

Walking through the Alleys

Traditional Stores		
Gomisul Jangsaengho	02-735-3448	A2
Napcheon Bronzeware	02-736-5492	B3
Myeongsindang Pilbang	02-722-4846	B3
Gallery Park Youngsook	02-730-7837	B3
Beomkoosa (Antique shop)	02-734-5527	A3
Yeonaksa	02-743-1241	D2
Yehadoye	02-722-3618	A3
Urikukaksa	02-742-2544	D2
Choi Jeongin Embroidery Shop	02-734-6753	D2
Talbang	02-734-9289	A3

Museums and Culture Centers		
Kyung-In Museum of Fine Art	02-733-4448	B3
GONGPYEONG Historic Sites Museum	02-724-0135	A4
Knife Gallery	02-735-4431	B3
Daboseong Antique Gallery	02-730-5601	B2
Tteok Museum	02-741-5447	D2
Baegak Art Space	02-734-4205	A3
Seoul Donhwamun Traditional Theater	02-3210-7001	D1
Seoul Intangible Cultural Heritage Center	02-741-1303	E1
Seoul Museum of Korean Folk Music	02-742-2600	D1
Tea Museum	02-735-6678	B4
Insa Classic Culture Center	02-737-0057	B3
Choonwondang Museum	02-3672-2005	D4
Hosanpil Museum	02-734-4197	B4

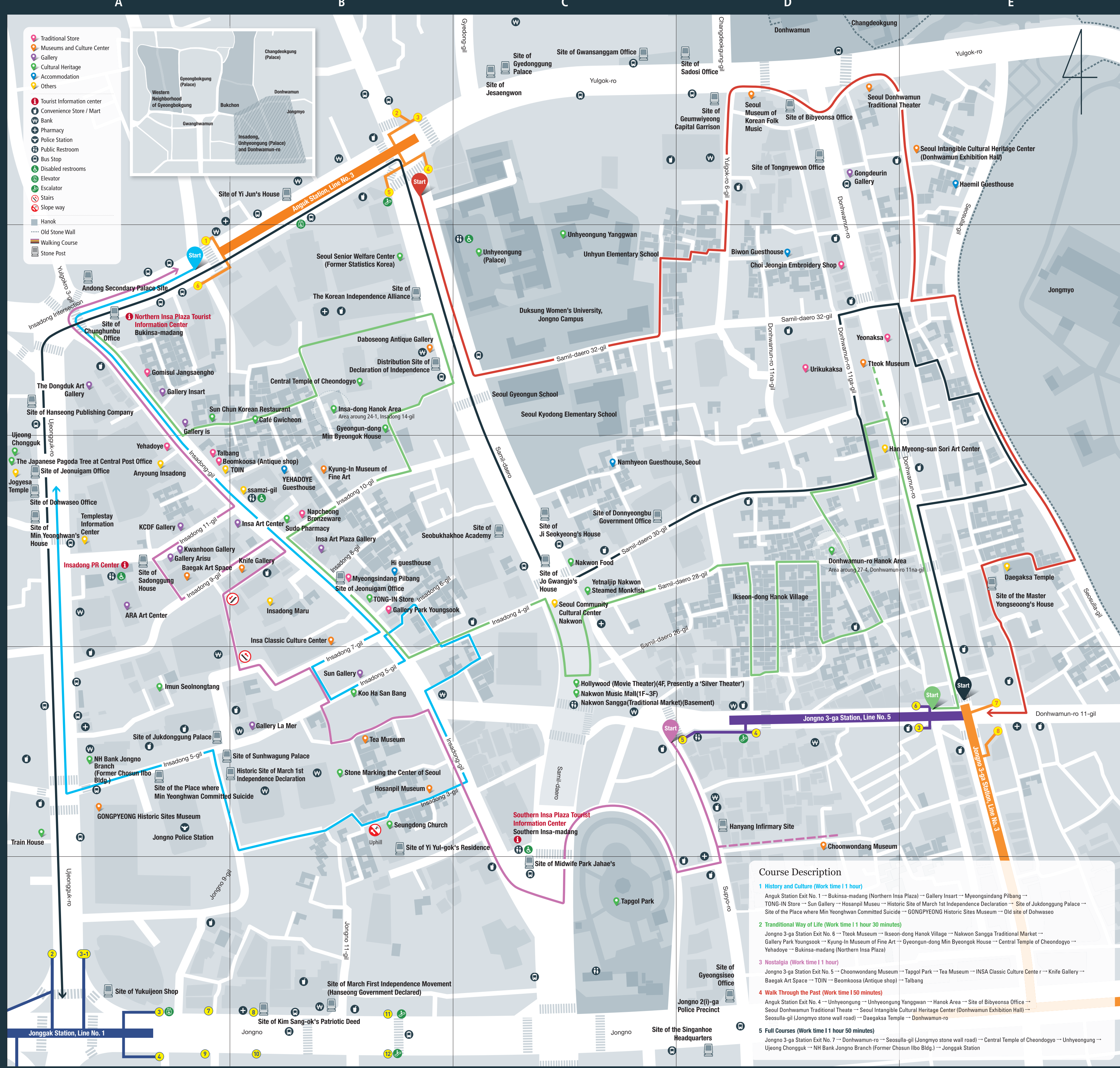
Galleries		
Gallery La Mer	02-730-5454	B4
Gallery Arisu	02-723-1661	A3
Gallery is	02-736-6669	A2
Gallery Insaart	02-734-1333	A2
Gongdeurin Gallery	02-766-2008	D1
Kwanhoon Gallery	02-733-6469	A3
The Dongduk Art Gallery	02-732-6458	A2
Sun Gallery	02-734-0458	B4
ARA Art Center	02-732-1981	A3
Insa Art Center	02-736-1020	B3
Insa Art Plaza Gallery	02-736-6347	B3
KCDF Gallery	02-732-9382	A3

Cultural Heritage and Historical Sites		
Gyeongun-dong Min Byeongok House		B2
Koo Ha San Bang	02-732-9895	B4
Nakwon Food	02-741-6691	C3
Nakwon Music Mall	02-1599-1968	C4
Donhwamun-ro Hanok Area		D3
Seoul Senior Welfare Center (Former Statistics Korea)	02-6220-8500	B2
Stone Tablet Designating Central Point of Seoul		B4
Sun Chun Korean Restaurant	02-734-5674	A2
Sudo Pharmacy	02-732-3336	B3
Seungdong Church	02-732-2340	B4
Yeolchajip	02-734-2849	A4
Yetnaljip Nakwon Steamed Monkfish	02-741-3621	C3
Ujeong Chongguk (Central Post Office)	02-734-8369	A3
The Japanese Pagoda Tree at Central Post Office		A3
Unhyeongung	02-766-9090	C2
Unhyeongung Yanggwan		C2
Imun Seolleongtang	02-733-6526	A4
Insa-dong Hanok Area		B2
Former Chosun Ilbo Building	02-732-3956	B2
Café Gwicheon	02-3210-2288	B2
Tapgol Park	02-731-0534	C5
TONG-IN Store	02-733-4867	B3
Hollywood (Movie Theater)		C4
NH Bank Jongno Branch (Former Chosun Ilbo Bldg.)		A4

Accommodation		
Namhyeon Guesthouse, Seoul	02-2659-8788	C3
Biwon Guesthouse	02-765-0670	D2
YEHADOYE Guesthouse	02-722-3619	B3
Haemil Guesthouse	070-8950-1546	E1
Hi-guesthouse	02-732-4731	B3

Others		
Daegaksa Temple	02-765-0972	E3
Seoul Community Cultural Center Nakwon	02-6959-8323	C4
ssamzi-gil	02-736-0088	B3
Anyoung Insadong	02-6954-2910	A3
Insadong Maru	02-2223-2590	B3
Jogyesa Temple	02-768-8600	A3
Templestay Information Center	02-2031-2000	A3
TOIN	02-736-5142	A3
Han Myeong-sun Sori Art Center	02-763-3170	D3

Tourist Information		
Southern Insa Plaza Tourist Information Center		C4
Northern Insa Plaza Tourist Information Center	02-737-7885	C4
Insadong PR Center	02-734-0222	A2
	02-737-7890	A3



Course Description

1 History and Culture (Work time 1 1 hour)
 Anguk Station Exit No. 1 → Bukinsa-madang (Northern Insa Plaza) → Gallery Insaart → Myeongsindang Pilbang → TONG-IN Store → Sun Gallery → Hosanpil Museum → Historic Site of March 1st Independence Declaration → Site of Jukdonggung Palace → Site of the Place where Min Yeonghwan Committed Suicide → GONGPYEONG Historic Sites Museum → Old Site of Dohwaseo

2 Traditional Way of Life (Work time 1 1 hour 30 minutes)
 Jongno 3-ga Station Exit No. 6 → Tteok Museum → Ikseon-dong Hanok Village → Nakwon Sangga Traditional Market → Gallery Park Youngsook → Kyung-In Museum of Fine Art → Gyeongun-dong Min Byeongok House → Central Temple of Cheondogyo → Yehadoye → Bukinsa-madang (Northern Insa Plaza)

3 Nostalgia (Work time 1 1 hour)
 Jongno 3-ga Station Exit No. 5 → Choonwondang Museum → Tapgol Park → Tea Museum → INSA Classic Culture Center → Knife Gallery → Baegak Art Space → TOIN → Beomkoosa (Antique shop) → Talbang

4 Walk Through the Past (Work time 1 50 minutes)
 Anguk Station Exit No. 4 → Unhyeongung → Unhyeongung Yanggwan → Hanok Area → Site of Bibyeonsa Office → Seoul Donhwamun Traditional Theatre → Seoul Intangible Cultural Heritage Center (Donhwamun Exhibition Hall) → Seosulla-gil (Jongmyo stone wall road) → Daegaksa Temple → Donhwamun-ro

5 Full Courses (Work time 1 1 hour 50 minutes)
 Jongno 3-ga Station Exit No. 7 → Donhwamun-ro → Seosulla-gil (Jongmyo stone wall road) → Central Temple of Cheondogyo → Unhyeongung → Ujeong Chongguk → NH Bank Jongno Branch (Former Chosun Ilbo Bldg.) → Jonggak Station

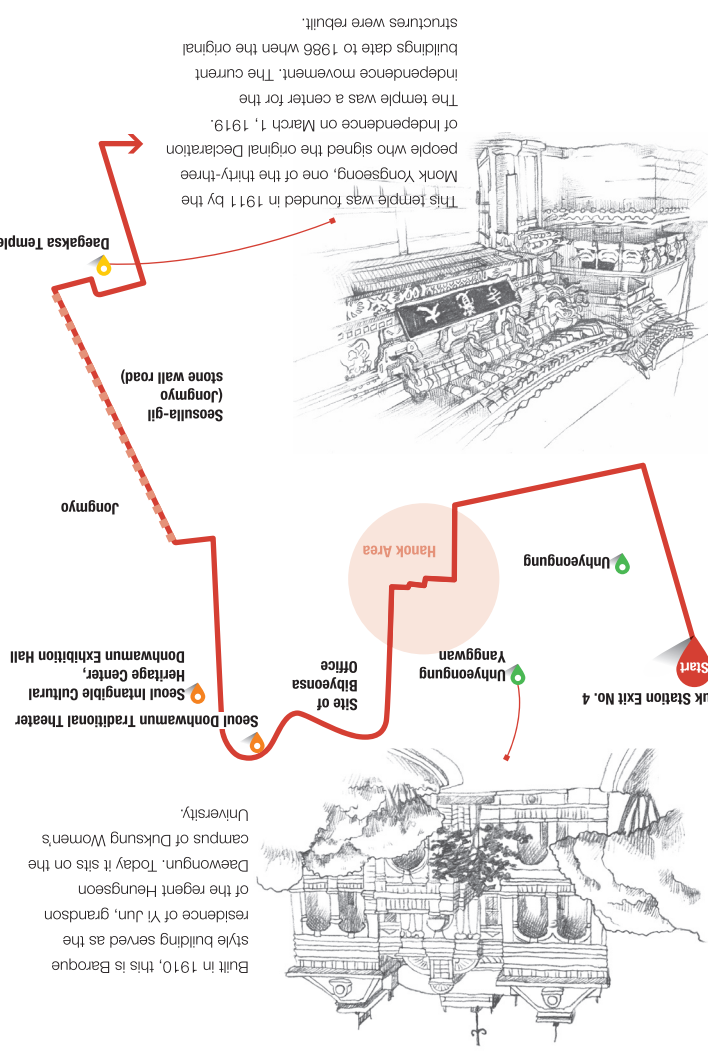


Hanok Villages

- Map of Bukchon
- Map of Western Neighborhood of Gyeongbokgung
- Map of Insadong-Unhyeongung-Donhwamun-ro

Walking through the Alleys

Insadong, Unhyeongung and Donhwamun-ro



Course Four: Walk Through the Past

This course takes you on a stroll through the streets of the old city of Seoul, passing through Unhyeongung Palace and Donhwamun-ro. On the way you will discover stories about these historical places and find traces of the old Joseon Dynasty.

Route | Anguk Station Exit No. 4 → Unhyeongung → Unhyeongung Yanggwan → Site of Bibyeonsa Office → Unhyeongung Office → Unhyeongung → Hanok Area → Seoul Intangible Cultural Heritage Center → Seoul Donhwamun Traditional Theater → Donhwamun Exhibition Hall → Jongmyo → Seonju-gil (Longmyo stone wall road) → Daegaksa Temple

Work time | 1 hour

Application Method | Reservation via telephone or Internet

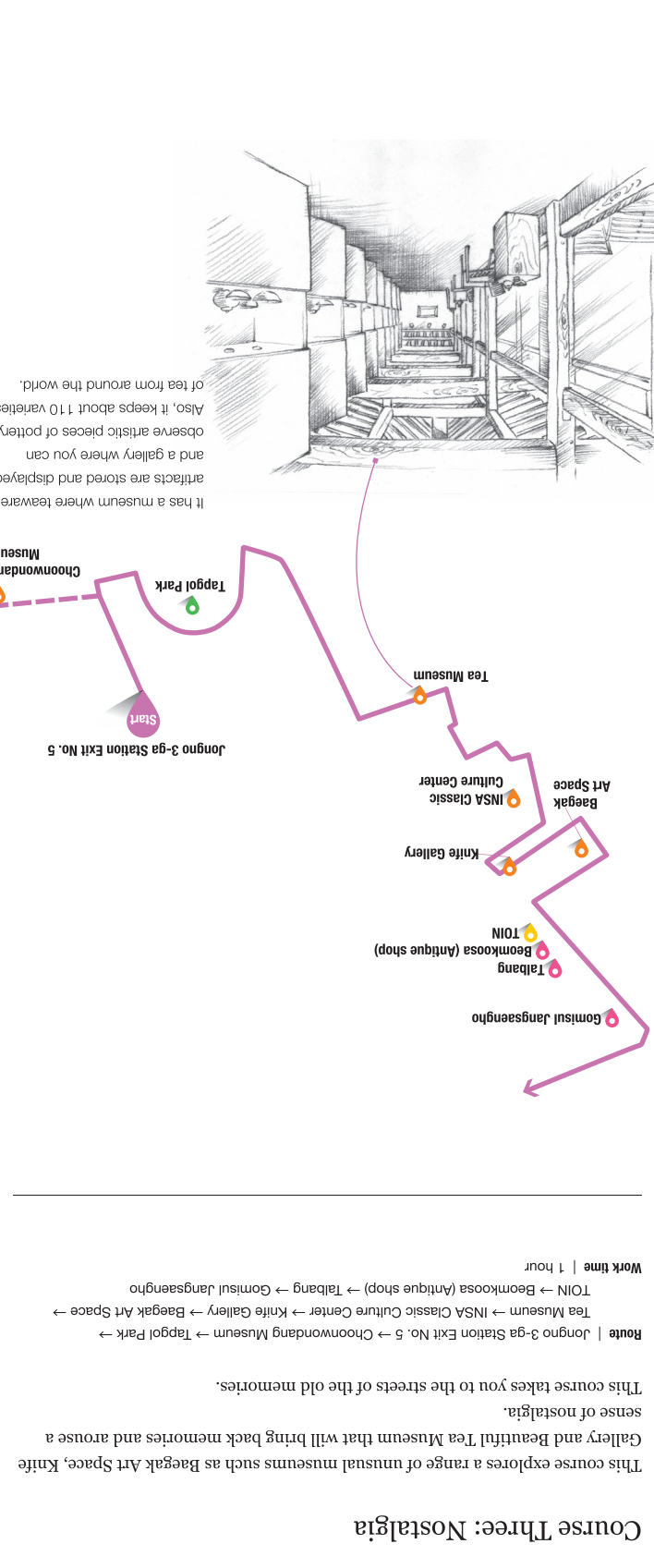
Reservation & Inquiry | 02-6925-0777 <http://dobo.visitseoul.net>

Walking Through the Heart of Seoul: Insadong, Unhyeongung Palace, and Donhwamun-ro



(Source: Royal Asiatic Society-Korea Branch (RAS-KB), 1902)

The alleys around Insadong, Unhyeongung Palace and Donhwamun-ro, steeped in stories of old, will lead you on a journey to Seoul as it was in the past. This map is a guide to places of historical importance as well as distinctive modern works of architecture and all through the alleys of the area. Break away from the crowds in Insa-dong and follow this course to explore the rows of traditional houses called hanok and discover another side to the city of Seoul. The route bears witness to the passage of time and reveals the style and spirit of the Insa-dong, Unhyeongung Palace, and Donhwamun-ro area past and present.



Course Three: Nostalgia

This course explores a range of unusual museums such as Baegak Art Space, Knife and Beautiful Tea Museum that will bring back memories and arouse a sense of nostalgia.

This course takes you to the streets of the old memories.

Route | Jongno 3-ga Station Exit No. 5 → Choowoodang Museum → Taggot Park → Tea Museum → Knafe Gallery → Baegak Art Space → Baegak Culture Center → NSA Classic Culture Center → TON → Teak Museum → Gomsil Jangsaengho

Work time | 1 hour

Insadong, Street of Korean Traditional Culture



Located in the heart of Seoul, the Insadong district gets its name from two old neighborhoods of Hanseongbu, the capital of the Joseon Dynasty: "In" comes from Gwanin-bang and "Sa" from Daesa-dong. As Dohwaseo, the Royal Bureau of Painting, was located in the area, Insadong naturally became the center of artistic activities. Later, in the 1930s, stores dealing in antiques and old paintings were established in the area, then in the 1980s galleries, old furniture stores, and handicraft shops began to move in, reinforcing the Insadong's character. Today, past and present coexist in Insadong with its mixture of traditional stores and tea houses and modern buildings. Follow the traces of history that are evident here and there and discover the diversity of Insadong.

Donhwamun-ro, Royal Road of the Joseon Dynasty



Donhwamun-ro is a 1.85km road that starts from Donhwamun, the front gate of Changdeokgung Palace, and runs past Cheonggyecheon 3-ga to Pil-dong 82-1. Stretching from the center of the old capital of Joseon to the south, it is an important thoroughfare that functioned as the main north-south axis of the city. It was one of the roads used by the king when he went on procession outside of the palace and consequently shops, narrow alleys used by the common people filled with taverns and eateries (Pimatgol), and streets guarded by the night patrols (Sullagi) formed in the vicinity. The importance of Donhwamun-ro as an historical site has come under renewed attention considering its location between Jongmyo, the royal shrine of Joseon, and Changdeokgung Palace, which have been inscribed on the UNESCO World Cultural Heritage List.

Unhyeongung Palace, Cultural Respite in the City



In recent times, Unhyeongung has been transformed into a cultural venue. The palace was the residence of King Gojong, 26th monarch of Joseon, before he ascended the throne. This is where he lived with his father, the regent Heungseon Daewongun, who ruled in his young son's place for ten years, discussing policies and attending to major state affairs. At the time, Unhyeongung was a large palace connecting with Changdeokgung, but much was lost during the Korean War. Only a number of the original buildings remain, including Norakdang, where King Gojong was married to Queen Min and Noandang, the official residence of the regent Heungseon Daewongun. The palace is now reaching out to the public with performance culture-related classes, lectures and a permanent exhibition.

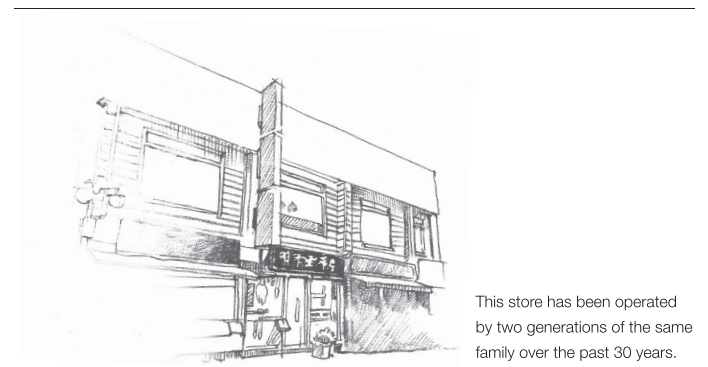
Jongmyo, Royal Shrine of Joseon



Jongmyo is the royal shrine where the spirit tablets of past kings and queens of the Joseon Dynasty are preserved and where the royal ancestral rites were held. The architectural manifestation of the ideals of Confucianism, the ruling ideology of Joseon, Jongmyo is comprised of buildings such as Yangnyeongjeon (Hall of Eternal Peace), Jeongjeon (Main Hall), and Hyangdaechong (Incense Storage Hall). Jeongjeon, the longest extant wooden building in Korea, has nineteen spirit tablet chambers and two side rooms at either end. It has a distinctive ambiance hard to compare with that of any other building. Jongmyo Jerye, the royal ancestral rites that were performed at the shrine during the five hundred years of the Joseon Dynasty, are handed down to this day with a reenactment of the rites held on the first Sunday of May every year.

Course One: History and Culture

This course explores the origins of the Insadong area and places of historical interest. Major stops include antique stores, galleries and ink and brush stores, as well as important historical sites such as the old site of Dohwaseo, the Royal Bureau of Painting, and the spot where the March First Declaration of Independence was read out.



Route | Anguk Station Exit No. 1 → Bukinsa-madang (Northern Insa Plaza) → Gallery Insart → Myeongsindang Pilbang → TONG-IN Store → Sun Gallery → Hisoripil Museum → Historic Site of March 1st Independence Declaration → Site of Jukdonggung Palace → Site of the Place where Min Yeonghwan Committed Suicide → Gonggyeong Museum of Historic Sites → Old site of Dohwaseo

Work time | 1 hour

This store has been operated by two generations of the same family over the past 30 years. It is stocked with traditional ink, paper, brushes and inkstones, the so-called "four friends of the scholar," as well as seals in a variety of calligraphy styles.

Tour of Insadong with Seoul Cultural Tourism Volunteer Guides

Visit the Seoul Hanok Portal for more information.

Seoul Hanok Portal QR Code

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<http://hanok.seoul.go.kr>

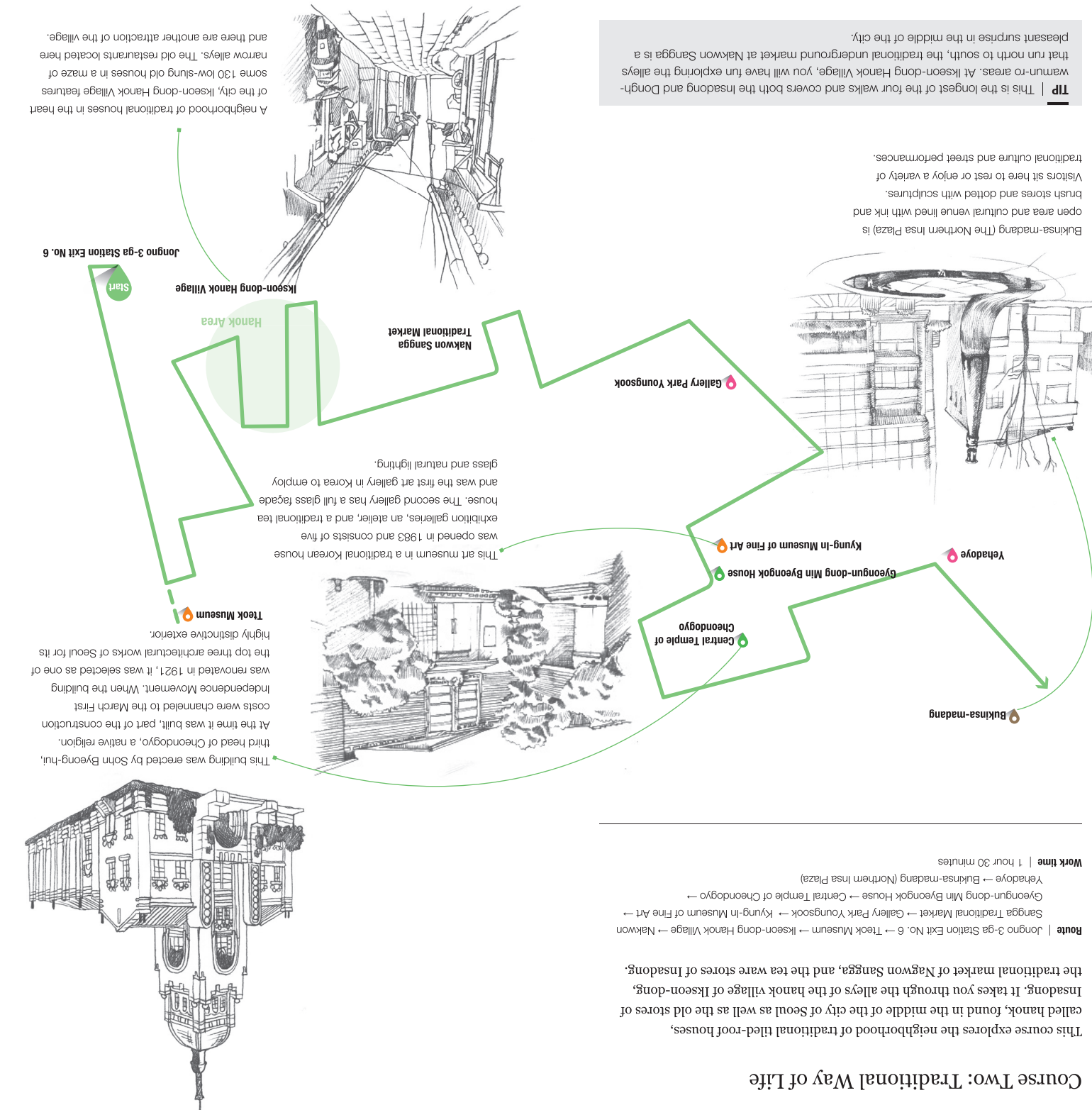
+82-2-2133-5580

Hanok Policy Division, Housing Policy Office

Course (2-3 hrs needed)
 Taggot Park → Jongno 3-ga Station → Myeongsindang pilbang → The Central Temple of Cheongdo → Gyeongun-dong Min Byeongok House → Kyungin Museum of Fine Art → Fine Art → Samsze-gil → Jogyesa (Temple) → Bosingak

Application Method | Reservation via telephone or Internet

Reservation & Inquiry | 02-6925-0777 <http://dobo.visitseoul.net>



Course Two: Traditional Way of Life

This course explores the neighborhood of traditional tiled-roof houses, called hanok, found in the middle of the city of Seoul as well as the old stores of Insadong. It takes you through the alleys of the hanok village of Inseon-dong, the traditional market of Nagwon Sangga, and the tea ware stores of Insadong.

Route | Jongno 3-ga Station Exit No. 6 → Teok Museum → Inseon-dong Hanok Village → Bukinsa-madang → Yehadoye → Gyeongun-dong Min Byeongok House → Kyungin Museum of Fine Art → Nagwon Traditional Market → Gallery Park Youngsook → Inseon-dong Hanok Village → Teok Museum → Jongno 3-ga Station Exit No. 6

Work time | 1 hour 30 minutes