

# Myeong-dong & Jung-gu

## Neighbourhood Top Five

- ❶ Climb or ride the cable car up **Namsan**, topped by **N Seoul Tower** (p73); the 262m central-city peak is a leafy retreat from Myeong-dong's commercial throng.
- ❷ Haggle day and night with the vendors at the mammoth **Namdaemun Market** (p74).
- ❸ Learn about traditional Korean houses and culture at **Namsangol Hanok Village** (p77).
- ❹ Go shopping crazy on the packed, neon-festooned streets of **Myeong-dong** (p82).
- ❺ Enjoy the changing of the guard outside **Deoksugung** (p75) and wander the pleasant palace grounds.



For more detail of this area see Map p216 ➔

## Lonely Planet's Top Tip

On the roof of the original Shinsegae building is Trinity Garden, dotted with sculptures by Henry Moore, Joan Miró and Jeff Koons among others; there's a cafe or you could enjoy a picnic of goodies bought from the department store's food hall.



### Best Places to Eat

- Gosang (p80)
- Congdu (p80)
- Chung-jeong-gak (p78)

For reviews, see p78 ➡



### Best Entertainment

- Nanta Theatre (p82)
- Jeongdong Theater (p81)
- Korea House (p80)

For reviews, see p81 ➡



### Best Places to Shop

- Namdaemun Market (p74)
- Shinsegae (p82)
- Lotte Department Store (p82)

For reviews, see p82 ➡

## Explore: Myeong-dong & Jung-gu

Branding itself the city's belly button, Jung-gu ([www.junggu.seoul.kr](http://www.junggu.seoul.kr)) stretches from the southern city gate of Sungnyemun and round-the-clock Namdaemun Market towards the eastern gate of Heunginjimun. Dominating the district's heart is the youth-fashion shopping area of Myeong-dong. Myeong means 'light' – apt for an area where Seoul's commercial razzle-dazzle reaches its apogee.

Myeong-dong's streets and alleyways are invariably teeming with shoppers. Masses of boutiques cater to every youthful style tribe, along with plenty of cafes, restaurants and high-rise shopping malls. Japanese visitors in particular adore it and you'll often hear shop and stall vendors address the crowd in that language. The mass of humanity, noise and visual stimulation can become overwhelming, but don't let that put you off spending some time soaking up the electric atmosphere and indulging in retail therapy.

Tranquillity can be regained on nearby Namsan, downtown Seoul's green lung, its hiking trails, parkland and old City Wall newly spruced up. Also providing a change of pace is the area to the west of Seoul Plaza and City Hall. Here you'll find Deoksugung, a lovely palace around which early missionaries built Seoul's first churches and schools, and where foreign legations were based; many old buildings have been preserved.

## Local Life

- **Sunday worship** Attend a service at the historic Myeong-dong Catholic Cathedral (p78) or the Romanesque-style Anglican Church.
- **Get fit** Join locals stretching their legs and keeping fit on the Northern Namsan walking trail; for a proper workout drop by the free outdoor gym (p73) behind the National Theater of Korea.
- **Free concerts** From mid-May to the end of August grassy Seoul Plaza (p76), fronting the City Hall, has free performances most nights.

## Getting There & Away

- **Subway** Line 4 connects Seoul station with Hoehyeon (for Namdaemun Market), Myeongdong and Chungmuro for the Namsangol Hanok Village.
- **Bus/cable car** Taxis are banned from going to the top of Namsan, so use one of the ecofriendly buses or hop on the cable car.