordinary people on a TV program. Members are Hwang Jungeum and Song Jieun who have flawless skin and healthy S-line figures. If you want a perfect body, please note its Coenzyme Q10 Whole Body Care plan.

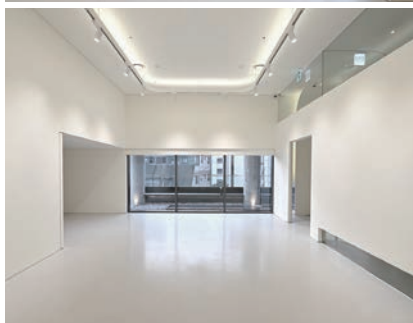
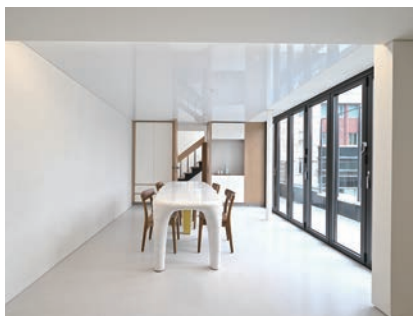
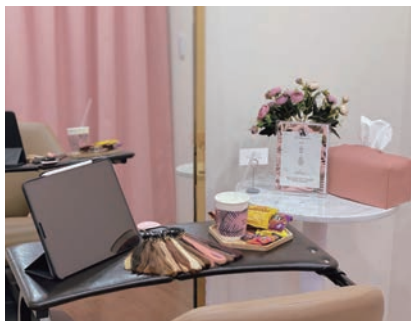
- 🕒 11:00~23:00
- ☎ 02-518-8066
- 📍 4F, 38, Hakdong-ro 97-gil
- 🌐 btblvd.com
- ₩ Face 77,000~220,00 / Body 132,000~330,000
- ★ Hwang Jungeum, Song Jieun, EVERGLOW



B Pretty Salon

One of the largest and most famous premium beauty salons loved by many Korean top celebrities with the rich experience and expertise in hair extensions. No one can match our skill in stylish and customized double-tiny braids based on 15-year know-how. Pretty Salon is also known for its great achievements in hairstyles – Suzy’s iconic wavy hair, BLACKPINK Jennie’s khaki brown hair, and Rose’s rosy beige blonde

- 🕒 11:00~19:30 (Last Order 18:00)
- ☎ 070-8234-0000
- 📍 4F, 51, Dosan-daero 81-gil, Gangnam-gu
- 🏠 [instagram.com/pretty.salon](https://www.instagram.com/pretty.salon)
- 💰 Double-tiny braids hair extensions
370,000~430,000
- ★ Song Hye-kyo, BLACKPINK



P Gallery O Square

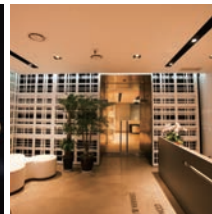
Opened in Cheongdam-dong in autumn of 2019, Gallery O Square is a unique gallery that uses natural lighting for its exhibits. “The Journey” is an exhibition by world-renowned pottery artist Lee Hun-jung that communicates with the public by introducing unique and sensible contemporary artists who are active both at home and abroad. Since 2020, it has been holding new exhibitions through public contests, so people can see works of promising young artists.

- 🕒 Mon–Fri 10:00~18:00
- ☎ 02-511-5552
- 📍 3F of Nature Poem, 461, Apgujeong-ro
- 🏠 [osquaregallery.com](https://www.osquaregallery.com)
- ★ Han Yooju

A Fnc Entertainment

This entertainment company specializes in management of handsome boy band groups such as FT ISLAND, CNBLUE, and N.FLYING. In addition, it boasts a diverse lineup of boy and girl groups such as SF9 and AOA, actor such as Jung Haerin, Lee Donggun and entertainers such as Yoo Jaeseok, No Hongcheol and Jung Hyungdon. FNC Store offers MD products of its artists.

-  02-517-5426
-  46, Dosan-daero 85-gil
-  fncent.com
-  Jeong Haerin, N.FLYING, AOA



A Starship Entertainment

There are numerous leading entertainment agencies in the vicinity of K-Start Road. Starship Entertainment is engaging in a wide range of entertainment projects with focus on the management of singers and actors. Many Hallyu stars who are loved by fans at home and abroad, including Monsta X, WJSN, Jeon somin, Song Seungheon, Yoo Yeonseok, Lee Gwang Soo, and Lee Dong Wook, are members of the Agency.

-  02-592-4000
-  4-5 Samsung-ro 146-gil
-  starship-ent.com
-  Lee Dongwook, Lee Gwangsoo, Lim Soojeong



A Fantagio

It is an entertainment agency to which Choi Yoojung and Kim Doyeon, who have global fans through TV audition programs, belong. WEKIMEKI, ASTRO, and singer and actor Ong Seongwu belong to. Fantagio is an integrated entertainment company and is currently the largest management company in Korea listed on the KOSDAQ. It is expanding its business to celebrity management, record production, film and drama production, and overseas performance projects.

-  02-543-5564
-  648 Samsung-ro
-  fantagio.kr
-  WEKIMEKI, ASTRO

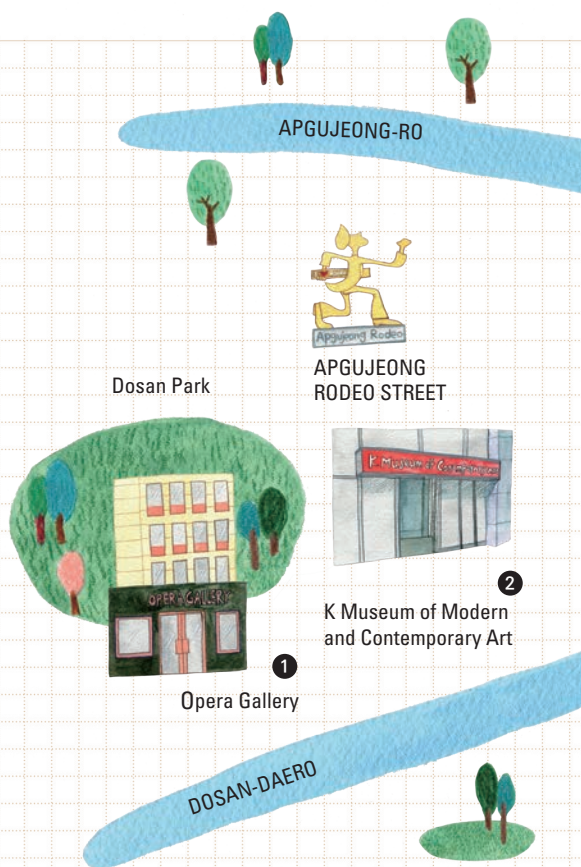




TOUR COURSE | 4 Gallery

Enjoy a Light Brunch then Head to a Gallery Tour

How does brunch, a gallery and then a walk in a park round? You can enjoy a refreshing and artsy time at one of the many art museums and galleries near Dosan Park and the Cheongdam-dong Luxury Street. These galleries exhibit original and trendy contemporary art.



11min
Exit 5 of
APGUJEONG
RODEO
STATION



1 Opera Gallery

9min

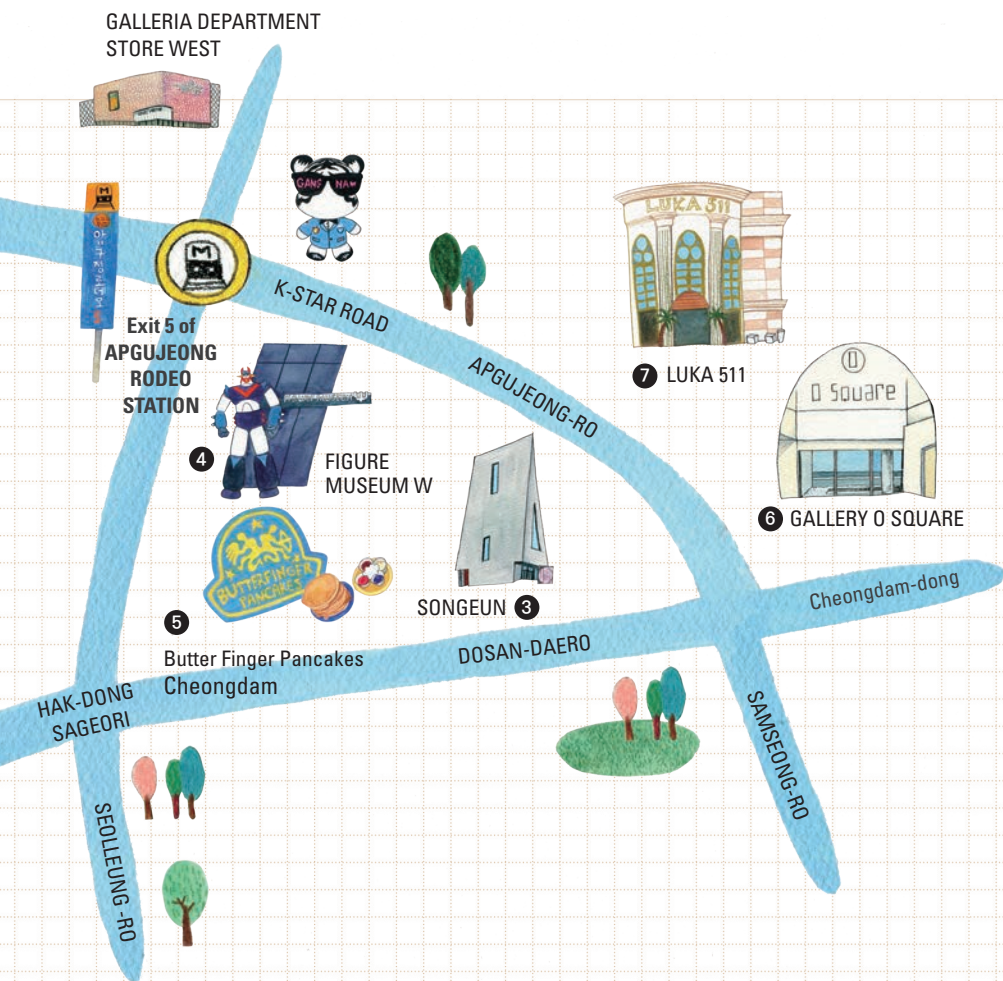


2 K Museum of Modern
and Contemporary Art

4min



3 Butter Finger Pancakes
Cheongdam





TOUR COURSE | 5

Go! Bangtan Tour

Members of fan club 'Army', gather around!

Fans can go to Yujeong Sikdang, the restaurant BTS members went to since before they even debuted, or Hakdong Park, where the vocal members had street performances. Taking pictures with BTS Gangnamdol on K-Star Road is a must, and you can also go to the escape room where BTS's Jungkook went to, then enjoy a delicious aged rib eye at Wooga, where they did the meokbang challenge for their Billboard V App win.



12min

Exit 1 of
SINSA
STATION



1 Yujeong Restaurant

7min



2 Hakdong Park



subway 27min
39min



3 K-STAR ROAD

8min



4 Holicscape

4min

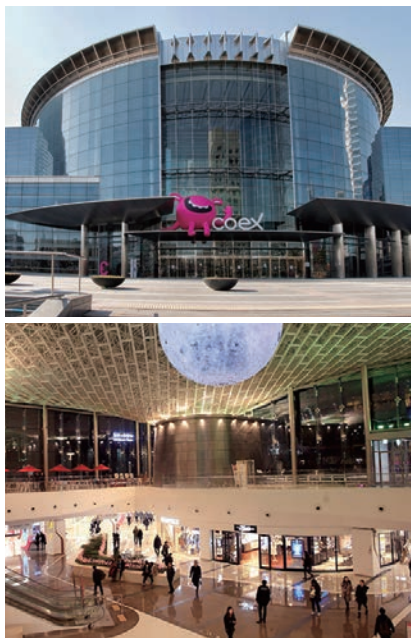


5 WOOGA

S P COEX

COEX is a cultural complex containing the top exhibition and convention facilities, Starfield COEX Mall, hotel, duty-free shop, aquarium, and multiplex cinema. It is a one-stop shopping mall offering goods in all price ranges. The cinema not only screens movies but also hosts special premieres, fan meetings and showcases. COEX is also famous as the filming location of Psy's <Gangnam Style> and the drama, <A Gentleman's Dignity>.

- 🕒 Exhibitions : Varies for different events
Starfield COEX mall : 10:30~22:00
- ☎ 02-6000-0114(COEX mall 02-6002-5300)
- 📍 513, Yeongdong-daero
- 🏠 coex.co.kr



P Byulmadang Library

Located in Starfield COEX Mall, it has collection of 50,000 volumes of books covering a range of topics such as liberal arts, economics, special interests, utilities and so forth. There are sections for foreign editions, celebrities bookshelves and e-books for iPad. Its magazine section having 600 different foreign and domestic periodicals separates itself from others. It also offers various cultural events such as author readings, book signings, public lectures with celebrities and book concerts with music.

- 🕒 10:30 ~ 22:00
- ☎ 02-6002-3031
- 📍 513, Yeongdong-daero
- 🏠 starfield.co.kr/coexmall/entertainment/library.do



K-Star Road

SPECIAL & FEATURE

Visit the filming sets of Hallyu drama & movies, experience a one-day class to learn culture and lifestyles of stars, hit fast food road that makes Apgujeong-dong more vivacious, and enjoy the tastes that Michelin loved on K-Star Road.

76 K-MOVIE & DRAMA, Shooting spots in Gangnam

80 CULTURE & LIFE, One-day class

82 K-BUNSIK, Apgujeong fast food road

84 K-QUISINE, Encountering Michelin 'Stars'



K-MOVIE & DRAMA

Gangnam shooting spots, "IT Place"





Where was the red carpeted staircase where Son Ye-jin was standing in the Korean drama *Crash Landing on You*, the drama that caused the K-content craze on Netflix? With many cozy and unique cafes and restaurants, Gangnam is a favorite filming location for various dramas, movies, commercials, music videos, etc. You can visit places featured in movies and dramas and recreate your favorite scenes. You can try the food they ate or the drink they drank.

Queen's Garden

Queen's Park Cheongdam branch

'Queen's Park' is an authentic English dining restaurant. You can enjoy not only brunch but also a wide range of meals including 5-star hotel-level pasta, steak, and set menus along with excellent choices of fine wine. Queen's Park, as a 'wine & dining' venue, is operated under the motto of honest cooking with utmost sincerity by chefs using the freshest seasonal ingredients to convey the best and healthy gustatory experiences. It was featured in numerous dramas including *Itaewon Class*, *Stove*

League, and *Pretty Girl Who Often Buys Me Meals*. that are highly popular among the MZ generation. Stars and celebrities including Girls' Generation, IU, and Cha Eunwoo visit the venue frequently.

-  Weekdays 1:00~22:00 / Sat-Sun 10:00~22:00
-  02-542-4073
-  22 Apgujeong-ro 60-gil
-  Itaewon Class (2020), Stove League (2019)



The only one in the world Acredo Cheongdam branch





This luxurious German jewelry brand with 100 years of tradition offers customized weddings band manufactured by German master craftsmen. You can personally customize it and engrave special messages. Specializing in meticulously producing characteristic alloys of Acredo at their factory in Pforzheim, Germany, with high-level technologies in order to achieve the best results, Acredo Cheongdam branch was used as a venue in a scene celebrating the opening of business by fashion brand CEO Son Yejin in the drama 'Crash Landing on You'.

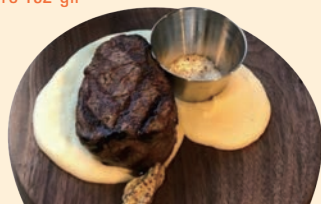
-  Sat-Sun 10:00~20:00
Weekdays 10:30~20:00(open year-around)
-  0507-1355-6211
-  410 Apgujeong-ro
-  acredo.kr
-  Crash Landing on You (2020)



Must-visit restaurant with star ambience Schedule Cheongdam

The SBS drama Hyena, loved for its chemistry between Kim Hye-soo and Ju Ji-hoon. Many place of Schedule Cheongdam were featured in the drama, and it has since become a hot place on social media as a great place to enjoy brunch. Popular menus include Wagyu steak, mille feuille potatoes, white ragu spaghetti and desserts like croffle (croissant+waffle) and mango bingsu (shaved ice). Loved for its interior design and services that befits the refinement and confidence of Hyena lawyers

-  11:30~05:00 (Break Time 16:00~17:00)
-  02-542-5550
-  21, Seolleung-ro 152-gil
-  Hyena (2019)



Renowned New York steak house Wolfgang Steak House

The entrance to Wolfgang Steakhouse briefly appeared in the first episode of tvN's drama *Crash Landing on You*, starring Hyun Bin and Son Yejin. It's the scene where Sangwu (played by Jung Kyungho) and Seri (played by Son Yejin) are out on a date and the paparazis take pictures. The traditional New York-style Porterhouse Steak, which uses dry aged prime USDA beef, is their signature menu. It was selected as the most-loved restaurant by users visiting with a reservation through Naver in 2020.

🕒 11:00 ~ 23:00

☎ 02-556-8700

📍 21, Seolleung-ro 152-gil

🍷 Crash landing on you (2019)



Envied by the leading
character

Four Points by Sheraton Gangnam

Briefly featured in *Hyena*, this is a four-star hotel famous for the gold bar-shaped exterior. This is the building that Jung Geumja (played by Kim Hyesoo) looked up to every day. Hotel offering excellent

value situated in close vicinity of Garosu-gil Road for enjoyment of shopping and culture, Dosan Park, Apgujeong Rodeo, K-Star Road, and Seoul City Tour Bus Station, etc. It is a relatively cost-effective hotel near Garosu-gil and Dosan Park, and the premium double rooms offer great city views.

☎ 02-2160-8900

📍 203, Dosan-daero

🍷 Hyena (2019)





'Party is my thing'

AY Lounge

This antequely sophisticated atmosphere of this place makes it a hot place of Gangnam featured in numerous shows, dramas and commercials. This was the lounge bar where Han Ju (played by Han Jieun) had a drink with the CEO in the JTBC comic drama Melo is My Nature. Popular on Instagram as date and party spot, celebrities also frequent this place. AY is the right choice if you want an abundance of Instagram-oriented sensibility. If you are looking for a special venue for a special day, you are sure to succeed here whatever your goal is.

🕒 Tue–Thu 18:00~01:00 / Fri–Sat 18:00~03:00

☎ 02-552-8199

📍 13, Gangnam-daero92-gil

🎬 Melo is My Nature (2019)

BTS Birthday cake, 'Lucy'

Guillaume Cheongdam

The macaroons of this French dessert café became famous after being featured on Channel A's Heart Signal Season 2, a reality show that follows eight people living together and getting to know each other. On episode 8, Kim Dogyun goes all the way to Guillaume in Cheongdam-dong to buy macaroons for Lim Hyunjo. The cake called "Lucie" and the eclairs seen on BTS J-Hope's birthday V-log are from Guillaume. Authentic French organic bakery café operated by French owner and pâtissier.

🕒 Sun–Thu 10:00~24:00 / Fri–Sat 10:00~01:00

☎ 02-512-6701

📍 17, Seolleung-ro 152-gil

🎬 Heart Signal Season 2 (2018)





CULTURE & LIFE

One-Day Class

If you were wondering where you could learn to cook the sundubu jjigae (soft tofu stew) or the spicy jjukkumi bokkeum (stir-fried webfoot octopus) sold at Park Seroi's restaurant on the JTBC drama Itaewon Class (2020), look no further. Below are places where you can learn to make the various dishes featured in famous Korean movies and dramas, as well as popular Korean desserts and more. Plus! Lets draw rather than read books while traveling. It would be fine, whether with coffee or through a sincere approach.



Simple Kitchen [COOKING](#)

K- is no longer for locals only; Hansik fever proliferating throughout the world! This is a "self-kitchen" and party room designed to look and feel cozy and homey. They offer cooking classes teaching participants to cook dishes seen on dramas and movies, and the menu changes every month. A food stylist will help you choose the theme of the food you want to learn.

🕒 08:00~22:00

☎ 02-512-1341

📍 Sky Villa 102, 24, Hakdong-ro 19gil

🏠 symp1.co.kr

Hyundai Card Cooking Library [COOKING](#)

Although books and cooking may appear to be an odd combination, there are some genres that harmonize well traditionally or culturally. A world of gastronomy that fills everyday life with inspiration under the theme of "Cooking". Hyundai Card Cooking Library in Apgujeong-dong is a place where you can enjoy cooking classes by famous chefs, cooking as well as casual dining in a library filled with 10,000+ food-related books.

🕒 Tue-Sat 12:00~21:00 / Sun 12:00~18:00

☎ 02-513-2900

📍 46, Apgujeong-ro 46-gil

🏠 dive.hyundaicard.com/web/cookinglibrary

Scook Cheongdam COOKING

Learn to cook (and eat too!) various dishes including sirloin steak with use of Korean style tzuyu and 3-colored jeon (traditional Korean pancake) (beef, shrimp, and mung bean pancake), which is a traditional food served during national holidays in Korea. There are a wide range of courses including a one-day class that utilizes diverse cooking methods with seasonal ingredients and a Hansik Class for foreigners to get to know the culture and food of Korea better.

☎ 02-542-5550

📍 27 Dosan-daero 61-gil

🏠 soodocooking.co.kr

👤 Private class / One-day class
Hansik class for foreigners



Our Drawing Drawing

Learn to paint in a location with a pleasant café-like ambience. Our Drawing boasts the best sensibility along the Garosu-gil Road, and offers another means of rest and healing while traveling. There is no need to worry even if it is the first time you are trying your hand at drawing. You can choose among various classes ranging from basic drawing to oil painting. Let's begin with an artistic trip for 2 hours customized for you on a 1:1 basis. As always, time will certainly fly during this trip! Weekdays and weekends: You can make a reservation at any time you want. An unfamiliar but joyous experience, the One-day class starts with drawing.

🕒 Mon-Fri 11:30~22:30 / Sun 11:30~19:00

☎ 010-6586-1060

📍 5th Fl., Woosong Bldg., 40 Apgujeong-ro 10-gil

🏠 blog.naver.com/art_pinkpenguin

👤 Watercolor 50,000 / Oil painting 80,000



K-BUNSIK

Apgujeong fast food road

K-BunsiK (fast food) including ramen (instant noodles), gimhap (rice wrapped in dried laver with various vegetables, etc.), mandu (dumplings) and ddeokbokkkgi (rice cake cooked with chili sauce and vegetables) is highly popular! Where can I go to try BunsiK that my favorite star likes? This section is just for you. Let's take a first step into the world of K-BunsiK.



Ruby Ddeokbokkkgi

An Apgujeong BunsiK house renowned for its Saewookkang ddeokbokkkgi and sausage gimhap, the fame of this shop increased markedly when it was selected as one of the foremost ddeokbokkkgi houses that must be visited by the panel members of Suyomisikhoi (Wednesday Gustatory Conference), a legendary TV program that drew the map of must-visit restaurants throughout the country. It is frequented by entertainers and celebrities who enjoy its takeout gimbab and is also renowned for the highly enjoyable chili taste of the house ddeokbokkkgi.



🕒 Mon-Sat 11:30~21:30 / Sun 12:00~20:00

📞 02-516-7147

📍 1st Fl., 21 Seolleung-ro 153-gil

🍽️ Saewookkang ddeokbokkkgi 5,500
Sausage gimhap 4,500

Byeongangsoi ddeokbokkgi

Renowned for its garae (bar-shaped rice cake) ddeokbokkgi in Apgujeong-dong, Garae ddeokbokkgi is soup-based ddeokbokkgi made from rice cake that is itself freshly made every morning. The byeongangsoi mixed set is served with a set of fritters placed on top of the ddeokbokkgi. By adding sundae (Korean sausage), visitors can experience a taste that appears to be familiar yet different. The fritters are crispy while the rice cake is chewy. Through a wonderful harmony of sweet and chili-hot taste, it titillates the appetite continuously.

🕒 Mon-Fri 11:30~01:00 / Sat 11:30~24:00

☎ 0507-1331-9978

📍 21 Dosan-daero 46-gil

₩ Ddeokbokkgi 3,500 / fritters 3,500



Sauce

A fairytale-like store with the appearance of a hut that might be featured in the animation, 'Sen and Chihiro Gone Missing', it is a must-visit restaurant offering the "old-style king-sized pork cutlets" that most Koreans are familiar with. Be careful, you might just become immersed in its irresistible thick and sweet taste. It also offers a diverse range of side dishes including pasta, fritters, udon, and ddeokbokkgi during the evening, along with a fresh and cold glass of draft beer to drown out the fatigue of travel!

🕒 11:30~21:00 / Sat 11:30~21:00

☎ 02-518-3177

📍 4 Samsung-ro 146-gil

₩ pork cutlet 12,000 / pasta 14,000



Food 2900, Nonhyeon City

Although a franchise ddeokbokkgi store, it is also a renowned sausage gimhap house with celebrities lining up for takeout in their cars. Befitting its format as a franchise, one of its strengths is its periodic introduction of new menu items. It also offers a wide range of ramen, the eternal partner of gimhap, along with simple meals of rice served with toppings, bibimbap in large brass bowls, and kimchi stew.

☎ 02-515-3571

📍 16 Dosan-daero 50-gil

₩ Cheese ramen 4,000 / Gimhap 2,500~4,000





K-QUISINE

Encountering Michelin 'Stars'

Michelin Guide, having begun as an information booklet for drivers in 1990, has won global trust as the most renowned gourmet guide in the world.

4 world class gourmet restaurants selected in Michelin Seoul 2021 are introduced here.

Let's enjoy the 'stars' of novel and marvelous Seoul.


<https://guide.michelin.com/kr/ko>





Gaon Michelin 3 star

As the name suggests, Gaon is a tranquil and highly dignified fine-dining Korean restaurant that has managed to maintain its 3-star rating for 3 successive years since the first publication of Michelin Guide Seoul in 2017. The philosophy and healing flow of food contained on the royal table and served to the most precious person in the country, the king, during the Joseon Dynasty is reproduced in the table d'hôte courses at Gaon. Gaon was able to attain recognition by Michelin for having achieved its goals via raw seasonal ingredients obtained


in various regions of Korea. The foods served are literally 'tasteful'.

 Thu-Sat 12:00~14:30 / Tue-Sat 17:00~21:40
(closed on Sunday and Monday)

 02-545-9845

 Ground Fl., 317 Dosan-daero

 Onnal course(lunch) 120,000~159,000
Gaon course(dinner) 240,000

 gaonkr.com

TocToc Choose the Michelin Guide

Restaurant realizing open minds towards cooking by grafting Italian and Japanese style cuisines onto French style cuisines. Incomparable passion and persistence of the chef toward food ingredients generate the wonderful tastes of TocToc. He occasionally introduces cuisines with highest quality rare food ingredients that offers gustatory blissfulness with appearances that stimulates all the human senses. The philosophy of TocToc is to convey the innate taste of the best food ingredients by applying accurate cooking method. You are sure to experience cuisines with extremely high level of completeness.

🕒 Tue-Sat 12:00~22:00 / Sun 18:00~21:30

☎ 0507-1478-3030

📍 3rd Fl., Leeyu Bldg. 41 Dong-ro 97-gil

₩ Weekdays: Lunch course 75,000

Weekends: Lunch course 90,000

🏠 restauranttococ.com

Exquisite Michelin 1 star

A highly characteristic restaurant presenting western cuisine with traditional Korean ingredients, each of the menu items reflects the experimental spirit of Exquisite, striving to create new tastes. It maintains the freshness and quality of ingredients by purchasing them directly from their sources, and enhances the flavors with herbs grown by the restaurant. It offers healthy recipes made from excellent ingredients at reasonable prices, with wonderful taste and excellence as the foremost strengths. It offers table d'hôte lunch and dinner menus, as well as a special menu that differs according to the daily kitchen situation and ingredients available.

🕒 Every day 12:00~22:00

☎ 02-542-6921

📍 Rapha Bldg., 6 Samsung-ro 140-gil

₩ Lunch 70,000 / Dinner 140,000

🏠 instagram.com/exquisite_seoul



Muoki Michelin 1 star

Muoki, a word meaning 'oak tree' in a local dialect of the South African Republic, is a venue that illustrates creative and delicate contemporary dining by the owner/chef Park Moo Hyeon. The style of the owner/chef, who has experience working honestly in all corners of the world, permeates throughout the venue and cuisine served. He presents interesting fare that stimulates the curiosity of customers through its harmony between atypical tastes and textures, and deep understanding of the ingredients. It is a Michelin 1-star restaurant that has thoroughly mesmerized So Hee of Wonder Girls and Ivy.

🕒 12:00~22:00

☎ 02-542-6921

📍 12-12 Hakdong-ro 55-gil

₩ Lunch course 78,000 / Dinner course 160,000

🏠 instagram.com/exquisite_seoul



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Novotel Ambassador Seoul Gangnam	<p>It is situated near COEX Trade Center and Gyeongbu Expressway, conveniently located for Incheon International Airport. It offers 7 suites and 332 comfortable rooms along with a wide range of auxiliary facilities.</p> <p>A 130 Bongeunsa-ro P 02-531-6000 H www.ambatel.com/novotel/gangnam/ko/main.do</p>
Dormy Inn Seoul Gangnam	<p>A Japanese hotel chain that evokes a Ryokan hot spring, with a Japanese ambience throughout the hotel that makes visitors feel as if they have been transported to a miniature Japan. In particular, the hotel offers authentic Japanese breakfast. Moreover, the artificial hot spring is another highlight of the hotel.</p> <p>A 134 Bongeunsa-ro P 02-548-5489 H www.dormy.co.kr</p>
Best Western Premier Gangnam Hotel	<p>Clean and comfortable hotel offering views of Namsan Mt. from Gangnam. Guests can fully enjoy their trips as it is located near integrated exhibition hall, trade center, Olympic stadium, shopping town in Itaewon, and Gangnam Station.</p> <p>A 139 Bongeunsa-ro P 02-6474-2000 H www.bestwesterngangnam.com</p>
Samjung Hotel	<p>Since its opening in 1982, it has been making progress as a traditional local hotel representing the Republic of Korea in the heart of Gangnam. It is renowned as a wedding venue and many guests stay at the hotel to attend concerts held in Olympic Park and venues in the Jamsil region</p> <p>A 150 Bongeunsa-ro P 02-557-1221 H www.samjunghotel.co.kr</p>
Glad Live Gangnam	<p>A trendy and dignified Gangnam IT location equipped that represents the sensibilities of Seoul! As a member of Design Hotels, which selects unique sites, it strives to establish itself for a 'curated lifestyle'.</p> <p>A 223 Bongeunsa-ro P 02-6177-5000 H hglad-hotels.com/</p>
Hotel Crescendo Seoul	<p>Enjoy novel culinary experiences at European Cuisine 428 restaurant, situated on the ground floor of the hotel and serving dishes made with the freshest seasonal food ingredients. A visit to the Crescendo rooftop bar boasting the best views of the Gangnam skyline is a must!</p> <p>A 428 Bongeunsa-ro P 02-6230-8800 H www.hotelcrescendo.co.kr</p>
Intercontinental Seoul COEX	<p>A modern and stylish business hotel that enables guests to enjoy shopping, leisure, and business in the heart of Gangnam, where trends in the Republic of Korea start. We strongly recommend a meal in the sky lounge!</p> <p>A #524 Bongeunsa-ro P 02-3452-2500 H seoul.intercontinental.com/iccoex</p>
Four Points by Sheraton Seoul Gangnam	<p>Four Points by Sheraton Seoul Gangnam situated in Apgujeong-dong, Gangnam-gu allows guests to enjoy not only shopping at Apgujeong Rodeo and Garosu-gil Road but also a wide range of entertainment facilities such as K-Star Road and Seoul City Bus Tour.</p> <p>A 203 Dosan-daero P 02-2160-8900 H www.marriott.co.kr/hotels/travel/selfg-four-points-seoul-gangnam</p>

Aiden by Best Western Cheongdam	<p>The first lifestyle boutique hotel that Best Westin Hotels & Resort has introduced in Korea, it offers an interior that emphasizes refined youthful sensibilities and comfortable rooms, as well as practicality at the same time.</p> <p>A 216 Dosan-daero P 02-6711-1234 H www.aidencheongdam.co.kr</p>
Hotel Entra	<p>Entra, a modern luxury hotel, is situated in Cheongdam-dong, the center of business and shopping in Seoul. It is equipped with a penthouse suite, restaurant, and fitness center, etc., and is one of the best-value hotels in Seoul.</p> <p>A 508 Dosan-daero P 02-500-1500 H www.entrahotel.com</p>
Hotel Prima	<p>Hotel striving to establish artistic and cultural space. Guests can enjoy traditional Korean arts including grayish-blue-powdered celadon and traditional Korea paintings. A dignified buffet restaurant was enhanced through the use of Meissen Museum, and ceramics used by the royal courts in Europe.</p> <p>A 536 Dosan-daero P 02-6006-9114 H www.prima.co.kr</p>
L7 Gangnam	<p>Hotel situated at the center of the areas that represent 'splendidness' in Korea, including Gangnam, Sinsa, Cheongdam, and Samsung municipalities. An open terrace bar, foot spa, and upper suite where parties are held are characterized with the colorfulness of Gangnam.</p> <p>A 415 Teheran-ro P 02-2011-1000 H www.lottehotel.com</p>
Grand Intercontinental Seoul Parnas	<p>Situated at the center of Teheran-ro, where guests can encounter the most advanced side of Seoul, the hotel underwent a transition with rooms redesigned for a modern reinterpretation of the traditional beauty of Korea through full-scale remodeling in 2020.</p> <p>A 521 Teheran-ro P 02-555-5656 H seoul.intercontinental.com/grandicparnas</p>
Park Hyatt Seoul	<p>The most luxurious hotel situated on the opposite side of the trade center and COEX. Views of the urban center from the highest level lobby on the 24th floor will offer unforgettable experiences for guests, and the differentiated dining with highly dignified ambience is much sought after by.</p> <p>A 606 Teheran-ro P 02-2016-1234 H www.hyatt.com/ko-KR/hotel/south-korea/park-hyatt-seoul/selph</p>
Glad Gangnam COEX Center	<p>A global hotel brand for smart travelers, Glad presents a new category in practical hotels for a niche market offering excessively luxurious and standardized 5-star hotels and boutiques focusing on design.</p> <p>A 610 Teheran-ro P 02-6474-5000 H https://glad-hotels.com/</p>
Hotel In Nine	<p>A full urban hotel view of COEX and Bongeunsa Buddhist temple, it offers highly dignified services and is the only hotel in Gangnam with views of the Han River and excellent sky views. It helps to successfully realize a pleasant business lifestyle with convenient meeting rooms and banquets, etc.</p> <p>A 618 Yeongdong-daero P 02-311-9000 H www.hotelin9.com</p>
Aloft Seoul Gangnam Hotel	<p>Situated 10 minutes from trendsetting Gangnam and Cheongdam Station in Seoul, it is a hotel with a motto of introducing the lifestyles of jet-setting people who travel extensively at reasonable prices.</p> <p>A 736 Yeongdong-daero P 02-510-9700 H www.aloftseoulgangnam.com</p>

Hotel Riviera	<p>A 4-star hotel situated in Cheongdam-dong near COEX Mall and Trade Center, it offers very convenient access to the Gangbuk region as it is situated at the southern end of Yeongdong Bridge. It has a business center that operates around the clock with all the relevant services</p> <p>A 737 Yeongdong-daero P 02-541-3111 H www.hotelriviera.co.kr</p>
Shilla Stay Yeoksam	<p>A new brand from Hotel Shilla, it has 306 rooms with city views of the heart of Gangnam. Teheran-ro, where it is situated, is a 2-way, 10-lane street, bustling with international finance and trading businesses. A royal tomb from the Joseon Dynasty, which has been designated as a world cultural heritage site by UNESCO, is situated within a 5-minute drive.</p> <p>A 517 Eonju-ro P 02-2054-9000 H www.shillastay.com/yeoksam</p>
Imperial Palace Seoul	<p>It is striving to establish itself as a European hotel with dignity and culture and, as such, is 'charming and luxurious' accommodation that offers the intellectual and elegant ambience of a gallery with artistic sensibilities.</p> <p>A 640 Eonju-ro P 02-3440-8000 H www.imperialpalace.co.kr</p>
Andaz Seoul Gangnam	<p>It is a luxury lifestyle hotel with modern sensibilities and feel and, as such, offers comfortable and modern ambience through its design by the globally renowned Netherlands-based design studio, Piet Boon. The hotel has 241 rooms, all with creative designs.</p> <p>A 854 Nonhyeon-ro P 02-2193-1234 H www.hyatt.com/ko-KR/hotel/south-korea/andaz-seoul-gangnam/selaz</p>
IBIS Style Ambassador Gangnam	<p>This optimal venue that is loved by both businessmen and travelers preferring leisurely weekends in an urban center is situated along Teheran-ro. All of its 317 rooms offer ideal conditions for use by guests.</p> <p>A 431 Samsung-ro P 02-3454-1101 H www.ambatel.com/ibisstyles/gangnam</p>
Hotel Neww	<p>Equipped with 150 modern and efficient rooms and an all-day dining restaurant, Gran Neww, it strives to offer a composite space for business, culture, and lifestyle that transcends the realm of simple lodging. Since it is situated near Seolleung Station, transportation to the Gangnam and Bundang regions is very convenient.</p> <p>A 6 Seolleung-ro 85-gil P 02-740-5000 H www.newwhotel.com</p>
Boree Hotel	<p>Many guests praise the Boree Hotel's wide and clean rooms, with a simple yet modern interior that draws the attention of guests, along with its numerous Instagram-friendly spots. It is a boutique hotel that offers excellent harmony between its adorable exterior and sensible architectural design.</p> <p>A 160 Yeoksam-ro P 160 02-553-5551 H www.boreehotel.com</p>
Foreheal Hotel	<p>The first healing-oriented hotel in the Republic of Korea, it provides care services for guests to recuperate in a pleasant environment in the midst of a urban center forest. 'Rest, healing, happiness, and stability' is the slogan of Foreheal.</p> <p>A 117 Hakdong-ro P 02-511-8810 H www.foreheal.com</p>

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GANGNAM K-Star ROAD GUIDE

