Seoul in 4 Layers
A Quick & Dirty Guide to Navigating Seoul

SEOUL LESSONS

I. Travel 101... Travel Basics.

II. Seoul 202... Less usual stuff.

III. Some cheap tricks... or, how to impress the spouse.

IV. What’s really lovely... The people, not the place.

DESIRE LEARNING OUTCOMES

1. Be able to navigate Seoul on Free & Easy basis, Enjoy it at your own pace, Self-guided, With confidence.

2. Know the tourist haunts plus some local hangout areas.

3. Appreciate the culture (go beyond K-drama and food, both of which you can actually get even without leaving Sg)
TRAVEL 101 - SEOUL TRAVEL BASICS

Getting there – similar to HK or Tokyo.

**Flights**
SQ has 30kg/pax luggage allowance (20kg/pax is standard).
Korean Air & Asiana has city check-in @ Seoul Station

**Stay**
Hotel Cluster in Myeongdong: *Grand, Ibis, JHill, Lotte, Sejong, Skypark(s), Seoul Royal*
Many Hotels also in Gangnam (for Business)
Idea: Apartments may be interesting for long-stay/large families

**From Airport to Hotel**
Airport “Limousine” Buses. e.g. #6015 ICN-Myeongdong @ $10), see **coupon**!
Airport Express Train (AREX) to Seoul Station, subway or Cabs thereafter.

**Going Outside Seoul**
Subway (e.g. Suwon, Nami) or KTX to Southern Provinces.
Flights to Jeju (via Incheon or Gimpo Airports, with Seoul station check-in)
TRAVEL BASICS

Public Transport

Metro/Subway
Excellent Subway System. Green line closes later (for night-birds).
Can use T-money Cards (like EZlink/Octopus) from convenience store/station.

Buses
Public buses – harder to navigate.
Nice to realise that: most Buses will cross known subway stations 😊
Seoul City Tour buses and Airport Limousine buses are more costly.

Taxis
Regular cab charges are reasonable intra-city (3000₩ + 1000₩ per km).
Note: Seoul (600 km²) is around the size of Sg (700 km²)
Black Cabs are for foreigners (English), but orange/white/silver cabs are good enough (less touristy too). Street-hails tend to be less fussy than parked cabs. Jumbo cabs are available for families ☎️ (02) 888-2000.

Electricity: 220V, 60Hz, (fat) two-pin sockets (= German sockets)
Zooming in...

**SEOUL METROPOLITAN SUBWAY NETWORK**

**PRIMARY AREAS OF INTEREST**
Start with Downtown Seoul (area around Myeongdong)

- Jongno-Cheonggye Stream
- Dongdaemun
- Myeongdong
- Itaewon
- Namdaemun

Dongdaemun Fashion Town is the center of the fashion industry and offers shopping opportunities for retail and wholesale shopping.

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Cheonggyechon Stream

- Jongno-Cheonggye is a popular destination for clothing, fashion, jewelry, and korean traditional markets.
- It is a great place to relax and enjoy the culture, the food, and the charm.

Dongdaemun

- Includes fashion, art, and entertainment centers.
- Famous for its markets and shopping.

Myeongdong

- World-renowned shopping and fashion district.
- Famous for its markets and shopping.

Itaewon

- Famous for its international community and vibrant nightlife.
- Known for its trendy cafes and restaurants.

Namdaemun

- Famous for its traditional markets and historical significance.
- home to the oldest market in Seoul.

Myeongdong

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Downtown Subway Guide (do get a T-money Card!)

- **hongdae**
- **LINE 2**
- **LINE 4**
- **HOTEL BELT**
- **daehangno**

- **Seorae Village, Gangnam, Jamshil**

Hangang
Shopping 101

6年根 @ Namdaemun
Ginseng Distribution Centre
Namdaemun Market (Beetle map)

Credit: Korea Tourism Organization
Namdaemun Market (sketch map)

Source: http://rki.kbs.co.kr/english/program/program_yorae_detail.htm?No=101260

Credit: KBS WORLD
Dongdaemun Market (Beetle Map)
Dongdaemun Market (Annotated)

- Dongdaemun Shopping Complex (Crafts)
- Gwangjang Mkt (Mkt)
- Food Alley
- PyoungHwa Mkt (Tees, Wh-sale)
- Hello apM
- Good Morning
- Doota
- Migliore
- Maxtyle
- Design Plaza
- Lotte Fit-In

Value
Mid-End
High-End

Credit: Korea Tourism Organization
Hongdae - Cool online map by Lucia Whena

- Hapyeong Station
- Hongik Univ Station
- Sangsang madang
- Club Street
- Picasso Street

📍 Sae Ma Eul BBQ 새마을, just 15m north of Sangsang Madang @ Hongdae

Sinchon-Ewha - KTO online map

Source: http://tong.visitkorea.or.kr/enu/SH/shopContent/68/997168_mapImg_1.jpg
Daehangno - online maps (KTO and others)
Clothes & Stuff

Pyoung-hwa (WS), Migliore, Doota, Maxtyle

Insa-dong (ceramics)

Gwanghwamun Mkt

Avenue-L

HOTEL

Shinsaegae

Namdaemun Mkt

Itaewon (foreign enclave)

Also Univ areas (esp hongdae and edae)

Sinsa-Apgujiang; Apgujiang Rodeo
- Lotte World (Jamshil)
- Hyundae Dept (Gangnam)
- Shinsaegae (Exp Bus Terminal)
Sightseeing

Palaces, Temples

Cheonggye Stream (picnic!)

HOTEL

Namsan Tower

Namsagol Hanoks

Yeouido IFC, Hangang Parks
Sinsa, Suwon City Fortress Wall

Magic Fountain (Banpo Bridge)
Lotte Folk Village &
Seokchon Lake (Jamshil)
Theme Parks

Everland, Koren Folk Village (off Suwon City)

Seoul Land (Seoul Grand Park) Lotte World (Jamshil)
Spring Flowers

Shrubs
- Golden Bell
- Azalea

Trees
- Magnolia Tree
- Korean Pear Tree
- Cherry Tree
Musicals - KTO can help book

Miso, the Musical (new and old)
(call them or KTO to check location)

also: Korean Shows (Nanta Show, Jump etc)
Korean Dishes I - For meat-lovers

- **Bul-golgi (Bul-gabi)**
  BBQ Beef (Ribs)

- **SamgyeTang**
  Ginseng Chicken Soup

- **Samgyeopsal**
  Grilled Pork Belly

- **Grilled Ox Tripe**

- **Chicken & Beer!**

- **Jeyuk Bokkeum**
  Stir-fried Spicy Pork

- **Seolleongtang**
  Beef Soup

- **Jjim dak**
  Soy sauce chicken stew

- **Gamja Tang**
  Pork Bone Potato Stew
Korean Dishes II

- **Or Mook** 魚묵
  Fish Cake

- **Mae Un Tang** 매운탕
  Spicy Fish Soup

- **Jap-chae** 잡채
  Tanglehoon Chap-chye

- **Mtn Veggies** 산채
  e.g. @ Sanchae (SNU)

- **Toppokki** 떡볶이
  Spicy Rice Cake

- **Kimchi jjigae** 김치 찌개
  e.g. the 7 min spin

- **Doenjang jjigae** 된장찌개
  Bean Paste Soup

- **Budaejjigae** 만두
  Army Base Stew

- **Mandu** 만두
  best fried?
Drinks I

- **Beer 맥주**
  - e.g. CASS/OB

- **Soju 소주**

- **Baek Se Ju 백세주**

- **Maekgolli 막걸리**
  - e.g. jangsu or homemade (sangria effect 😊)

- **Sansachun 산사춘**

- **Plum Wine매실주**
  - e.g. matchsoon
Hot Drinks II

- Sweet Potato Latte
- Yuja Cha 유자차
- Citron tea
- Daechu Cha 대추차
- Date tea
- Boricha 보리차
- Roasted Barley tea

Many Coffee Joints:
Caffé Bené, Nespresso, Angel-in-us Coffee

Google “themed cafes Seoul”
Cold Drinks III

Chilled Boricha 보리차

Morning Rice Drink

Juices: Strawberry, Pear, Grape, Plum

Sujeonggwa 수정과 persimmon drink

Shikhye 식혜 Rice drink

Cola 코카콜라 Goes w BBQs!
TRAVEL 101
A Few Other Thoughts

Timing
Spring (esp mid-April) or Autumn beats Summer or Winter
Some Seoul Tourist attractions may be closed on Tuesdays
Save weekends for seeing student markets & indie bands @ Univ,
demos, student fun-raising, family outings

Apart from the 24hr markets, shops typically open 10-10.
Attractions typically open at 9am but check first!
Seoullites are night-owls (shops are 10-10), but crowds and some
stalls start only after lunch.

Where to Eat
Anywhere (eat with locals to avoid tourist prices 😊)

Note: Most tourists are Chinese or Japanese. Whom do you follow? Hint: it’s a trick question.
II. SEOUL 202
SEOUL 202
Beyond the usual areas...

For Eating, Drinking, Shopping
• Hongdae (Hongik, Sinchon, Ewha);
• Daehangno;
• Seorae Village, off Express Bus Terminal

For Household stuff (220V means electricals work in Sg!)
• Gangnam (Office Area),
• Jamshil (Residential++)
• Local Markets (see below)

For A Slice of Real Life
• Train and Bus Stations (E.g. Seoul Stn, Express Bus Terminal)
• Garak Market. Gwangjang Mkt
e.g. Less usual places

- Off-Campus
- Hiking
- Gangnam Jamshil
- Express Bus Terminal
- Seoul Station
- Office + Residential
e.g. Less usual items

Sanchae (山菜) @ Seoul Nat Uni

Made-in-Korea, or Made-for-Korea items

Sesame Oil (Cham Gireum)

Korean Sashimi (prepacked at mkts)
e.g. Halibut (Hwang Or)
SEOUl IN LAYERS

END - II. SEOUL 202
III. Four Cheap Tricks
Cheap Tricks!
1. Ideas on Comms

Just 3 phrases will get you ‘most anywhere’:

<table>
<thead>
<tr>
<th>Say-it</th>
<th>Wazzat?</th>
<th>Thots</th>
</tr>
</thead>
<tbody>
<tr>
<td>... chuseyo.</td>
<td><em>Please gimme ...</em></td>
<td><em>Really useful</em></td>
</tr>
<tr>
<td>hana, two-geh</td>
<td>1,2</td>
<td>“soju hana chuseyo”</td>
</tr>
<tr>
<td>ordi? eulma?</td>
<td><em>where? how much?</em></td>
<td>Throw in “...eyo” to sound pro</td>
</tr>
</tbody>
</table>

Hwajangshiri ordi eyo?
화장실
Motivation:
Taking the path less travelled...
Cheap Tricks!

2. Read the Menu on the wall

Hangul characters

Consonants:

It has two sounds. No sound at the beginning of a syllable. "ng" sound at the end.

Vowels:

Example:

Google: “hangul is not that hard”
Source: melonpanda.tumblr.com/post/5764610860/read-hangul-is-not-that-hard-x
Cheap Tricks!
3. Bargain in the lingo

Rules of Thumb
- Cover 3 zeros!
- It sounds Chinese!
- Think in USD!

http://www.koreanfluent.com/cross_cultural/korean_numbers/korean_numbers.htm
Cheap Tricks!
4. Ask Obiwan - english.visitkorea.or.kr

Have found KTO to be:
• pretty helpful,
• in most tourist places - ask for an area map!
• in Singapore (Samsung Hub @ Church St, Raffles Place)
• always virtually there (dial 1330) – do get a local phone, avail at Incheon Airport!

Look it up!
• Frommers, Lonely Planet guides @SP Lib, NLB, Online.
• KTO website, Online Guides and travel blogs, e.g.
  travel.cnn.com/seoul/eat/40-foods-koreans-cant-live-without-054198
  www.visitseoul.net/en/index.do
END - III. Four Cheap Tricks
IV. Visit the People, not the Place
Korea
Visit the People, not the Place

Motivation: The People *are* the Country
You can eat Korean food and buy Korean style dresses in Sg and Malaysia (and this would be cheaper than going to Seoul). Suggest that visiting a country is more about understanding the people, and everyday culture, rather than the shopping and eating (which are by-products)

Four themes on people watching
1. Not Korea but Koreans
2. Where’s the Magic?
3. What it means to you, the Traveller
4. What it has meant to me
1. Not Korea, but Koreans
The People define the Place

With their values (君子大路)
Honesty, Hardwork, Reuse (you will see this in everything in Seoul!)
Practicality & closures (common sense, getting things done)
Resilience and Love for culture and country (despite tough history) –
tough location, tributary kingdom, colonization, war

Tough-going begets Frugality
Clothing: patchwork wrapping cloths (bojagi), shorter hanbok tops
(jeogari), with cloth-strip sleeves
Re-eating leftovers, scraps (GI rations) in bibimbap, budaechigae.
Stretching rice (kongbap, boribap).
Sorting and recycling of waste.
2. So, where’s the Magic?
Check-out the Software!

“Reuse” allows rapid adoption of what works
e.g. Hancha, Namsagol Hanoks, Kaya Toast, Chaebols; Auto &
Electronics Industry, GHOST, Strawberries; KTX)

Innovation that is incremental:
Innovation as just “Why not?” – e.g. Miso; Isaac, Banpo Br

Markets are Continuums. Things happen naturally if no gaps.
Wholesale-Retail; Semi-custom designs.

Tradition is kept, within reason. Best practices locked into
customs
2a. Like Magic - Every bit makes a difference!
Not New. Just done with Passion and Zest! .... LOOK!
3. What it means to the Traveller

What will work in Seoul

Koreans are expressive. Open comms gets things done.
=> great place for theatre, musicals and people watching.

Koreans value nunchi, or contextual sensitivity
=> don’t be clueless, have empathy please (two way)

Koreans value consideration; don’t take unfair advantage
=> Sitting on reserved seats in subway will be dimly viewed.

Koreans are direct
=> Do be clear of what you want. Caution: Asking exploratory questions for fun will get you unintended consequences (when people sincerely try to help you)

Koreans use common sense
=> What you think works = good starting assumption (e.g. buses)
4. My Own Takeaways from places like Seoul...

Never Give up (if its really worthwhile)
=> Korea’s history of being colonized, K-war, 2002 World cup.

Common sense works, and Doing things with Heart makes the difference.
=> Modern Korea was built on just that.

Work and Play hard
=> Remember to Breathe and Live.

Continuums are Natural. Digital or one-right-answer is not.
⇒ Entrepreneurship and markets need continuums
⇒ Globalization can be scary (hiving to “one right look”)
⇒ SKY+ and Youth aspirations.
Summary

SEOUl

IN 4

LAYERS
We’ve covered: Seoul - in 4 Layers
A Quick & Dirty Guide to Navigating Seoul

What we’ve covered

I. Travel 101... Travel Basics.

II. Seoul 202... Less usual stuff.

III. Some cheap tricks... or, how to impress the spouse.

IV. What’s really lovely... The people, not the place.

Hopefully, now you:

1. Are able to navigate Seoul on Free & Easy basis,
   Enjoy it at your own pace. Self-guided. With confidence.

2. Know the tourist haunts plus some local hangout areas.

3. Appreciate the culture (go beyond K-drama and Food, both of which you can actually get even without leaving Sg)
Recap on the PRIMARY AREAS OF INTEREST

- Hongdae-Sinchon - Ewha Women's University
- Namdaemun
- Myeongdong
- Insadong
- Gangnam
- Jamshil
- Seoul Forest
- COEX
- Garak
- Everland, Folk Village, Suwon City
- Seoul Grand Park
Recap that: Seoul is easy to navigate by Subway
Travel Takeaways
aka Summary of Cheap Tricks!

**Read!** ... Korean is alphabetic!
Carrying the guide with you will help you read the menu at local joints.

**Talk!** ... Chinese works!

**Think clearly and simply!** ... Then ask or follow.

**Follow?** ... Whom to Follow when going off-trail?
*Beyond the usual tourist places, guess who else does a lot of eating, drinking, shopping. Hint: you teach (or were) these guys!*

**KTO is your buddy!** ... their Maps are useful.
There to help. Like Old Ben, always with you (via 1330).
See a bit of Seoul without even flying
Some Fun Things to do in the Hub of Asia

On YouTube
- Backkom (aka Bernard) 빠꼼
- Larva @ Mondo Media) 라바
- Queen and I 인현왕후의 남자

Restaurants @ Little Korea (around future Beauty World MRT)
- Gayageum Restaurant, #B2-14 Bukit Timah Shopping Centre
- Pink Candy, #04-03, Beauty World Centre
Also: Togi, Doong Jago Close, Chang’s, elsewhere in Sg

Supermarkets (why carry back what is already in Sg?)
- Lotte Mart Sg, 17 Lor Kilat
- Fairprice Finest (11pm close) at Bukit Timah Plaza #B1-01, #B2-01

Homemade (“fresh”) Kimchi
Korean Shop, Beauty World Centre #B1, Corner near Shop N Save (Topokki too)
Seoul Mart, #B1-84A Parkway Parade, near Cold storage
ANNEX

useful
references
Hangul in 5 mins

Consonants:

\[ 
\begin{array}{cccccccccc}
\text{가} & \text{나} & \text{다} & \text{라} & \text{마} & \text{바} & \text{나} & \text{다} & \text{라} & \text{마} \\
\text{사} & \text{아} & \text{어} & \text{어} & \text{이} & \text{아} & \text{어} & \text{어} & \text{이} & \text{아} \\
\text{오} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} \\
\text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} & \text{누} \\
\text{(cleaned up symbols)} \\
\end{array} \]

It has two sounds.
- No sound at the beginning of a syllable.
- *ng* sound at the end

Vowels:

\[ 
\begin{array}{cccccccccc}
\text{ㅏ} & \text{ㅓ} & \text{ㅗ} & \text{ㅜ} & \text{ㅡ} & \text{ㅣ} & \text{ㅐ} & \text{ㅔ} & \text{ㅖ} & \text{ㅒ} \\
\text{面白요} & \text{위요} & \text{유요} & \text{예요} & \text{예요} & \text{예요} & \text{예요} & \text{예요} & \text{예요} & \text{예요} \\
\text{わ} & \text{わえ} & \text{お} & \text{え} & \text{お} & \text{え} & \text{お} & \text{え} & \text{お} & \text{え} \\
\text{わ} & \text{わ} & \text{わ} & \text{わ} & \text{わ} & \text{わ} & \text{わ} & \text{わ} & \text{わ} & \text{わ} \\
\text{wa} & \text{wa} & \text{wa} & \text{wa} & \text{wa} & \text{wa} & \text{wa} & \text{wa} & \text{wa} & \text{wa} \\
\end{array} \]

Source: melonpanda.tumblr.com/post/5764610860/read-hangul-is-not-that-hard-x
# Hangul Lookup Chart

<table>
<thead>
<tr>
<th>Consonants</th>
<th>Vowels</th>
</tr>
</thead>
<tbody>
<tr>
<td>ㅏ (a)</td>
<td>ㅏ (ya)</td>
</tr>
<tr>
<td>ㅑ (ya)</td>
<td>ㅗ (yo)</td>
</tr>
<tr>
<td>ㅓ (o)</td>
<td>ㅗ (oh)</td>
</tr>
<tr>
<td>ㅕ (yo)</td>
<td>ㅜ (ow)</td>
</tr>
<tr>
<td>ㅗ (you)</td>
<td>ㅓ (er)</td>
</tr>
<tr>
<td>ㅜ (ee)</td>
<td></td>
</tr>
</tbody>
</table>

- **ㅏ (G)**: 가, 까, 거, 걱, 고, 교, 구, 규, 그, 기
- **ㅑ (N)**: 나, 냐, 너, 늑, 노, 노, 누, 뉘, 느, 니
- **ㅓ (D)**: 다, 둘, 더, 드, 도, 드, 두, 드, 디
- **ㅗ (R/L)**: 라, 레, 려, 로, 루, 르, 레, 르, 리
- **ㅜ (M)**: 마, 맘, 며, 면, 모, 묘, 무, 뮤, 민, 미
- **ㅗ (B)**: 바, 배, 벌, 보, 볼, 빌, 벌, 빌, 비
- **ㅗ (S)**: 사, 샤, 서, 서, 소, 소, 수, 수, 스, 시
- **Silent**: 아, 야, 여, 여, 오, 오, 우, 유, 우, 이
- **ㅈ (J)**: 자, 자, 지, 지, 조, 조, 주, 주, 주, 지
- **ㅊ (CH)**: 차, 쌈, 저, 저, 초, 초, 추, 추, 추, 치
- **ㅋ (K)**: 카, 까, 계, 계, 코, 코, 쿠, 쿠, 큐, 키
- **ㅌ (T)**: 타, 태, 터, 터, 토, 토, 투, 트, 트, 티
- **ㅍ (P)**: 파, 파, 퍼, 퍼, 포, 포, 표, 표, 프, 포
- **ㅎ (H)**: 하, 하, 혀, 혀, 호, 효, 후, 혜, 허, 허

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Airport Limousine Coupon (US$1 off)

Source: kampungboycitygal.com/wp-content/uploads/2012/05/Screen-shot-2012-05-06-at-5.36.04-PM.png.jpg
Thank You!
Questions & Discussion