

# GANGNAM

Updated by  
Chris Tharp



 Sights

★★★★☆☆

 Restaurants

★★★★☆

 Hotels

★★★★★

 Shopping

★★★★★

 Nightlife

★★★★☆☆

# NEIGHBORHOOD SNAPSHOT

TOP EXPERIENCES	PAUSE HERE
<p>■ <b>Treat yourself:</b> Gangnam has the crème de la crème of Seoul's pampering luxury hotels, fine dining restaurants, flashy clubs, and spas.</p> <p>■ <b>Shop the Beverly Hills of Korea:</b> Apgujeong Rodeo Street has the greatest concentration of high-end designer brands on the peninsula.</p> <p>■ <b>Make a K-pop pilgrimage:</b> From K-Star ROAD to the company that signed BTS and the Psy Gangnam Style statue, this is the spot for diehard fans.</p> <p>■ <b>Soak in the serenity:</b> A stroll to Bongeunsa temple or a cruise along the Han River reminds you that Gangnam is more than bright lights and flashy cars.</p> <p>■ <b>Lose yourself in Starfield COEX:</b> More than just a mall, Starfield also has a movie theater, an aquarium, and the Starfield Library.</p>	<p>■ <b>Yeoksam Park.</b> This little green space on the top of the hill behind Gangnam Station is the perfect place to take a break from the hustle and bustle of one of Seoul's most hectic districts. It contains walking paths and a pavilion, and is a great place to check out the cherry blossoms in the spring. It's also home to a nice garden, as well as an extended clan of friendly cats. ☒ <i>Yeoksam-dong, Gangnam-gu Gangnam Station, Exit 12.</i></p>
GETTING HERE	VIEWFINDER
<p>The best way to reach Gangnam is by subway. Jump on Line 4 going south at Seoul Station and transfer to Line 2 at Sadang Station. This will take you to Gangnam Station and Samseong Station (World Trade Center Korea), which are two of the sprawling district's central points. You can also take Line 4 east from Seoul Station and transfer to Line 3 at Chungmuro Station. This will take you south to Apgujeong Station, another neighborhood hub. A taxi from Seoul Station to Gangnam Station will cost you ₩15,000 to ₩20,000. Driving is also possible, but be warned the parking is tight and expensive.</p>	<p>■ <b>Gangnam Style Hands Statue.</b> This piece of public art outside of COEX complex commemorates singer Psy's megahit, "Gangnam Style." The large bronze sculpture is constructed in the shape of the singer's hands as he did his distinctive "horse dance" in the music video. If you step onto the stage under the hands, it will play the megahit song for you, and you can take the opportunity to give the dance your best shot. ☒ <i>Youngdongdaero 513, Gangnam-gu Bongeunsa Station, Exit 7.</i></p>
PLANNING YOUR TIME	
<p>You'll want to dedicate at least a day to Gangnam, or more if you're particularly into shopping or getting pampered. While any time is a good time to visit, weekends can get crowded, especially at shopping malls and restaurants. Visiting during the week will help you beat the crowds, but you may get caught in traffic during rush hour times. Like the rest of Korea, Gangnam is safe 24 hours a day, though travelers should exercise basic caution at night.</p>	

Once known only in Korea as a ritzy neighborhood for the affluent Seoul set, Gangnam burst onto the world stage in 2012 with singer Psy's megahit, "Gangnam Style." Combining elements of hip-hop, K-pop, and electronic dance music, this incredibly catchy tune swept the globe like wildfire, while its cheeky video—which skewered the district's reputation for worshiping wealth—became the first ever to break one billion views on YouTube. This was more than just a song: it was a phenomenon, cementing the Seoul neighborhood's status as not just a heavyweight in Korea, but also an international influencer.

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It wasn't always like this, however. Up until the early 1980s, Gangnam—which is the city's third largest district—was one of the least-developed areas in the capital. Since then it has undergone a massive transformation, with the once-sleepy old neighborhoods and side streets giving rise to towering buildings of concrete, glass, and steel.

The result is that parts of Gangnam now feel very much like New York or Chicago. It's a place of gargantuan skyscrapers, taxi-jammed roads, and bustling sidewalks full of people who know where they're going and intend to get there quickly. This is a neighborhood that stops

for no one, and while it may seem a bit cold and impersonal at times, this is the price you pay when you want to hang in the big city.

In Gangnam, money is indeed the name of the game. It's not uncommon to see residents driving Ferraris or Lamborghinis down the road during lunchtime. The locals are impeccably dressed, often sporting brands seen in the windows of the district's myriad luxury shops, and its real estate prices have gone from high to stratospheric in recent years, turning a whole generation of apartment owners into overnight millionaires. Walking



Providing a peaceful respite from the bustling city, Bongeunsa Temple is home to 3,479 Buddhist scriptures.

among its urban canyons, you can almost taste the cash in the air.

While such ostentatious displays of wealth can be off putting, they can also be attractive. If you want to see what life is like in the “Beverly Hills of Korea,” then look no further. And the concentration of prosperity in Gangnam has also given birth to creativity. The district is home to art galleries, fashion design houses, and several entertainment companies that supply the songs and talent for the K-pop juggernaut, arguably the country’s most important current export, and among its most lucrative.

However, for all of the bright lights, luxury malls, and other gold-gilded bells and whistles, Gangnam is a place where people actually live, work, and play. Of course the shopping is great, but it’s also home to some of the city’s best restaurants, cafes, and hotels, as well as parks and cultural sights such as tombs and temples. And despite the generally high prices, a visit to Gangnam doesn’t have to break the bank. If you look closely,

there are plenty of hidden gems that are on par with any other neighborhood in Seoul, price-wise.

At this point in the city’s evolution, you really can’t say you’ve experienced modern Seoul without spending at least a day in this dynamic, flashy, and essential part of town. Like anywhere, the splendors will become apparent once you’ve put your feet on the ground and explored the place yourself. And who knows? You just may find yourself caught up in the action and dancing along to Psy’s famous song.

## Sights

### **Banpo Hangang Park**

**CITY PARK** | Though technically in neighboring Seocho District rather than Gangnam proper, this large riverside park is close enough to warrant a visit. Lazily stroll along the river walk, check out the **Banpo Bridge Rainbow Fountain** (which, at 570 meters/1,870 feet long is the largest bridge fountain in the world), rent a bicycle, or picnic on the grass. In the warmer

months (April through October) the park hosts the **Bamdokkgaebi Moonlight Market** every Friday and Saturday night from 6 to 11 pm. This popular event attracts people from all over the city to browse the artist's stalls and graze on food truck fare, featuring Korean classics such as *tteokbokki* (rice cakes in sweet spicy sauce), along with foreign favorites like tacos, hot dogs, and Cuban sandwiches. The trio of man-made floating islands known as **Some Sebit** are also not to be missed. Each features a building lit-up at night by multi-chromatic LED lights and are constructed to represent the three stages of the life of a flower. Inside you can find two restaurants, a cafe, and an outfit renting six-person "Tubester" boats. ☎ 40, *Sinbanpo-ro 11-gil, Seocho-gu* ☎ 1330 Korea Travel Hotline 🌐 [hangang.seoul.go.kr](http://hangang.seoul.go.kr) 🚏 Express Bus Terminal Station, Exit 8.

### Big Hit Entertainment (original building)

**NOTABLE BUILDING** | Seoul is home to a number of entertainment companies, but Big Hit Entertainment is known as the outfit that launched the careers of global K-pop mega sensation BTS. While they've since moved into a brand new headquarters (the 19-story HYBE Building in Yongsan), this much more humble structure where it all started still stands. The building has become a pilgrimage point for diehard BTS fans known as ARMYs, where thousands have scribbled words of dedication to the group on the outside of the structure. ☎ 10-31 *Nonhyeon-dong, Gangnam-gu* 🚏 Sinsa Station, Exit 1.

### ★ Bongeunsa

**TEMPLE** | Situated just north of COEX Mall, this beautiful Buddhist complex is an oasis of tranquility in the amped up concrete and steel environs of modern Gangnam. Built in 794, the temple is home to 3,479 Buddhist scriptures, making it much more than a tourist attraction in the heart of one of Seoul's most modern and hectic districts.

Bongeunsa is also part of South Korea's temple stay program, so it's possible to sleep overnight and experience life from a monk's perspective. ☎ 531, *Bongeunsa-ro, Gangnam-gu* ☎ 1330 Korea Travel Hotline 🌐 [templestay.com](http://templestay.com) 🚏 Bongeunsa Station, Exit 1.

### Dosan Park

**CITY PARK** | Established in 1973, this cool little park is dedicated to the memory of Ahn Chang-ho (pen name "Dosan"), a key figure in Korea's independence movement against the Japanese occupation. The park contains his statue, as well as the Dosan Ahn Chang-ho Memorial Hall, a kind of mini-museum dedicated to the life and times of this man dear to the hearts of so many Koreans. The park is a perfect place to take a break from the bustle of the city while also reflecting on figures like Dosan who sacrificed it all to help pave the way for a prosperous and free Korea. ☎ 10-6 *Dosan-daero 49-gil, Seoul* ☎ 02/514-5060 🚏 Apgujeong Rodeo Station, Exit 5.

### Gangnam Meat Alley

**STREET** | Sitting just two blocks behind Gangnam Station's Exit 10, this narrow concourse is home to scores of barbecue restaurants as well as *pocha*, the Korean drinking-establishments serving up side dishes known as *anju*. In the warmer months the outdoor patios are packed with a young crowd eating and drinking and living it up. The atmosphere is lively and infectious, and while you may have to wait for a table on the weekends, the opportunity to sit outside, nibble on grilled meat, and wash it all down with a bottle or two of soju should not be missed. ☎ Gangnam Dae-ro, 64 gil, *Seocho-gu* 🚏 Gangnam Station, Exit 10.

### Garosu-gil

**STREET** | While the neighborhoods north of the Han River are home to most of the tourist sights in Seoul, the much newer areas to the south offer a glimpse of Seoul's trendier side. Easily the best place to see this would be Garosu-gil,



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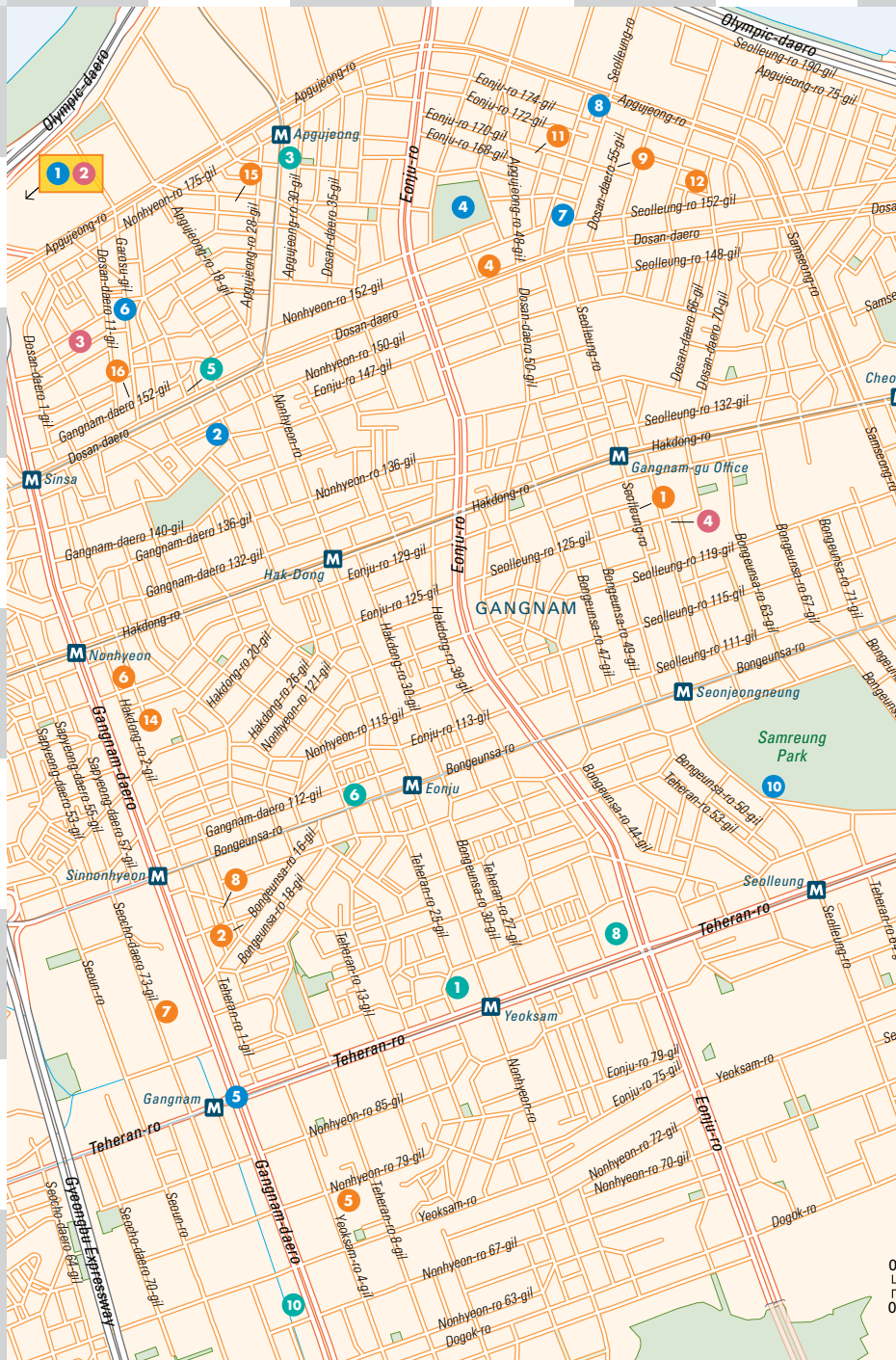
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## Sights

- 1 Banpo Hangang Park ..... A2
- 2 Big Hit Entertainment (original building) ..... B3
- 3 Dongseung ..... H4
- 4 Dosan Park ..... D2
- 5 Gangnam Meat Alley... B8
- 6 Garosu-gil ..... A3
- 7 K Museum of Contemporary Art ..... D2
- 8 K-Star ROAD ..... E1
- 9 My Art Museum ..... H6
- 10 The Royal Tombs of Samneung Park ..... F6
- 11 Starfield COEX Mall .... H5

## Restaurants

- 1 Bongmilga ..... E4
- 2 Brick Oven New York Pizza ..... B7
- 3 Crab 52 ..... H5
- 4 Gaon ..... D2
- 5 Gynae ..... C8
- 6 Hanool Dak Galbi ..... A5
- 7 Jeju Heuk Da Don ..... B7
- 8 Jeongdon ..... B6
- 9 Jungsik ..... E2
- 10 Kkanbu Chicken ..... H5
- 11 Maekju Duckhu Pizza Duckhu ..... D1
- 12 Mingles ..... E2
- 13 Oegojib Seolleongtang ..... G5
- 14 Sammi Galbi ..... A5
- 15 Superpan ..... B2
- 16 Sushi Maiu ..... A3

## Quick Bites

- 1 Quelquechose ..... H8
- 2 Starbucks Seoul Wave Art Center ..... A2
- 3 Tailor Coffee ..... A3
- 4 Zenzero ..... E4

## Hotels

- 1 AC Hotel Seoul Gangnam ..... D7
- 2 Aloft Seoul Gangnam... H2
- 3 Andaz Seoul Gangnam ..... C2
- 4 Grand InterContinental Seoul Parnas ..... H5
- 5 Hotel Anterom Seoul ..... B3
- 6 Hotel Cappuccino ..... C6
- 7 Hotel Peyto Samseong ..... H6
- 8 Josun Palace Hotel ..... E7
- 9 Park Hyatt Seoul ..... I6
- 10 Toyoko Inn Seoul Gangnam ..... C9

Seoul's aptly named "Street of Trees." The number of trees lining this shady 700 meter-long (2,297 feet) street is challenged only by the number of its boutiques, cafes, and restaurants.

While other neighborhoods in Gangnam are packed with international brands, Garosu-gil is still dominated by locally produced goods and cafes. While not necessarily the place for traditional souvenirs, Garosu-gil is a good stop for some relaxing boutique shopping and watching the world go by from one of its many cool cafés. ☎ *Sinsa-dong, Gangnam-gu* 📍 *Sinsa Station, Exit 8.*

### K Museum of Contemporary Art

**ART MUSEUM** | Featuring paintings, sculptures, installations, performances, and video projects by artists from both Korea and abroad, the museum emphasizes interaction between the audience and the artist, and the curators aren't afraid to put forth challenging and experimental work. Gangnam has grown into one of the country's creative hubs, and the K Museum of Contemporary Art is a great place to visit if you want to put your finger on the pulse of the currents informing and inspiring the modern Korean arts scene. ☎ *807, Seolleung-ro, Seoul* ☎ *02/2138-0952* 🌐 *kmcaseoul.org* 💰 ₩13,000 🕒 *Closed Mon.* 📍 *Apgujeong Rodeo Station, Exit 5.*

### K-Star ROAD

**STREET** | Located along the strip of high-end designer shops near Apgujeong Rodeo Station, this attraction features a series of cute bear statues inspired by K-pop acts such as BTS, Psy, Blackpink, and more. While not necessarily a mind-blowing experience, the photo ops are a must for any hardcore K-pop aficionado. ☎ *407, Apgujeong-ro, Seoul* 📍 *Apgujeong Rodeo, Exit 2.*

### My Art Museum

**ART GALLERY** | This small gallery located in the basement of the Textile Center building next to Samseong Station features an exhibition space shop, cafe, and

education zone. They tend to display foreign artists with an emphasis on modern painters. ☎ *518, Teheran-ro, Gangnam-gu* ☎ *02/567-8878* 🌐 *myartmuseum.co.kr* 💰 ₩20,000 📍 *Samseong Station, Exit 4.*

### ★ The Royal Tombs of Samneung Park

**TOMB** | Both a much-welcomed swath of nature as well as one of the city's greatest historical treasures, this UNESCO World Heritage Site is home to the burial mounds of two kings and one queen from Korea's Joseon era. King Seongjong—widely considered to be one of Korea's great leaders—is buried with his wife, Queen Jeonghyeon, in the park's west side, while the east side contains the tomb of King Jeongneung, their second son. While the history is impressive, the park also offers visitors a chance to unwind, exercise, and otherwise soak up fresh air in the midst of Gangnam's concrete jungle. ☎ *1 Seolleung-ro 100-gil, Seoul* 🆓 *Free* 📍 *Seonjeongyeong Station, Exit 3.*

### ★ Starfield COEX Mall

**STORE/MALL** | This sprawling complex is more than just a shopping destination: it's the mothership of trendsetting fashion, food, culture, and entertainment in Seoul. The largest underground mall in Asia, COEX is home to shops carrying national and international brands, as well as restaurants serving cuisine from around the world, plus a movie theater, an aquarium, and the Starfield Library, where you can browse through thousands of books or just relax under the skylight roof. It's a great place to lose yourself for a couple of hours, and when you feel like coming up for air, make sure to stroll along the grounds outside and check out the giant golden sculpture of Psy's hands as he does the "Gangnam Style" horse dance. ☎ *513, Yeongdong-daero, Gangnam-gu* ☎ *02/6002-5300* 🌐 *starfield.co.kr* 📍 *Bongeunsa Station, Exit 7, or Samseong Station (World Trade Center Seoul), Exit 6.*





K-Star Road is a must-stop photo op for K-pop fans.

## Restaurants

### Bongmilga

**\$ | KOREAN** | This highly praised restaurant serves Pyeongyang *naengmyeon* (cold buckwheat noodles), which is a must-try dish during any visit to Korea, especially during the blistering summer months. Chef Kwon Hee-sung prepares the beef bone broth every day, and uses only the freshest, local ingredients to elevate this beloved yet humble dish into something really special. **Known for:** cold noodles; loyal following; hand-made dumplings. **\$** Average main: ₩12,000 ☎ 664 Seol-lung-ro, Gangnam-gu ☎ 02/546-2305 ☺ Closed Sun. **M** Gangnam District Office Station, Exit 1.

### Brick Oven New York Pizzeria

**\$\$ | PIZZA** | Up until a few years ago it was impossible to get proper New York-style pizza in Korea, but Brick Oven, along with a few other upstarts, helped change that. This establishment set the standard for crispy thin crust pies in town, and are widely considered to be the best in the

game. **Known for:** “Godfather” Italian sausage pizza; casual setting; craft beer.

**\$** Average main: ₩30,000 ☎ Gangnam Daero, 102 gil, Seoul ☎ 02/508-1325 **M** Gangnam Station, Exit 11.

### Crab 52

**\$\$\$\$ | SEAFOOD** | The very definition of Gangnam luxury is this brand-new seafood buffet on the 52nd floor of the World Trade Center Seoul. Gaze out at the cityscape below as you dine on king crab, lobster, shrimp, prawns, tuna belly sashimi, and more. **Known for:** sweeping city views; modern, classy setting; fresh crab and lobster. **\$** Average main: ₩220,000 ☎ World Trade Center Seoul, Yeongdong Daero 511, 52nd fl., Gangnam-gu ☎ 1644-2066 [instagram.com/crab52\\_official](https://www.instagram.com/crab52_official) **M** Samseong Station.

### Gaon

**\$\$\$\$ | KOREAN** | Reservations are essential for this highly lauded fine dining establishment where traditional Korean cuisine shines in a multi-course tasting menu. Local ingredients highlight the flavors of the region to produce dishes

like sea bream, beef ribs, abalone, black bean tea, and more. **Known for:** highest quality dining; fresh local flavors; special occasions. ☎ *Average main: ₩250,000* ☒ *Horim Art Center, 317, Dosan-daero, M Fl., Gangnam-gu* ☎ *02/545-9845* 🌐 *gaon-kr.com* ☺ *Closed Sun. and Mon.*

### Gyunaee

\$ | **JAPANESE** | This little neighborhood Japanese joint specializes in *yakatori* (meat skewers grilled over coals) along with cold beer and sake. The intimate space contains just a handful of tables, so it pays to call ahead and reserve a spot. **Known for:** homey, cozy ambiance; yakatori; extensive sake list. ☎ *Average main: ₩25,000* ☒ *21, Yeoksam-ro, 5 gil, Gangnam-gu* ☎ *010/9033-6795* 📍 *Gangnam Station, Exit 1.*

### Hanoool Dak Galbi

\$ | **KOREAN** | Always a hit with visitors to Korea, *dak galbi* (stir-fried chicken) is the perfect combination of savory, spicy, and sweet, and it's cooked up in a sizzling pan right in the middle of your table, which adds a touch of theatrics. This popular neighborhood joint serves up *dak galbi* in its purest, most unpretentious form, while still managing to be pretty close to the rest of the nightlife action. **Known for:** proximity to bars; neighborhood favorite; chicken cooked tableside. ☎ *Average main: ₩15,000* ☒ *19, Hakdong-ro, 2 gil, Gangnam-gu* ☎ *010/9004-9789* 📍 *Nonhyeon Station, Exit 3.*

### Jeju Heuk Da Don

\$ | **KOREAN BARBECUE** | Situated on "Meat Alley" (Gogi Golmok), Heuk Da Don specializes in Jeju Island barbecue pork (the black pigs raised on Jeju are said to have a deeper flavor). This restaurant serves up several different cuts, so you're best off ordering the mixed grill. **Known for:** party-like "Meat Alley" location; outdoor seating; Jeju black pig and soju. ☎ *Average main: ₩25,000* ☒ *10, Gangnam Dae-ro, 65 gil, Gangnam-gu* ☎ *02/3482-2090* 📍 *Gangnam Station, Exit 10.*

### ★ Jeongdon

\$ | **KOREAN FUSION** | This extremely popular restaurant takes *donkas* (Korea's version of Japanese pork cutlet), to a whole other level. If you think you've had good versions of the dish before, think again, because Jeongdon absolutely knocks it out of the park. **Known for:** crispy, juicy tenderloin donkas; worth the wait; retro interior. ☎ *Average main: ₩20,000* ☒ *26, Gangnam Daero, 110 gil, Gangnam-gu* ☎ *02/563-0924* 📍 *Shinnohyeon Station, Exit 6.*

### ★ Jungsik

\$\$\$\$ | **KOREAN FUSION** | Chef Yim Jung-sik made waves with this restaurant that takes traditional Korean fare, such as bibimbap and *gimbap* (Korean sushi rolls) and transforms them into a fine dining experience. Jungsik specializes in course meals that draw from a variety of influences, but are always given a distinctly Korean touch. The service is kind, attentive, and discreet, the atmosphere chic, and the wine list is custom-curated to pair with the current menu. **Known for:** chic atmosphere; kind, attentive service; multi-course meals with wine pairings. ☎ *Average main: ₩180,000* ☒ *11 Seolleung-ro 158-gil* ☎ *02/5617-4654* 🌐 *jungsik.kr* 🍷 *Business casual (no jeans)* 📍 *Apgujeong Rodeo Station, Exit 4.*

### Kkanbu Chicken

\$ | **KOREAN** | Chicken is huge in Korea, especially when paired with beer, and Kkanbu is a Korean chain that serves up many varieties of the bird, including basic crunchy, spicy barbecue, garlic soy sauce, as well as boneless pieces fried up with pieces of squid. Whatever your preference, the Samseong branch has it all, but make sure to wash it down with a cold glass of beer or two. **Known for:** boneless options; garlic soy sauce chicken; cold beer. ☎ *Average main: ₩20,000* ☒ *3 Samseong-ro 96-gil, Gangnam-gu* ☎ *02/566-7088* 📍 *Samseong Jungan Station, Exit 5.*

### Maekju Duckhu Pizza Duckhu

\$ | **PIZZA** | Leading the way in introducing Korean palates to the joys of American-style pizza (instead of Korean fusion variety, which had focused for many years on toppings such as sweet potato, corn, bulgogi, and strawberry jam, often drenched in a lake of sweet sauces and mayonnaise), Maekju Deokhi Pizza Deokhu has perfected the rectangular-cut Detroit style pizza. The funky Apgujeong restaurant also has scores of quality brews on tap that perfectly complement their pies. **Known for:** hidden gem; great craft beer selection; thick, square-cut pizza. [📍] *Average main: ₩25,000 ☞ 157 gil Seulleong-ro, Seoul ☎ 0507/1380-4091* [📱] *instagram.com/beerduckhu* [🚶] *Apgujeong Rodeo Station, Exit 5.*

### ★ Mingles

\$\$\$\$ | **KOREAN** | Traditional Korean cooking “mingles” flawlessly with new techniques at this fine dining restaurant, where exquisite preparations of quality ingredients make for an extra special lunch or dinner. This is the high-end experience for which Gangnam is known, so it’s a must if you’re looking for the place to indulge in the luxury of the neighborhood. **Known for:** beautifully presented dishes; light, airy dining room; small but thoughtful portions. [📍] *Average main: ₩125,000 ☞ 19 Dosan-daero 67-gil, Gangnam-gu ☎ 02/515-7306* [🌐] *www.restaurant-mingles.com* ☹ *Closed Mon.* [🚶] *Apgujeong Rodeo Station.*

### Oegojib Seolleongtang

\$ | **KOREAN** | *Seolleongtang* (a thin, milky white soup made from boiling oxtail and bones) is a Korean comfort food, and Oegojib is famous nationwide wide for their use of only the freshest local veggies, tender slices of beef, and attention to detail in their recipe. This is a soup that melts in your mouth and goes straight to the center of your soul. **Known for:** fresh ingredients; savory soup goodness;

handmade kimchi and kkakdugi. [📍] *Average main: ₩18,000 ☞ 555 Samseong-ro, Gangnam-gu ☎ 02/567-5225* [🚶] *Hanti Station, Exit 1.*

### Sammi Galbi

\$\$ | **KOREAN BARBECUE** | This neighborhood barbecue restaurant serves up a variety of hanwoo beef as well other favorites such as *samgyeopsal* (pork belly). The prices vary drastically depending on which cut you’re keen on, but Sammi’s staying power has been its consistent commitment to quality. **Known for:** quality cuts; delicious barbecue; galbi tang (beer rib soup). [📍] *Average main: ₩30,500 ☞ 30, Hakdong-ro, 2 gil, Seoul ☎ 02/549-9485* [🚶] *Nonhyeon Station, Exit 2.*

### Superpan

\$\$ | **KOREAN FUSION** | Seasonal ingredients guide the menu at this intimate contemporary Korean bistro that often incorporates worldly flavors. You might order home-style classics like cold buckwheat noodles, grilled pork belly, or *seoritae* (black soybean) with mascarpone or a vegetable lasagna. **Known for:** classics with a twist; cozy space, so book in advance; wine list. [📍] *Average main: ₩42,000 ☞ 15 Nonhyeon-ro 167-gil, Gangnam-gu ☎ 02/515-3848* [🌐] *www.instagram.com/superpan\_seoul* ☹ *Closed Sun.* [🚶] *Apgujeong Station.*

### Sushi Maiu

\$ | **SUSHI** | The Gangnam branch of this conveyor belt-style sushi chain sits right behind the CGV movie theater down from Exit 11 of Gangnam Station. What it lacks in size it makes up for in flavor and value, with nice cuts of fresh fish atop firm balls of rice. **Known for:** lunch specials; sushi counter seating; cozy ambience. [📍] *Average main: ₩12,000 ☞ 102 gil, Gangnam Daero, Gangnam-gu ☎ 02/555-4034* [🚶] *Gangnam Station, Exit 11.*

## Coffee and Quick Bites



### Starbucks Seoul Wave Art Center

\$ | **CAFÉ** | While this Seattle-based coffee behemoth boasts more than 500 stores in Seoul, this branch in the Han River Park may be the shiniest diamond in the crown. Occupying the first floor of the Seoul Wave Art Center, this is the only floating Starbucks in Korea, and surely the most Instagram-able. **Known for:** Han River views; lattes and frappuccinos; beautiful interior in an art gallery. **\$** Average main: ₩8,000 ☎ 145-35 Jamwon-ro, Seocho-gu ☎ 1522-3232  Jamwon Station, Exit 4.

### Tailor Coffee



\$ | **CAFÉ** | The Sinsa branch of this Seoul coffee company is hip, elegant, and focused on the most important thing: the coffee itself. Located on a side street just a few minutes up from the Garuso-gil shopping street, Tailor exudes sophistication, while also managing to be inviting. **Known for:** Cream Mocha; stylish setting; jazz music. **\$** Average main: ₩6,000 ☎ 31 Gangnam-daero 160-gil, Gangnam-gu ☎ 02/511-0355  www.tailorcoffee.com  Sinsa Station, Exit 7.

### Quelquechose

\$ | **BAKERY** | If you have a sweet tooth or need a burst of energy while exploring, swing by this French patisserie for a delicate blueberry tart or classic madeleine. The shop has rows of macarons in standby flavors like vanilla, pistachio, and rose as well as some more unusual flavors like chocolate yuzu, oolong caramel, and olive. **Known for:** hot or iced tea; classic French pastries; desserts to go. **\$** Average main: ₩10,000 ☎ 5 Dogok-ro 70-gil, Gangnam-gu  www.instagram.com/quelquechose\_seoul ☺ Closed Mon.–Wed.  Hanti Station.


### Zenzero

\$ | **ICE CREAM** | Cool off in the summer (or any time of year, really) with a scoop or two from this gelato shop, one of the best in Seoul. Flavors of the creamy

Italian-style ice cream rotate but could include old standbys like stracciatella, pistachio, passion fruit sorbet, and chocolate, as well as unique flavors like *gamtae* (seaweed), sweet corn, butter, and matcha. **Known for:** refreshing pick-me-up; two flavors per cup; seasonal menu. **\$** Average main: ₩7,000 ☎ 14 Seolleung-ro 126-gil, Gangnam-gu ☎ 02/543-1261  zenzero.co.kr ☺ Closed Mon.  Gangnam-gu Office Station.

## Hotels

### AC Hotel Seoul Gangnam

\$\$\$ | **HOTEL** | Launched in 2022, this hotel from the Marriott side brand brings classic, modern European design to the heart of Gangnam. **Pros:** modern design; city views; rooftop bar. **Cons:** business center is an additional charge; breakfast is expensive; use of sauna is an additional charge. **\$** Rooms from: ₩256,000 ☎ 10 Teheran-ro 25 Gil, Gangnam-gu ☎ 02/2050-6000  marriott.com/en-us/hotels/selag-ac-hotel-seoul-gangnam/overview ↗ 274 rooms  No Meals  Yeoksam Station, Exit 6.

### Aloft Seoul Gangnam

\$\$ | **HOTEL** | Another Marriott property, this chic boutique hotel features clean, colorful rooms and a river-adjacent location that makes it quick and easy to get into central Seoul. **Pros:** closer to central Seoul than other Gangnam properties; hip, colorful atmosphere; good value. **Cons:** a bit far from some Gangnam sights; loud traffic area; bathrooms are slightly small. **\$** Rooms from: ₩160,000 ☎ 736, Yeongdong-daero, Seoul ☎ 02/510-9700  marriott.com ↗ 188 rooms  No Meals  Cheondam Station, Exit 1.

### Andaz Seoul Gangnam

\$\$\$ | **HOTEL** | With a prime location for shopping in Apgujeong, this stylish Hyatt is a comfortable base in one of Gangnam's wealthiest corners. **Pros:** amenities include spa and indoor pool; city views;

directly connected to the subway. **Cons:** removed from attractions in central Seoul; restaurant is just okay; parking can be confusing. **\$ Rooms from:** ₩295,000 ☎ 854 Nonhyeon-ro, Gangnam-gu ☎ 02/2193-1234 🌐 hyatt.com ➡ 241 rooms 🚫 No Meals 📍 Apgujeong Station, Exit 3.

### Grand InterContinental Seoul Parnas

\$\$\$\$ | **HOTEL** | If it's luxury you're after, look no further, because this upscale hotel near the COEX Mall in the heart of Gangnam delivers it in spades. **Pros:** modern, elegant rooms; great location; city views. **Cons:** not flexible on late check-out; swimming pool requires goggles and swim cap; buffet can get crowded. **\$ Rooms from:** ₩465,000 ☎ 521, Teheran-ro, Gangnam-gu ☎ 02/555-5656 🌐 ihg.com ➡ 550 rooms 🚫 No Meals 📍 Samseong Station (World Trade Center Seoul), Exit 5.

### Hotel Anteroom Seoul

\$\$ | **HOTEL** | Just a stone's throw from Garosu-gil, this hip hotel appeals to social, creative types with an art gallery, plus a Vietnamese cafe, airy rooms with natural woods, and a rooftop bar with unparalleled views all the way to N Seoul Tower. **Pros:** rooftop bar for coffee or drinks has great views; convenient to shopping; not a cookie cutter experience. **Cons:** rooms aren't totally soundproofed; rooms are a bit small; vibe is more trendy than luxurious. **\$ Rooms from:** ₩80,000 ☎ 153 Dosan-daero, Gangnam-gu ☎ 02/542-2300 🌐 www.anteroom-seoul.com ➡ 112 rooms 🚫 No Meals 📍 Sinsa Station, Exit 8.

### Hotel Cappuccino

\$\$ | **HOTEL** | Trendy industrial vibes permeate this urban hotel known for its rooftop restaurant with city views, a popular choice with the young set and travelers who place value on socializing and functionality rather than luxury. **Pros:** pet friendly; easy on the budget; central location. **Cons:** no frills; this is not 5-star luxury; service can be spotty. **\$ Rooms**

**from:** ₩90,200 ☎ 155 Bongeunsa-ro, Gangnam-gu ☎ 02/2038-9500 🌐 www.hotelcappuccino.co.kr ➡ 141 rooms 🚫 No Meals 📍 Eonju Station, Exit 4.

### Hotel Peyto Samseong

\$\$ | **HOTEL** | This business boutique hotel is conveniently located near the COEX complex and the World Trade Center Seoul. **Pros:** convenient location; great value; immaculate rooms. **Cons:** rooms are on the small side; few amenities; breakfast not included. **\$ Rooms from:** ₩100,000 ☎ 9, Teheran-ro, 87 gil, Gangnam-gu ☎ 02/6936-8100 🌐 peyto-hotel.com ➡ 162 rooms 🚫 No Meals 📍 Samseong Station (World Trade Center Seoul), Exit 2.

### Josun Palace Hotel

\$\$\$ | **HOTEL** | The name "palace" is your first inkling that this luxury hotel from Marriott has crisp, stylish rooms with beautiful city views and plenty of cushy amenities. **Pros:** chic restaurants and bar; good service; heated indoor pool. **Cons:** doesn't feel super local; pricey; breakfast is an additional fee. **\$ Rooms from:** ₩323,000 ☎ 231, Teheran-ro, Gangnam-gu ☎ 02/727-7200 🌐 marriott.com ➡ 254 rooms 🚫 No Meals 📍 Yeoksam Station, Exit 8.

### ★ Park Hyatt Seoul

\$\$\$\$ | **HOTEL** | Arguably the best hotel in Seoul, the Park Hyatt prides itself on personalizing the experience for each guest, and if you're willing to spend the money, there are few hotels in town that can pull off such an immersive stay, complete with top-notch restaurants and bars, rooms bathed in natural light, plenty of amenities, and city views for miles. **Pros:** incredible views; luxurious facilities that include a spa and pool; accessible. **Cons:** a bit far from non-Gangnam Seoul attractions; parking is not free; lobby is on the 24th floor. **\$ Rooms from:** ₩750,000 ☎ 606, Teheran-ro, Gangnam-gu ☎ 02/2016-1234 🌐 hyatt.com ➡ 185 rooms 🚫 No Meals 📍 Samseong



*Station (World Trade Center Seoul), Exits 1 & 2.*

### **Toyoko Inn Seoul Gangnam**

**\$\$ | HOTEL** | This Japanese chain is a sure bet when it comes to comfort and value, and their Gangnam location doesn't disappoint. **Pros:** convenient location; great value; clean rooms. **Cons:** rooms are a bit small; inflexible about the 4:00 pm check-in; minimal service from reception.

**\$ | Rooms from:** ₩75,000 ☎ 323, Gangnam-daero, Seocho-gu ☎ 02/3472-1045 [www.toyoko-inn.com/eng](http://www.toyoko-inn.com/eng) ➡ 309 rooms 🍷 Free Breakfast 📍 Gangnam Station, Exit 5.

## **Nightlife**

As one of Seoul's largest and most vibrant neighborhoods, Gangnam has a multitude of great nightlife options that match a range of tastes and budgets. From cocktail bars to craft beer pubs, there are loads of hopping places to choose from, with plenty of opportunities to soak up the glitz and glamor for which this part of town is famous. However, it's not recommended to visit the big clubs despite Gangnam's reputation as a clubbing center. Unfortunately, most of these establishments currently practice a "Koreans only" admission policy, and those that are willing to admit foreigners will likely only do so under the condition that you spring for prohibitively expensive table/bottle service. All of these clubs also check IDs, and for the most part any one over the age of 35 will be barred entry as well. South Korea still lacks a national anti-discrimination law, which sadly makes these kinds of practices possible. If you're keen to hit the clubs in Seoul, we'd recommend you do so in other neighborhoods such as Hongdae or Itaewon where the club culture is much more inclusive than that practiced in Gangnam.

### **Alice Cheongdam**

**BARS** | This basement speakeasy inspired by *Alice in Wonderland* serves whimsical, fun cocktails befitting of its theme while still managing to avoid being gimmicky or over-the-top. ☎ 47 Dosan-daero 55-gil, Cheongdam-dong, Gangnam-gu ☎ 02/511-8420 [www.instagram.com/alice\\_cheongdam](http://www.instagram.com/alice_cheongdam) 📍 Apgujeong Rodeo Station, Exit 4.

### **★ Bar Tea Scent**

**COCKTAIL LOUNGES** | Tea is the hero of the cocktail menu at this Zen-like bar meets teahouse, starring in everything from the Earl Grey Bourbon to the Champagne Oolong. It's a unique experience, but be prepared to spend about ₩25,000 per tea cocktail. ☎ 83-12 Cheongdam-dong, Gangnam-gu ☎ 02/6052-6579 [www.instagram.com/bar\\_teascent](http://www.instagram.com/bar_teascent) 📍 Apgujeong Rodeo Station, Exit 4.

### **Beer Room**

**BREW PUBS** | With scores of great craft beers on tap and a full menu of Italian food, Beer Room is one of Gangnam's best spots for a pint and a bite. The decor of the two-story space adds to the ambience, with concrete floors, acres of glass, and outdoor tables where you can sip a hearty ale and watch the night unfold. They also play music of the mellow techno and jazz variety, which is a rarity in an otherwise sea of K-pop. ☎ 22, Gangnam Daero, 98 gil, Seocho-gu ☎ 070/8955-5955 [www.instagram.com/beerroom\\_gangnam](http://www.instagram.com/beerroom_gangnam) 📍 Gangnam Station, Exit 11.

### **Casa del Vino**

**WINE BARS** | Considered by many to be the best wine bar in the city, Casa del Vino is a must for oenophiles. They boast an extensive list of more than 600 wines, with a European focus but also some Napa Valley bottles and some more obscure picks. The interior is classy and elegant, and the rectangular bar is

popular with the local business crowd.  
 ☎ 43 Seolleung-ro 162-gil, Gangnam-gu  
 ☎ 02/542-8003 🌐 [www.instagram.com/casadelvino2002](http://www.instagram.com/casadelvino2002) 📍 Apgujeong Rodeo, Exit 2.

### Goose Island Brewhouse

**BREW PUBS** | This Chicago-based company was one of the first foreign brands to make headway into Korea's emerging craft beer scene, and their Gangnam location is their mothership. It's an ultra-modern, immaculate complex with myriad beers on tap and a full food menu featuring Western pub favorites such as pork ribs and Buffalo wings. It also houses a brewery with stainless steel tanks, tubes, and valves visible right behind the long bar. The net result is a shiny piece of the United States in the midst of Seoul, so if you're homesick, perhaps this will cure it. Just don't don't expect too much in the way of service. ☎ 118 Yeoksam-ro, Seocho-gu ☎ 02/6202-1785 🌐 [www.gooseisland.kr](http://www.gooseisland.kr) 📍 Gangnam Station, Exit 3.

### Le Chamber

**BARS** | In a sea of luxurious stores, find a hidden retreat in this speakeasy behind a bookcase in a Cheongdam alleyway (push the book and the door opens). The library-like lounge has an illuminated bar and sparkling chandeliers, giving it an air of sophistication that complements the neighborhood well. There's an excellent whiskey list and unique, if a bit pricey, cocktails. ☎ 42 Dosan-daero 55-gil, Cheongdam-dong, Gangnam-gu ☎ 02/6337-2014 🌐 [www.lechamber.com](http://www.lechamber.com) 📍 Apgujeong Rodeo Station, Exit 4.

### Rooftop Bar Kloud

**BARS** | Perched at the top of the AC Hotel Gangnam, this stylish, upscale bar embraces a New York City speakeasy theme and features a world-class menu of wines, whiskeys, beer, and cocktails, as well as impressive views of N Seoul Tower and Gangnam. Dinner is served from 6 pm to 9 pm. Reservations are recommended. ☎ AC Hotel Gangnam, Teheran-ro, 25 gil, 10, 21st fl., Gangnam-gu

☎ 02/2050-6035 🌐 [urbandelight.co.kr/rooftop-kloud](http://urbandelight.co.kr/rooftop-kloud) 📍 Yeoksam Station, Exit 6.

### ★ Timber House

**BARS** | Situated in the basement of the Park Hyatt hotel, Timber House bills itself as an upscale vinyl record bar, with Izakaya-themed Japanese dishes and top notch cocktails, whiskeys, and wines. As the name suggests, the space is all deep varnished wood and soft, tasteful lighting, with DJs spinning a collection of the records Tuesday through Sunday night. The drinks aren't cheap, but the bar is worth a visit for the experience alone. Their happy hour, from 5 to 7 pm, offers half-price entrees and drinks that takes some of the sting out when it comes to time to pay the bill. ☎ Park Hyatt Seoul, 606 Teheran-ro, Gangnam-gu ☎ 02/2016-1291 🌐 [seoul.park.hyattrestaurants.kr/en/web/the-timber-house](http://seoul.park.hyattrestaurants.kr/en/web/the-timber-house) 📍 Samseong Station (World Trade Center Seoul), Exit 1.

### Vudu

**BARS** | This cool little basement bar at the top of Gangnam's "Meat Alley" attracts both an expat and Korean clientele. It's most famous for its darts and beer pong, though if you arrive early enough and side up to the counter, owner LJ will regale you with stories of how the neighborhood has grown and changed over the decade and a half since she set up shop. Vudu is a great place to roll up to alone; if you stay long enough, you'll probably make friends with most of the bar. ☎ 45 Seocho-daero 75-gil, Seocho-gu ☎ 02/534-8006 📍 Gangnam Station, Exit 10.

### Woodstock

**BARS** | While Gangnam is famous for its K-pop, hip-hop, and electronic music dance clubs, this bar offers a refuge for any rock and rollers who may find themselves in this otherwise musically unfriendly terrain. With draft beer and cocktails, Woodstock keeps the rock dream alive with monitors playing music videos that are blasted through the bar's speakers. Think: AC/DC, Guns 'n Roses,



Often called Seoul's Rodeo Drive, Apgujeong Rodeo Street is lined with high-end designer shops.

and Nirvana. The owner, who will also pour your beer, takes requests, but just be sure not to ask for any BTS songs.  
 ☎ 19 Gangnam-daero, 96-gil, Seocho-gu  
 ☎ 02/556-9774 🌐 [www.facebook.com/Woodstock.Music.Bar.Gangnam](http://www.facebook.com/Woodstock.Music.Bar.Gangnam) 📍 Gangnam Station, Exit 10.

## Performing Arts

### Seoul Arts Center

**ARTS CENTERS** | The massive arts complex includes an opera house, two theaters, and three concert/recital halls. The performances range from plays to classical music, jazz to traditional Korean music and hip-hop. The programming varies month by month, so make sure to check out the website to see what's going on.  
 ☎ 2406 Nambusunhwanro, Seocho-gu  
 ➦ 10-minute walk (or short cab ride) from the bus terminal ☎ 02/580-1300 🌐 [sac.or.kr](http://sac.or.kr) 📍 Nambu Bus Terminal Station, Exit 5.

## Shopping

Gangnam is a district known for its high-end shopping. In addition to the Starfield COEX Mall (see listing under Sights), you'll find department stores and luxury boutiques with the latest fashions from designer houses, sprinkled between more than a few plastic surgery clinics. Window shop or be prepared to spend a pretty penny.

### Apgujeong Rodeo Street

**NEIGHBORHOODS** | If fashion is your thing, Gangnam's version of Beverly Hills' Rodeo Drive is the place for you. This concourse is home to scores of boutiques, along with accessory shops, shoe stores, and luxury brand discount outlets. It also hosts some of the highest concentration of plastic surgery clinics in the world. If nothing else, it's a good place to check out the scene, as over the decades this has been one of the big places in Seoul to see or be seen. ☎ Apgujeong

Rodeo Station, Gangnam-gu ☎ 1330  
Korea Travel Hotline 🌐 [gangnam.go.kr](http://gangnam.go.kr)  
📍 Apgujeong Rodeo Station, Exits 7  
and 2.

### Galleria Department Store

**DEPARTMENT STORE** | Gangnam has become defined by its love affair with luxury brands, and nowhere will you find a greater concentration of shops dedicated to these high-end goods than the Galleria Department Store at Apgujeong Rodeo Station. The store, which is spread out among two buildings (Luxury Hall East and Luxury Hall West) features international brands such as Prada, Bally, Ferragamo, Fendi, Tod's, Armani, Gucci, and more. There are also high-end jewelers, and Gourmet 494, a food boutique located in the basement. ☎ 407 Apgujeong-ro, Gangnam-gu ☎ 02/3449-4114 🌐 [dept.galleria.co.kr](http://dept.galleria.co.kr) 📍 Apgujeong Rodeo Station, Exit 2.

### Gangnam Underground Mall

**MALL** | This basement mall connected to Gangnam Station features tiny shops and kiosks selling the latest in fashion trends. It's a great place to browse if you have a bit of extra time on your hands. ☎ 396, Gangnam-daero, Gangnam-gu ☎ 1330 Korea Travel Hotline 🌐 [sisul.or.kr](http://sisul.or.kr) 📍 Gangnam Station.

### Hyundai Department Store Apgujeong

**DEPARTMENT STORE** | Since 1985, this has operated as Hyundai's flagship store, with upscale shops selling designer brands, restaurants, household goods, food, and more. The rooftop is home to the Sky Park garden, where you can relax among the bamboo and birch trees and watch the clouds drift by. ☎ 494, Apgujeong-ro, Gangnam-gu ☎ 02/547-2233 🌐 [ehyundai.com](http://ehyundai.com) 📍 Apgujeong Station, Exit 6.

### Line Friends

**TOYS** | Kids (and kids at heart) can never resist the cuteness overload at Line Friends, a store filled with plush stuffed animals, pajamas, and toys galore. Star characters from the Korean line Brown and Friends as well as collaborations with Minions and Maison Kitsuné are top sellers. ☎ 1305-3 Seocho-dong, Seocho-gu ☎ 02/536-3232 🌐 [brand.naver.com/line-friends](http://brand.naver.com/line-friends) 📍 Sinnonhyeon Station.

### Sikijang

**HOUSEWARES** | The best place in town to pick up beautiful plates and hand-made ceramics, this is where affluent residents of Gangnam shop for their kitchens. ☎ 9-3 Cheongdam-dong, Gangnam-gu ☎ 02/541-6480 🌐 [sikijang.com](http://sikijang.com) 📍 Cheongdam Station.

## Activities

### BOATING

#### Tubester

**ENTERTAINMENT CRUISE** | Take a six-seat motor boat out for a cruise on the Han River off the Some Sebit islands, noshing on food and drinks for a 30-minute or hour-long rental. The circular boats have an umbrella top, shading you from the sun in summer. At night the boats are illuminated with lights, giving them a party vibe after dark. ☎ Banpo Hangang Park, 085-14, Olympic-daero, Seocho-gu ☎ 1566-3433 🌐 [www.somesevit.com](http://www.somesevit.com) 📄 From ₩35,000 📍 Express Bus Terminal Station, Exit 8.

### CYCLING

Seoul is defined by the mighty Han River, and one of the best ways to take it in is by bicycle. Both sides of the river feature cycling paths, and it's possible to rent bikes by the hour at Banpo Hangang Park.

### Banpo Bicycle Rental Shop

**BIKING** | Rent a bicycle or tandem from this convenient shop in Banpo Hangang Park. It's relatively inexpensive and open until 10 pm, making it an excellent choice any time of day. ☎ 40, Sinbanpo-ro, 11 gil, Seocho-gu ☎ 02/488-8366 🚲 Bicycles: ₩3,000 an hour; tandems: ₩6,000 an hour 🚌 Express Bus Terminal, Exit 8-2.

### SPA

#### Spa Lei

**SPAS** | More like a wellness theme park than a spa, this women-only *jjimjilbang* (Korean spa) spans three levels of massage rooms, wet and dry saunas, hot and cold pools, and even restaurants and a terrace. The relaxing retreat is open 24/7; just note that not much English is spoken and some services require a cash payment. ☎ 5 Gangnam-daero 107-gil, Seocho-gu ☎ 02/545-4002 🌐 [www.spalei.co.kr](http://www.spalei.co.kr) 🚶 From ₩16,000.