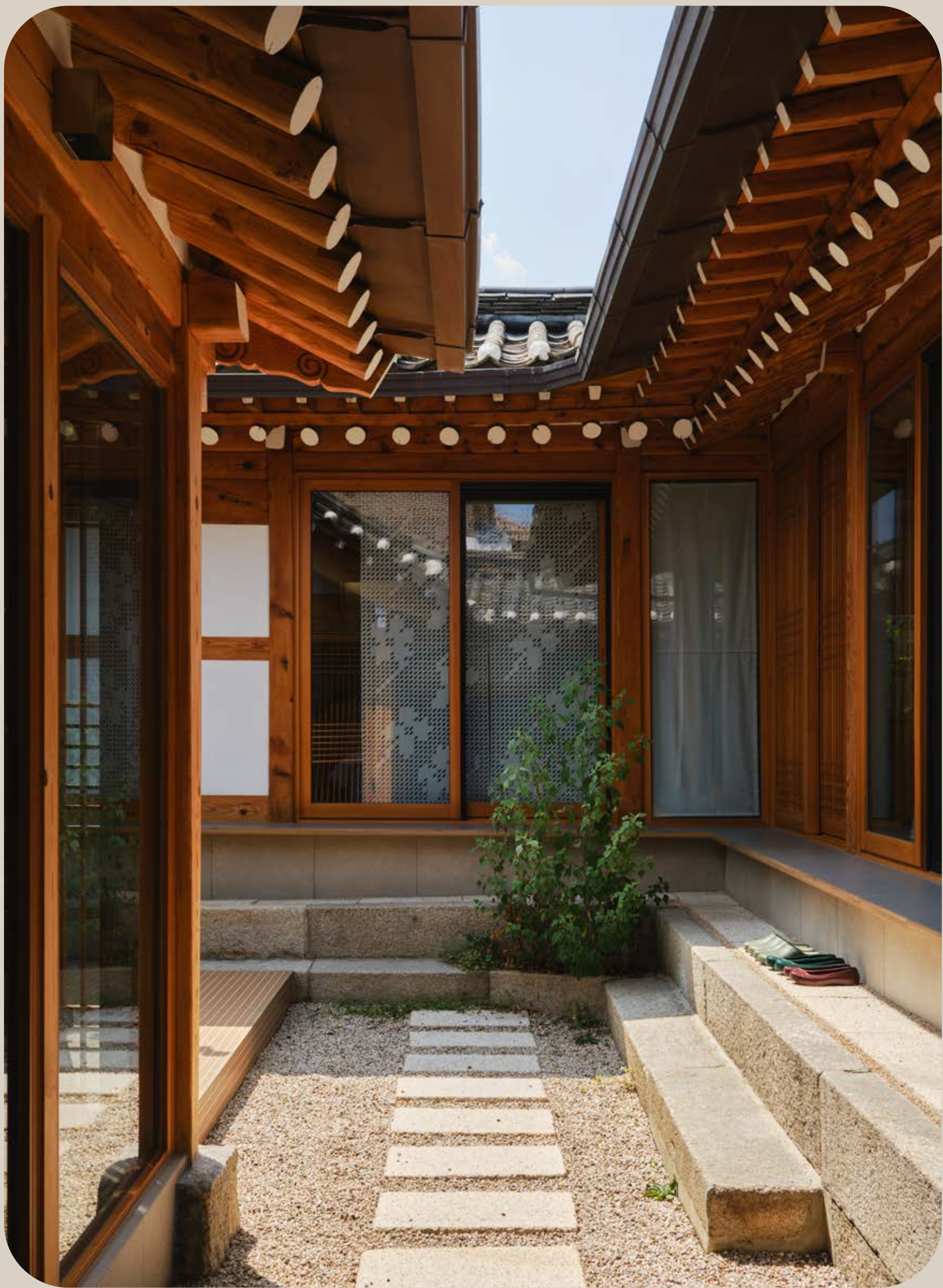


Seoul



CITY GUIDE *for* DESIGN LOVERS
by SOFTER VOLUMES

Specialty COFFEE, *modern*
DINING, *unique* BARS,
lifestyle BOUTIQUES,
luxury HOTELS, *traditional*
HANOK STAYS, *and*
relaxing SPAS.

Welcome

Welcome to the Seoul City Guide by Softer Volumes. In this guide you'll find a curated selection of places to eat, drink, shop, stay and unwind in South Korea's multifaceted capital. A city where ultramodern skyscrapers and high-tech innovation coexist with historic palaces, traditional markets and tranquil hanok villages, Seoul offers a unique blend of contemporary vibrancy and rich heritage.

We hope our recommendations help to create memorable experiences during your time in this lively and ever-evolving city. Save the guide on your phone for easy access while travelling. Use the included links to view the featured venues on a map, browse websites for restaurant menus or table bookings, and explore more images on Instagram.

Enjoy!

[SOFTERVOLUMES.COM](https://softervolumes.com)
[@SOFTERVOLUMES](https://www.instagram.com/softervolumes)

SEOUL CITY GUIDE

Cafes

[VIEW](#)

Restaurants & Bars

[VIEW](#)

Stores

[VIEW](#)

Hotels & Hanoks

[VIEW](#)

Spas

[VIEW](#)

Map

[VIEW GOOGLE MAP](#)

Cafes

Where to go for coffee,
breakfast, lunch and dessert

Chachaithe

HANNAM

This teahouse takes a modern approach to the traditional tea room. Stone and wood give the space a grounded feel, while soft light keeps it comfortable and easy to spend time in. The layout is open and uncluttered, allowing room to breathe without feeling sparse. The menu centres on carefully selected teas with a small offering of desserts, served simply in a space that feels calm and welcoming.







Hearts House

SONGJEONG

A modest neighbourhood home finds new life as Hearts House, reimagined by GIZI Associates. The designers retained much of the building's original charm - timber frames and textured walls. Thoughtful interventions and natural materials create a sense of ease, resulting in a space that feels quietly balanced and warmly contemporary.







TXT Coffee

WONSEO

Tucked behind a modest green façade in Jongno-gu, TXT Coffee offers a quiet, focused take on Seoul's specialty coffee scene. Guests can choose from a curated selection of five beans for hand-drip coffee, each brewed to highlight clarity and balance. The space is kept simple and compact, designed to maintain attention on the coffee rather than the surroundings.







Stereophonic Sound

HONGDAE

Run by fashion label Have Had, Stereophonic Sound allows visitors to enjoy shopping, coffee, and music in one space. The sleek space is decorated with blonde wood and stainless steel, with a curated display of Have Had’s apparel on the back wall. The store also rents out cassette players, and encourages visitors to visit the nearby park to enjoy their music.







Protokoll

HAPJEONG

Specialty coffee shop roasting coffee beans with unique flavour profiles. With each visit, Protokoll Roasters aims to create lasting experiences, hoping to be etched into the memories of those who step through their doors. The wood and metal details are evident throughout the design of the multi-level cafe—from the furniture to the stair railings.







Vonzrr

SEONGSU

A home away from home. Located in the dynamic neighbourhood of Seongsu, design firm Studio Sherpa captures the essence of a quiet multi-level residential space—equipped with various lamps, table arrangements and seating options, including sofas. It crafts the idea of inviting guests into a home, where there's a place to drink, rest, work and catch up with friends.









Five Brewing

BANGBAE

Local cafe Five Brewing are meticulous in their processes to ensure a perfect cup of coffee. The space is an extension of their coffee—simple but refined. With years of experience, multi-award-winning barista and owner Hyungsoo Do expresses his knowledge in delivering delicious coffee by continuously researching and sourcing high quality coffee beans. Order a filter coffee and enhance its flavour with a selection of their house-made Korean desserts.









Ongozeisin

BONGCHEON

A unique experience through ambience and flavour palettes. Ongozeisin offers a range of house-made brew teas and a unique selection of specialty desserts. Its large circular window allows for abundant natural light to give contrast to the moody palette of industrial design elements and timber furnishings. Relax on the tatami seating while observing the staff expertly preparing tea.









Oscar Coffee Booth

HONGDAE

Oscar Coffee Booth offers an inviting, everyday space designed for comfort. Created by Maha Architects, the interior blends soft tones of wood, concrete, and metal to achieve a modern, calming aesthetic. Supporting local businesses, the cafe sources its coffee beans from roasters in Seoul and across South Korea. Savour their carefully selected beans as a filter coffee, perfectly complemented by their delectable in-house desserts.







Cociety

SEONGSU

Cociety is a collaborative space where like-minded individuals come together to grow and inspire one another. Unlike conventional workplaces that focus solely on individual tasks, it values a shared vision and the exchange of ideas. Nestled in a quiet alley in Seongsu, Cociety features a coffee lounge, a peaceful courtyard, and an event hall, fostering a relaxed environment for creativity and teamwork.





Coffee Nap Roasters

YEONNAM, SEONGSU

A local coffee roastery with branches in Yeonnam and Seongsu, the small yet cosy, pet-friendly Yeonnam cafe reimagines traditional seating. Instead of designated seats, a low hill made of 7,000 bricks invites customers to explore a fresh perspective on cafe experiences. Their selection of in-house roasted coffee beans is sure to delight every taste bud.









Kitte

CHEONGPA

Hidden along the university street, cafe Kitte is housed in a historic Japanese colonial-style residence established in 1930. Owned and meticulously preserved by the current owner's family since 1960s, the place retains most of its original architectural elements. The venue offers various tea-inspired menus including a matcha cream topped coffee, along with homemade custard pudding and Castella sponge cake.







STAFF
ONLY



Heuler

YEONGDEUNGPO

Creating a sense of fluidity and tranquillity, architecture firm KKOL Studio extends the concept of water through a symmetrical curve design with entrances and exits on both sides, enabling a seamless flow through the space. Soft wooden tones combined with concrete form a neutral palette that's easy on the eyes.







Komfortabel

MULTIPLE LOCATIONS

GRANHAND—known for their range of personal fragrances—have turned their attention to the scent of coffee at Komfortabel, with four locations across the city. Built upon a 1970s house, the Seogyo location maintains the original floor plan while incorporating unique palettes and textures with wooden and concrete finishes. Feel right at home with a freshly-brewed coffee and their tempting selection of desserts. The Namsan branch takes a more modern, minimalist approach, with walnut and leather furnishings adding warmth and floor-to-ceiling windows offering panoramic city views.











Cafe Sanare

UI

Located at the foot of Bukhansan Mountain, Cafe Sanare offers a relaxing getaway that seamlessly integrates with the surrounding nature. It features outdoor and rooftop seating areas, lush indoor greenery, and ceiling-height windows that invite abundant natural light.







Maha

HANNAM

Tucked in the quieter neighbourhood of Hannam lives a sophisticated, modern cafe with a personal architectural touch. Donghyun Kim, founder of Maha Architects, has transformed a traditional bathhouse into a design-first architectural office and cafe. Curated furniture from designers such as Fritz Hansen and Knoll provides a sense of pure luxury.









Pin Coffee

GUUI

Distinct construction sets Pin Coffee apart from traditional cafes. Design firm The First Penguin utilises wood, concrete, and metal to craft a monochromatic, minimalist interior. True to their name, the cafe is tucked between the alleys of a residential area. Renowned for their butter bars, they offer a wide range of flavours designed to delight and surprise.









MAKJI

YEONHUI

Sustainability is at the forefront of MAKJI's business. Design house Saso Studio creates a refined space in a calm and quiet neighbourhood. The preservation of the building's raw, internal concrete structure aligns with MAKJI's commitment to sustainability. The wide range of desserts utilise byproducts from Korean rice wine (makgeolli) and rice, replacing traditional white flour with modern flavours.









Onion

SEONGSU

Set within a former metal factory, Onion oozes a laidback, industrial cool. Original concrete and brickwork—deliberately exposed during the renovation process—retain the character of the building, while monolithic counters and steel accents add a contemporary touch. An incredibly popular spot, particularly known for their specialty coffee and soft, buttery salt bread—a Korean favourite.





More Cafes

Undebt

Cafe | Guam

Montauk

Cafe and bakery | Bangbae

Goro Coffee Roasters

Cafe and roastery | Sansu

TYPE HANGANG

Cafe | Sansu

Standard System

Tea house | Cheongdam

Cordialement

Cafe | Anguk

Bean Brothers

Cafe and roastery | Sansu

Daechung Park

Cafe | Hongdae

Anthracite Coffee

Cafe and roastery | Seogyo

Goodly

Dessert cafe | Gangbuk



More Cafes

Overstory

Dessert cafe | Seongbuk

DYI Workshop

Cafe and roastery | Seongsu

Foreplan

Cafe | Seongsu

Omot

Tea house | Seongsu

Rowing Coffee

Cafe | Hapjeong

Mil Toast

Dessert cafe | Ikseon

Bonanza

Cafe and roastery | Gunja

Lowkey

Cafe and roastery | Yeonhui

Uyoung

Japanese dessert cafe | Guui

Seonjam

Cafe | Seongbuk



More Cafes

House of Vinyl

Cafe | Yeonhui

Aukra

All-day brunch cafe | Yangjae

Osulloc Tea House

Tea house | Bukchon

Delphic

Tea house | Anguk

Tartine

Bakery | Hannam

Saengteom | Sanctum

Cafe | Hannam

MTL

Cafe | Hannam

Lifo

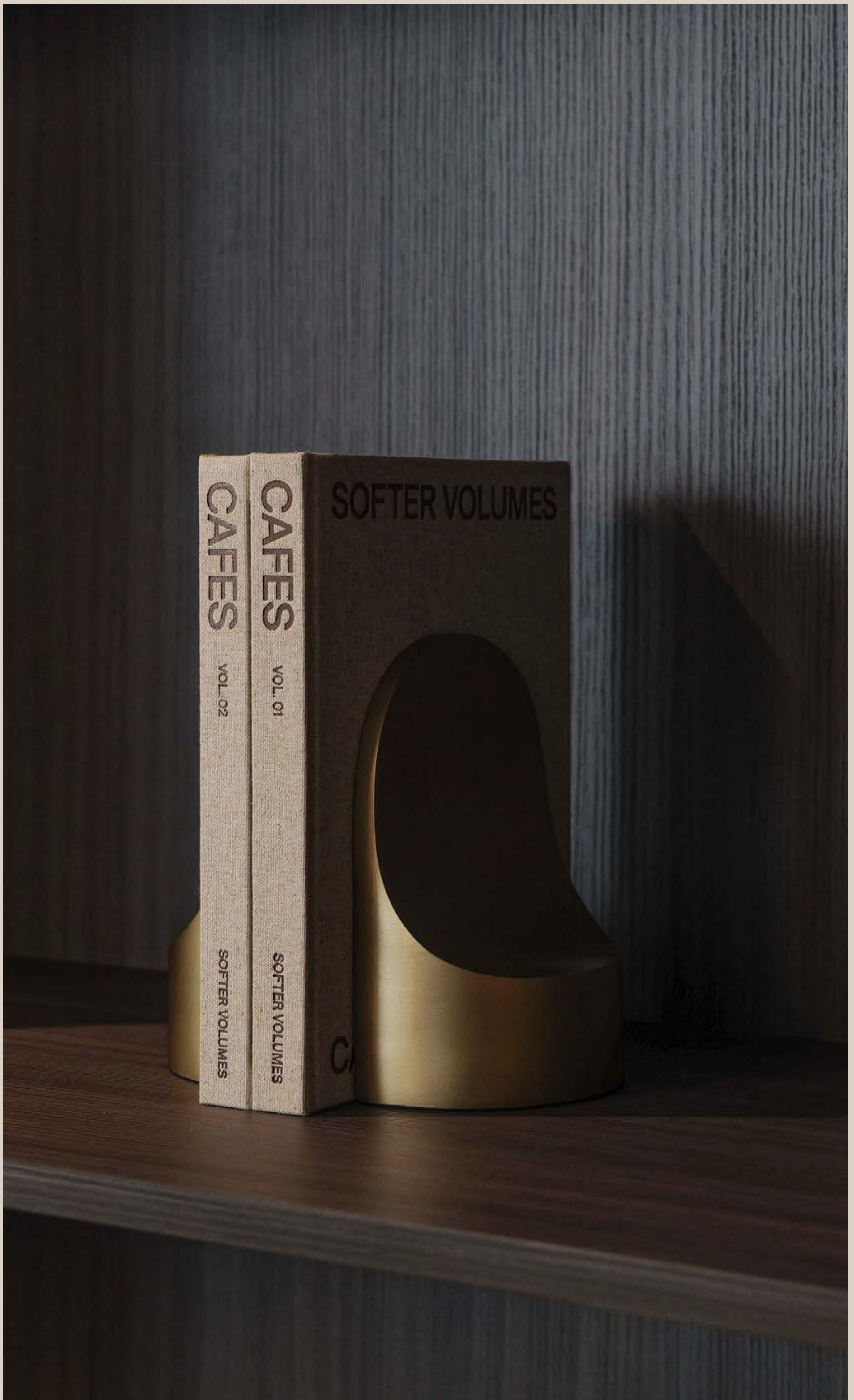
Brunch cafe | Seongsu

[VIEW ALL ON MAP](#)

Cafes Book

Your guide to the world's most beautiful coffee shops.
Available in print and digital editions.

[SEE INSIDE](#)



Restaurants & Bars

Where to go for
dinner and drinks

Carnaby

YONGSAN

Carnaby offers a contemporary interpretation of modern Korean cuisine, informed by the sensibilities of British dining. The interior combines warm wood, muted tones, and panoramic windows that invites natural light, creating a relaxed yet refined atmosphere. The menu highlights seasonal ingredients prepared with restrained, modern techniques, resulting in dishes that feel both familiar and quietly inventive.







Danse

HANGANGNO

This woodfired restaurant has transformed a dilapidated home into a warm and inviting space. Danse showcases its playful side (the spirit of ‘dance’)—from the use of fire in their dishes, a liquor bottle garden upon entering, large floor-to-ceiling windows and bespoke chairs with mismatched backrests. You won’t be disappointed with their delectable menu and their tight selection of wines.







Soma

INSADONG

Fine-casual restaurant showcasing Cantonese cuisine. Soma, meaning ‘South of Market’, is where Chef Moon Jong-hyun studied Cantonese cuisine in San Francisco’s Chinatown. With subtle oriental elements displayed inside the restaurant, their mouthwatering menu will transport you to the heart of Hong Kong.







Akira Back

GWANGHAMUN

Award-winning Japanese cuisine with a Korean twist. Located in the Four Seasons hotel, Chef Akira Back redefines Asian cuisine with a combination of classic Japanese dishes and Korean accents. 'A Modern Bamboo Theatre' is the theme André Fu and his design studio AFISO used to create this contemporary dining experience, with bamboo screens and post-modern lantern shades. The interiors are captivating—especially Shingo Muramoto's red, polished lacquered leaves which are found throughout.







Komvaak

JUNGNIM

Brunch by day, wine bar by night. Design firm Studio PAN harnesses the beauty of natural wood to create a welcoming dining space. Spend some time enjoying the high-ceiling atmosphere, complemented by a nostalgic, retro-style menu filled with a curated selection of dishes and an impressive wine list. Through a sliver of the open production kitchen, you're offered a glimpse of the meticulous detail and care that goes into each plate.







Mangata

SAMCHEONG

Amidst century-old traditional buildings, modern art galleries and artisanal shops lies a Swedish fine dining experience. And to no surprise, this culinary delight exists in the rustic setting of a traditional Korean hanok. Chef Kim Do-yeong showcases his love for Swedish cuisine and its striking similarities to Korean cuisine—particularly its fermentation processes. Enjoy his take on Swedish cuisine in a cosy, intimate setting. A visit won't be complete without a serving of classic Swedish meatballs.









MOWa

MYEONGDONG

This Korean cuisine and wine bar offers an impressive selection of wine—and that’s no exaggeration. Offering more than 1,000 types of wine, Design Studio Maoom creates a mesmerising deep emerald corridor filled with MOWa’s prized wines, thoughtfully separating both dining areas. The vast selection of wine and beverages is sure to pair perfectly with the menu offerings.







Confier

NAMDAEMUN

This French-Korean fine dining restaurant offers a gastronomic journey, with its menu changing with the seasons. The architectural firm Stof recreates the atmosphere of a traditional theatre: the view from the entrance and reception (the backstage) is blocked off from the seating area (the auditorium), while facing the seating area is the open production kitchen (the main stage)—here, you'll witness a work of art come to life, with French techniques and finesse in each dish served.







Soseoul

HANNAM

Embodying traditional Korean food culture, Michelin-starred chef Eom Tae-Chul explores the fundamentals of hansik, elevating Korean cuisine and inviting diners to rediscover familiar flavours. Using exclusively Korean ingredients, each dish reflects simplicity and elegance that complements the modern, minimalist interiors.





Sav Seoul

APGUJEONG

Urban winery with a cave-like ambiance for an immersive wine experience. Operated by one of Korea’s top five wine importers and distributors, enjoy their signature dishes prepared by Chef Jang Miel, paired perfectly with a wine selected with the help of a knowledgeable sommelier.









Atta

HANNAM

Decorated in light neutral tones, with dark wooden floorboards and steel accents, the menu at this Italian restaurant is just as considered as the interior. Signature dishes such as the Jambon pizza—which is topped with three Italian cheeses, flame-grilled ham, apple, and hazelnut butter—are served alongside seasonal specialties such as Calamari Fritti or ‘Nduja & Clam served with a cream and white wine sauce.





ATTA
HERE

welcome
hwaduck bar
@atta.seoul





Carnaby

YONGSAN

Carnaby offers a contemporary interpretation of modern Korean cuisine, informed by the sensibilities of British dining. The interior combines warm wood, muted tones, and floor-to-ceiling windows that bring in natural light, creating a relaxed yet refined atmosphere. The menu highlights seasonal ingredients prepared with restrained, modern techniques, resulting in dishes that feel both familiar and quietly inventive.





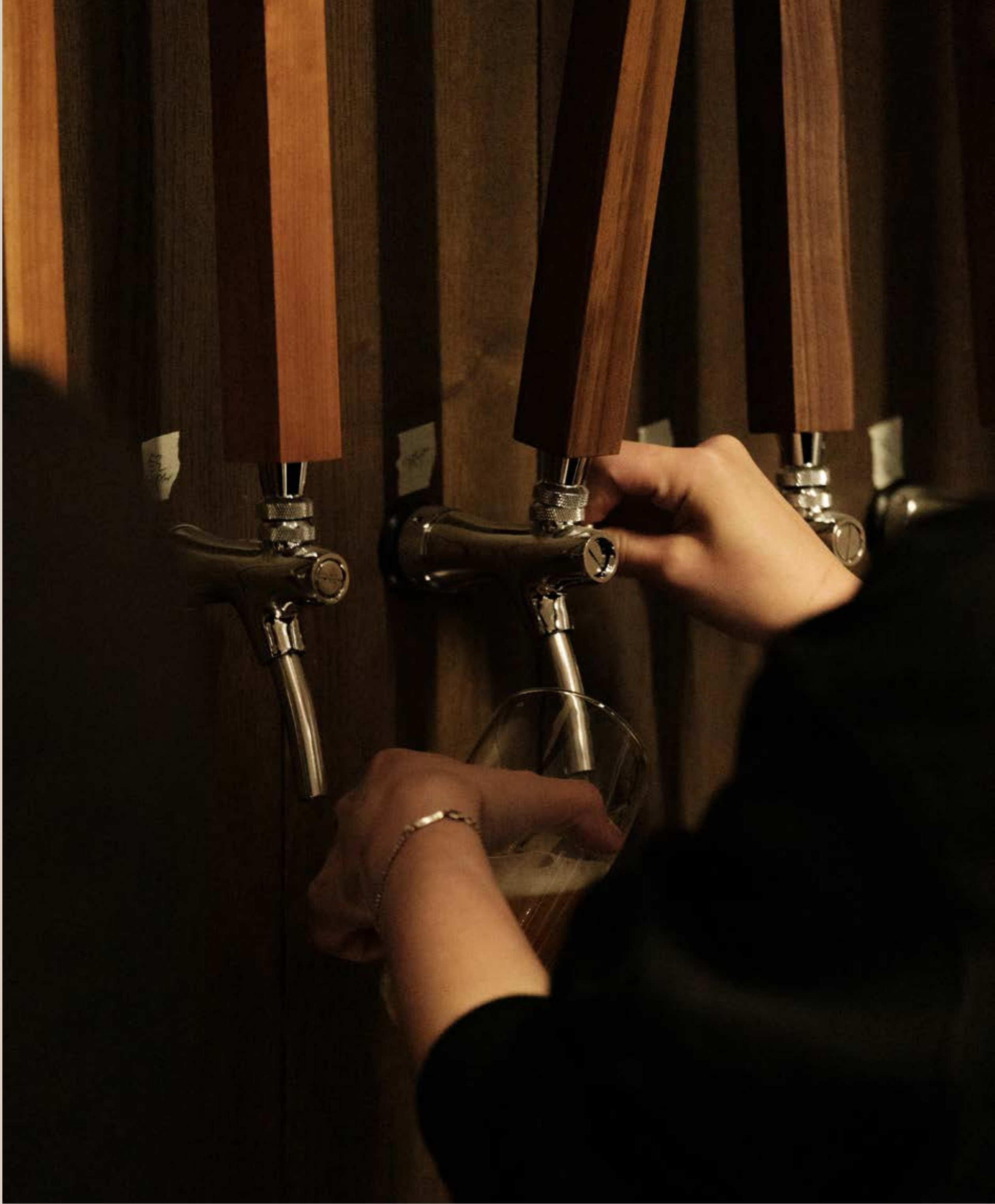


Seoul Brewery

SEONGSU

This expansive, seven-story craft brewery offers a distinctive journey into the world of craft beer, highlighting unique styles brewed with seasonal ingredients. Seoul Brewery creates an immersive experience, featuring guided tours and beer tastings, and regularly hosts events, catering to both casual visitors and dedicated beer enthusiasts.







Ghiwon22

MYEONGDONG

A hidden, classy local bar known for its original cocktails crafted with artisan-made traditional liquors. Divided into two sections, their exquisite offerings are complemented by the warm and intimate atmosphere.





Komfy Bar

HAPJEONG

A wine bar offering an immersive music experience with a large selection of vintage and modern LPs. Pair their delightful food menu with unique drink offerings in a cosy, informal, music-filled environment.







Philosophy Lounge

MYEONGDONG

Elegant lounge bar that replaces bar seating with intimate table seating—an intentional decision to help create meaningful memories without external distractions. Their delicious selection of sweet and savoury side dishes are created to be paired with their signature cocktails and whiskies.







A GLASS OF

YONGSAN

This petite bar in Yongsan specialises in wine, coffee, and highballs, and offers a casual and approachable atmosphere. There is also a light snack menu, which features bread with oil or honey butter, and vanilla ice-cream with toppings such as honeycomb, or olive oil with salt and pepper.





TYMM

YONGSAN

A broad collection of cassette tapes provides the soundtrack at TYMM, which also hosts regular music events and DJ sets. Tannoy speakers add to the air of nostalgia and sit in pleasing contrast with the more contemporary birch furniture and concrete bar. The wine selection is diverse, and the food menu features French-influenced dishes such as Gratin Dauphinois and Pâté.









More Restaurants & Bars

Mimiok

Shabu-shabu restaurant | Hangangno

Woomoolzip

Korean restaurant | Myeongdong

Mingles

Two-Michelin-starred Korean restaurant | Cheongdam

Vuur

Seasonal dining bar | Gangnam

Bon Vivant

French bistro | Itaewon

Pard

Modern European Restaurant | Hannam

Imok Smoke Dining

Barbecue restaurant | Apgujeong

Restaurant Allen

Two-Michelin-starred French-Korean restaurant | Yeoksam

Acid House

Wine bar and restaurant | Sinsa

Miyua

Soba and udon restaurant | Yangjae



More Restaurants & Bars

Deokboon

Korean restaurant | Gangnam

TBD

Wine bar and restaurant | Hannam

One Fork Three Tteoks

Korean restaurant | Seongsu

Dyer Maker

Cocktail Bar | Yeongdeongpo

Leroy

Wine Bar | Cheongdam

1914 Lounge & Bar

Lounge & Cocktail Bar | Yeoksam

Tent

Whisky Bar | Myeongdong

Charles H

Speakeasy Bar | Gwanghwamun

Zest

Cocktail Bar | Apgujeong

Eulji FM

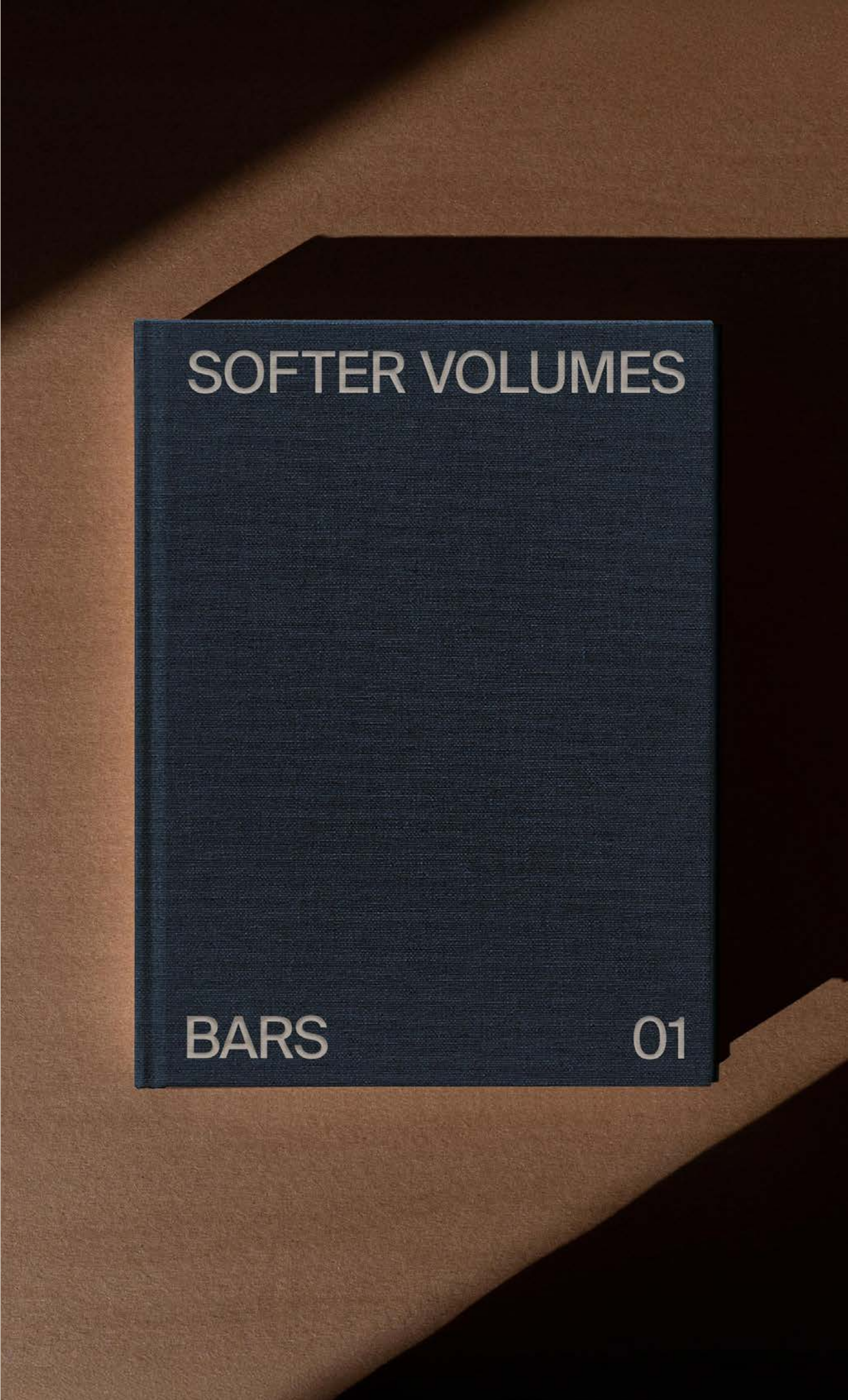
LP Bar | Euljiro

[VIEW ALL ON MAP](#)

Bars Book

240 pages of unique bars across 20 countries.
Available in print and digital editions.

SEE INSIDE

A dark blue book cover with a fine, woven texture. The cover is positioned vertically on a brown, textured surface that resembles cardboard or heavy paper. The lighting is dramatic, coming from the upper left, casting a sharp shadow to the right and highlighting the texture of both the book and the surface. The text on the cover is in a clean, white, sans-serif font.

SOFTER VOLUMES

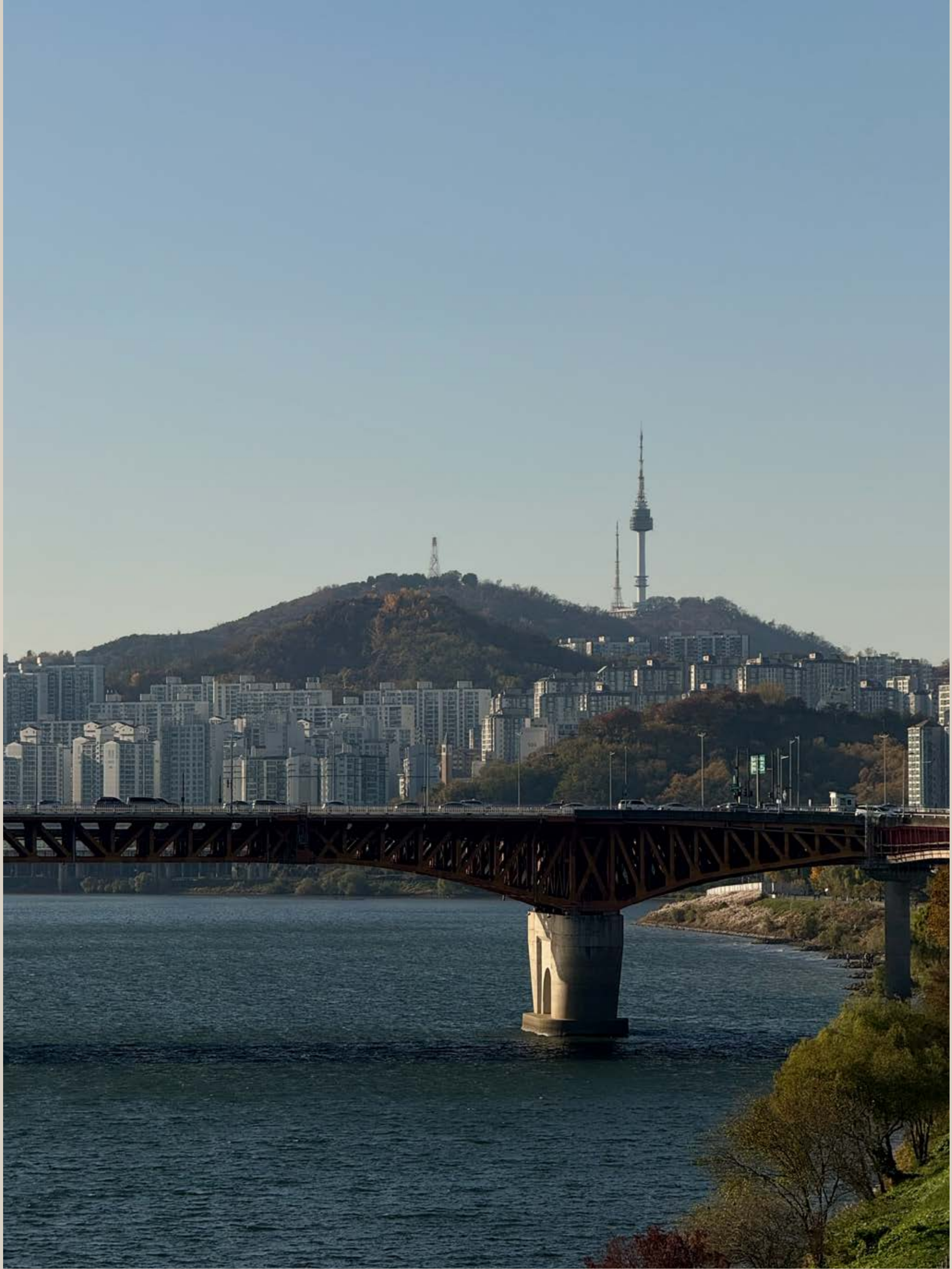
BARS

01

Seoul Moments



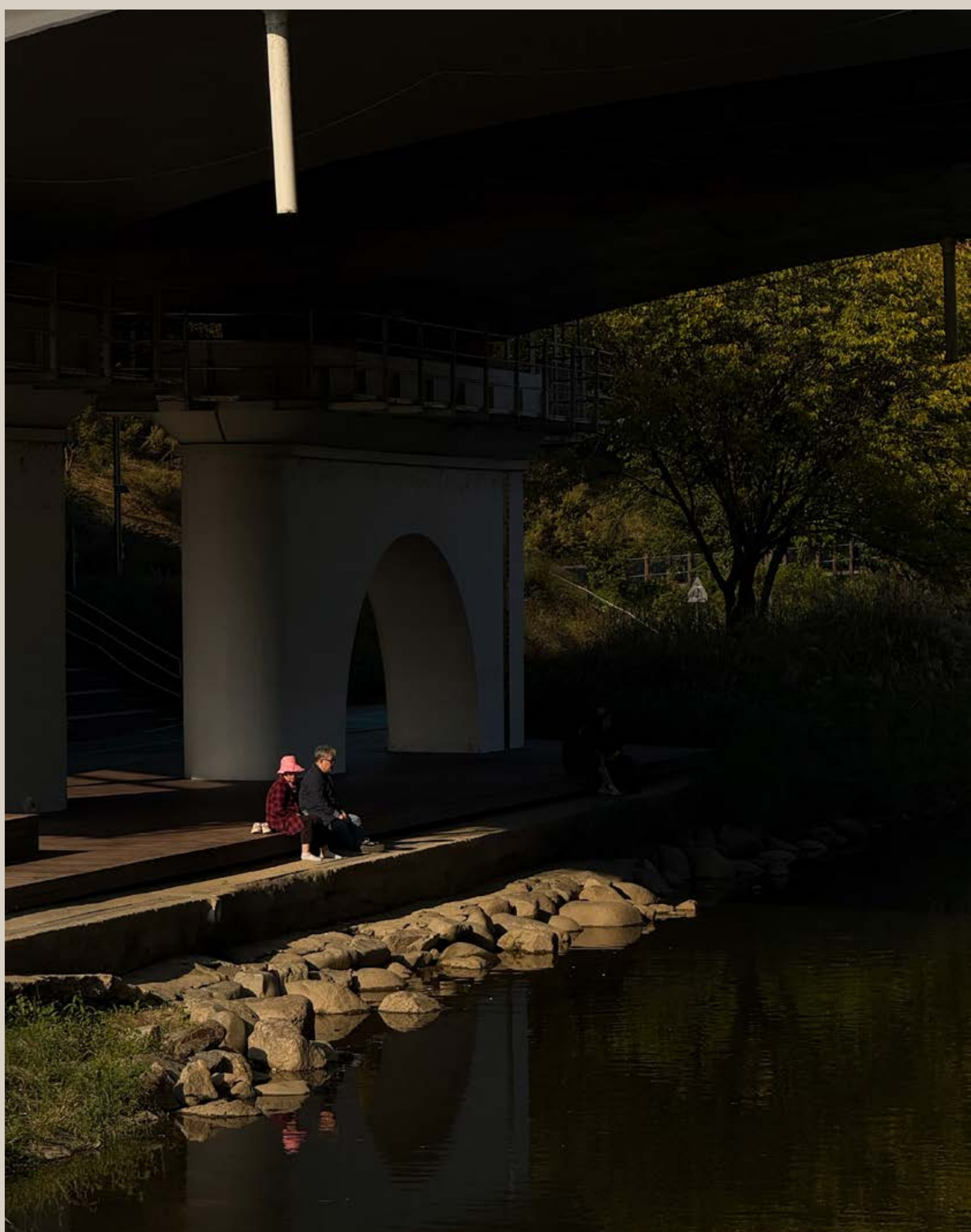
View of Seocho from Nue-Dari (Silk Bridge)



Hangang river from Seongsu Pedestrian Overpass



Angukmun gate at Nakseongdae Park



Relaxation by Yangjaecheon Stream



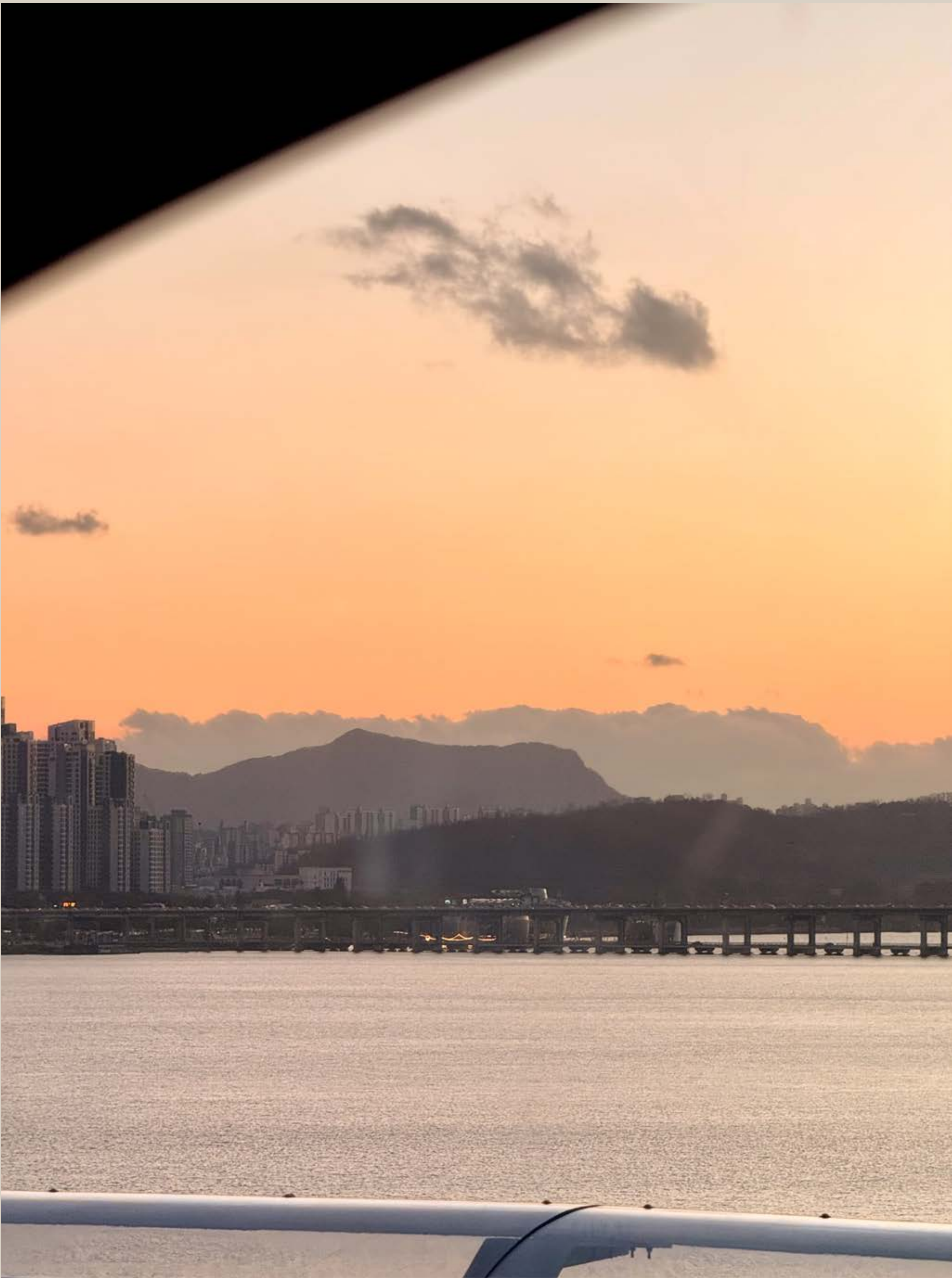
Along the walls of Gyeongbokgung Palace



Seoul City Skyline at CAFE COMFORT's rooftop



Yeouido Park, Yeongdeungpo District



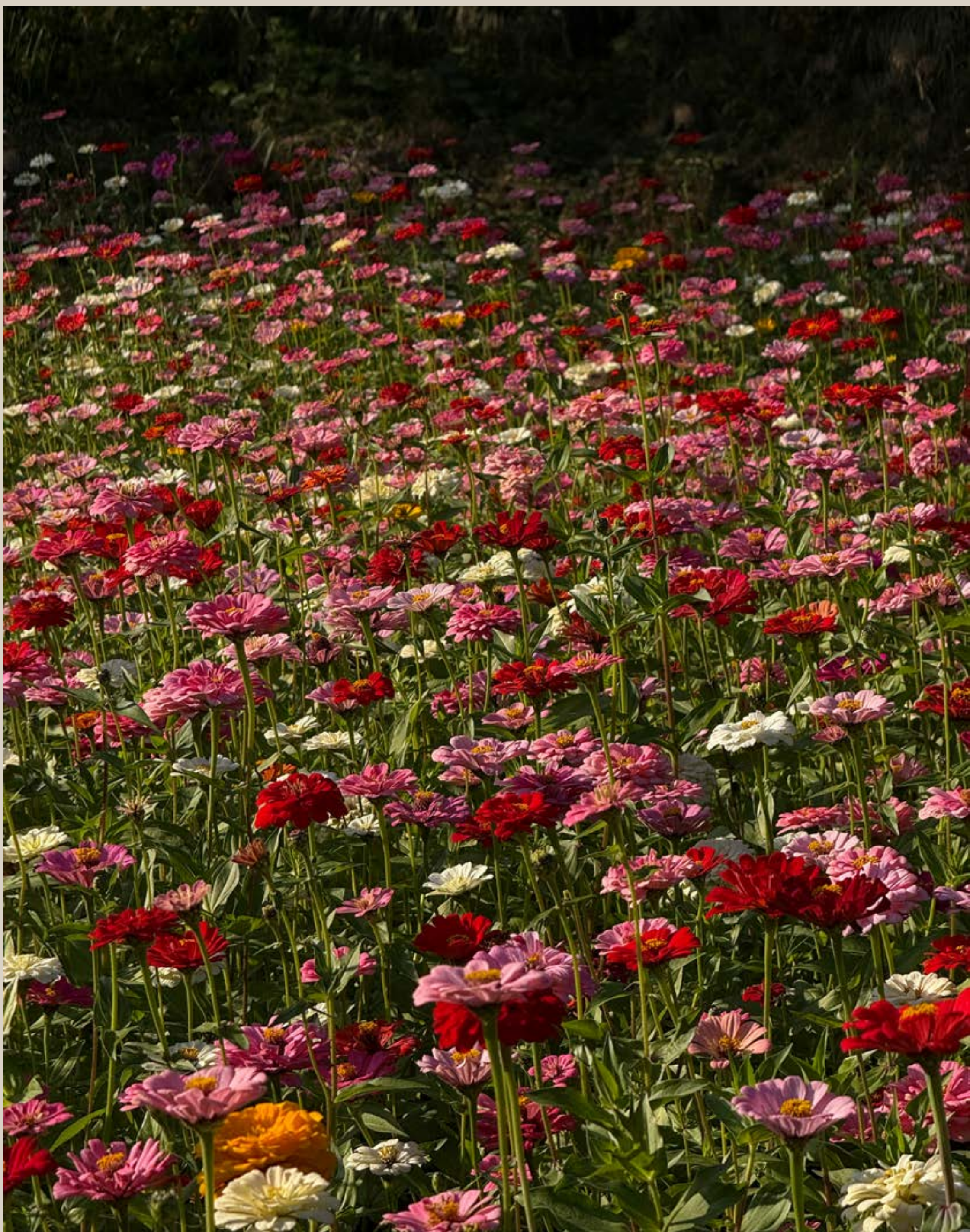
Hangang River sunset over Hannam Bridge



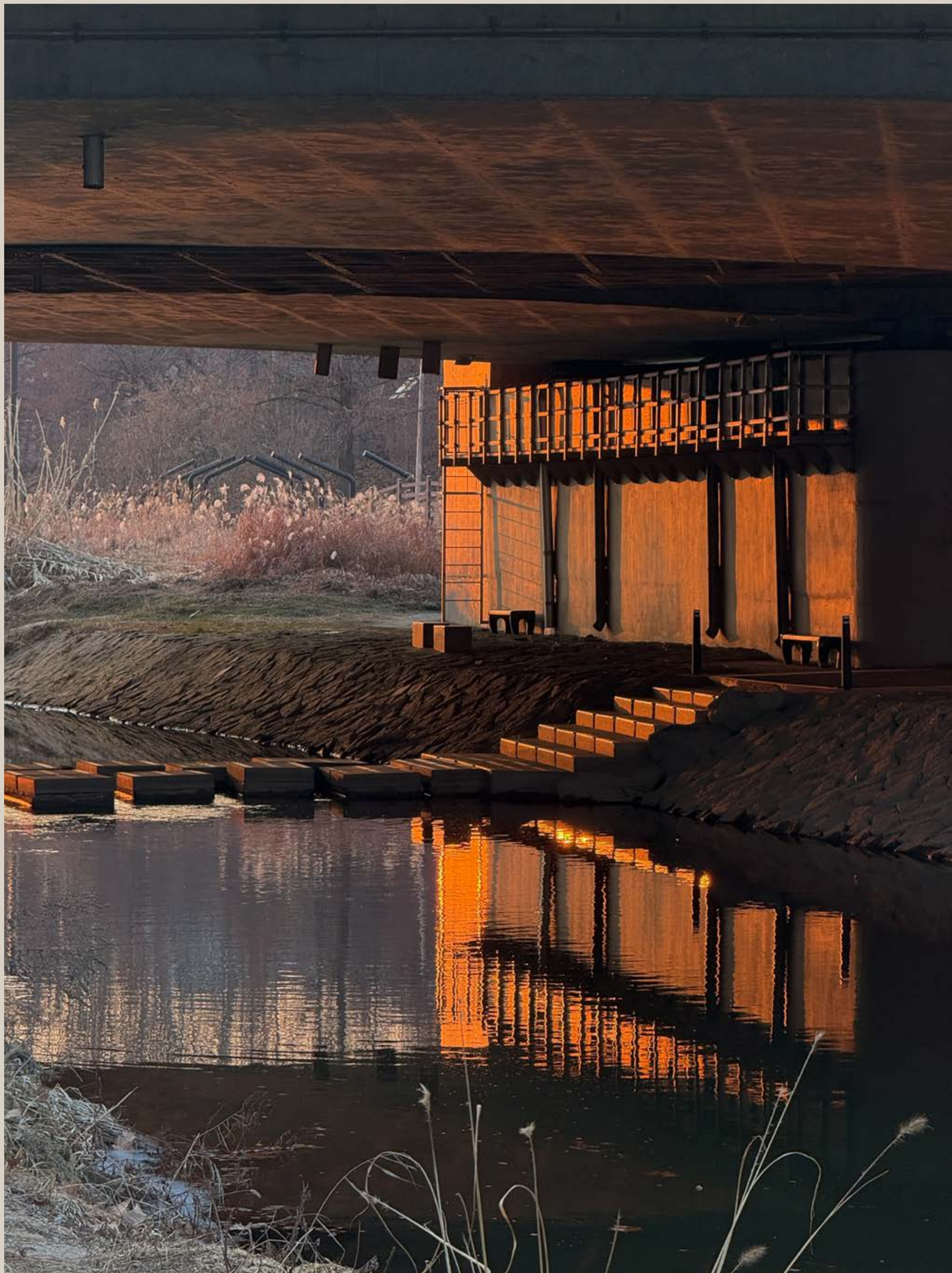
Sunset View, Nodeul Island



Hangang River View, South of Seongsu



Spring flowers, Yangjae Citizen Forest



Sunset reflections under Yangjaecheon Stream Bridge

Stores

Where to shop

025S

BUKCHON

In Bukchon, ATELIER KHJ designed the 025S showroom to slow the pace. Steel frames and minimal materials keep the focus on the scents. The space unfolds in three stages, from a sensory threshold to a deeper immersion, then a final room to linger. The brand’s ideas about time and story are reflected in the layout of the space.





2025



ETC

SEOCHON

ETC sits quietly within Seochon's traditional streetscape, offering a contemporary retail space shaped in dialogue with its surroundings. Its wooden furnishings and concrete finishes seamlessly blends with the neighbourhood's historic fabric. Specially curated garments are presented with clarity and spacing, allowing it to come forward without distraction. The result is a modern clothing store that feels rooted in place, where past and present meet through design rather than gesture.





Pyunkang Yul

BUKCHON

Pyunkang Yul's flagship store in Bukchon draws heavily on traditional Korean aesthetics. The space features folding screens and painted fabrics inspired by those used in Gyeongbuk Palace, and materials such as wood, brass, and granite. There is also an in-store tea house, where guests can enjoy herbal teas and Korean sweets, called hangwa, in seasonally-inspired flavours such as kumquat, apple, and red bean.









Pyunkang Yul

Rediscovering true beauty, from within

MONOHA

HANNAM, SEONGSU

Combining simplicity and sophistication, this Korean brand offers a minimalist approach to craftsmanship and creativity. Inspired by the art movement Mono-ha, their exploration of natural and industrial materials is reflected in their womenswear, curated home goods, and interior design. At the Hannam store, architect Makishi Nami designs a three-level structure resembling a house, complete with a tranquil garden space.







Amomento

SEOCHON

Contemporary Korean fashion label that has made an impact worldwide for its premium garments that embody a classic aesthetic, reflecting the brand's ethos. With each piece made in Seoul, their focus on in-house textile development and sophisticated details ensures enduring appeal. The flagship store features a striking tunnel-like entrance that opens into a relaxed and refined space.





Lemaire

HANNAM

Establishing its first flagship store outside Paris, Lemaire has found a new home in a quiet residential alley of Hannam. Architect Lim Taehee of LTH Studio skillfully merges the concepts of home and retail, aligning with Lemaire’s collections aimed at enhancing daily life. The blend of traditional craftsmanship with modern architecture is apparent in both the interior and exterior. By incorporating lacquered furnishings, padded nubi drapes, bejmat tiles and abaca mats in the interiors, along with a tranquil, landscaped garden for the exterior, the design fosters a synthesis between nature and the retail space.







GRANHAND

SEOCHON

One of the more established and accessible fragrance brands in South Korea, GRANHAND aims to create natural and sophisticated scents that improve the quality of daily life. The interior’s use of warm and natural materials is an extension of the brand’s organic and artisanal ethos.







Yiyeha

SEOCHON

Unique Korean jewellery boutique known for its delicate, hand-crafted designs and quality, artisanal craftsmanship. Blending contemporary designs with traditional Korean art, each piece carries a timeless value of place and history. A selection of customisable pieces are also available, offering you a unique, personal shopping experience. The store's neutral interiors are accentuated by Yiyeha's carefully curated pieces featuring natural materials such as wood and stone.







Tamburins

MULTIPLE LOCATIONS

Perfume brand with multiple stores in Seoul. Their award-winning Seongsu flagship store, designed by EONSLD and The System Lab, occupies the basement level of a grand concrete structure. Art pieces and bespoke furnishings immerse visitors in Tamburins' unique world, and recessed lighting creates a warm glow and inviting atmosphere in this otherwise stark, industrial space.







Atelier De Lumen

HANNAM

This contemporary Korean bag brand harmonises timeless designs with comfort and practicality. Their flagship store presents a calm, subdued environment using muted tones throughout, cleverly highlighting the quality range of products. Featured is a vintage Børge Jensen chair, with its aged cloth seats replaced by quality leather material from Atelier De Lumen.







Verso

HANNAM

Ready-to-wear contemporary Korean womenswear brand crafting pieces to uncover the process of discovering and inspiring oneself. Embodying a sleek and minimalist design, its neutral interior and exterior is wrapped with textured concrete, complemented by unique wooden furniture and antique artefacts.





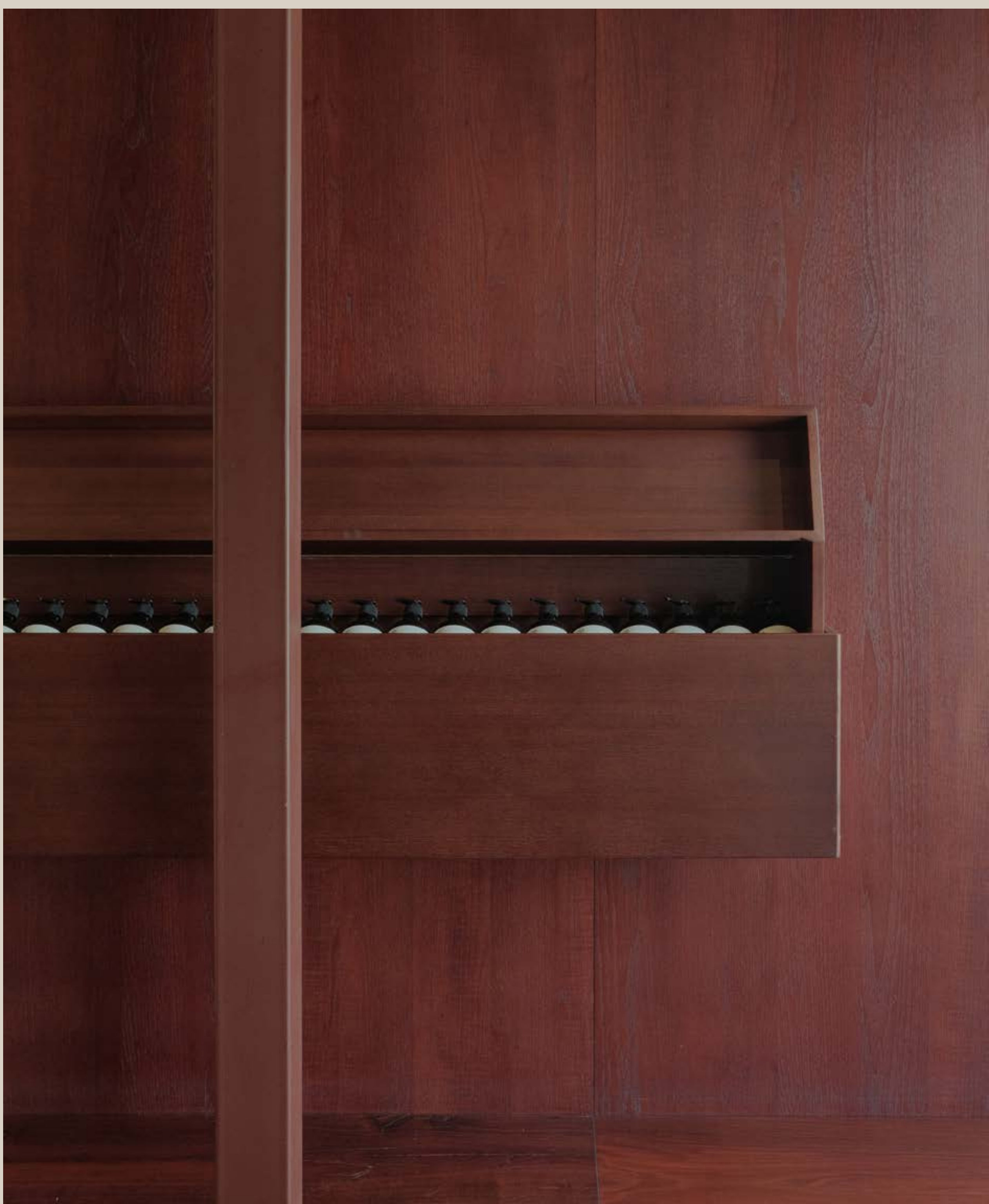


Aesop

HANNAM

The bustling neighbourhood of Hannam is home to a quiet and composed Aesop store. During the design phase, a collection of hanok-style artefacts was uncovered and thoughtfully integrated, bringing warmth and the character of traditional Korean craftsmanship to the space. With sleek metal finishes and rich lacquered timber panels, the design exudes an inviting atmosphere ideal for relaxation.





Yun

SEONGSU

Yun's flagship store, featuring a vast range of quality frames and state-of-the-art technology. Architecture firm LABOTORY endorses Korean minimalism through influences like Dansaekhwa art and white porcelain, creating a serene yet dynamic environment. Featuring clean lines and textured surfaces, the attention is not drawn away from the sleek eyewear on offer.







More places to shop

Nonfiction

Perfume and beauty | Samcheong

Recto

Ceramics | Hannam

Nothing Written

Clothing | Hannam

Tout Y Est

Clothing and accessories | Sogyeok

Kindersalmon

Clothing and accessories | Hangangno

Graphic

Book store | Itaewon

Amore Pacific

Beauty | Seongsu

Sulwhasoo

Beauty | Bukchon

HPIX

Art and design | Dosan

Gentle Monster

Eyewear | Multiple Locations

NR Ceramics

Ceramics | Gye

[VIEW ALL ON MAP](#)

Hotels & Hanoks

Where to stay

Signiel

SONGPA

One of the most luxurious hotels in South Korea, Signiel lives in one of Seoul's most iconic and tallest landmarks: Lotte World Tower. Occupying the 76th to 101st floor, its panoramic skyline views are complemented by its combination of Korean heritage and modern design elements. Stunning features onsite include an Evian Spa, Michelin-starred restaurants and an exclusive lounge area with a prime view of the Han River on the 79th floor.









Ananti

GANGNAM

An urban retreat in the heart of Gangnam, SKM Architects has created an anti-urban space that sets it apart from the surrounding mundane landscape. One of its most striking features is the third-floor outdoor swimming pool: the 16.9-metre pool is framed by seven red brick arches, evenly spaced to offer open views of the cityscape. The property houses over 110 spacious suites, some with terraces and gardens, featuring warm, natural finishes that provide a tranquil and comfortable escape from the bustle of city life.









The Shilla Seoul

JANGCHUNG

The Shilla Seoul provides guests with a luxurious experience, infused with both tradition and modernity. The hotel offers an elegant lounge and bar, a bakery, and four sophisticated restaurants, plus extensive wellness facilities including a sauna, outdoor pool, and walking and running trails. The guest rooms are spacious and elegantly-designed, with many offering views of the surrounding city and mountains.











The Chae : Library

SEOCHON

A quiet sanctuary for relaxation and meditation. This hanok stay offers an immersive environment with a natural material palette and curated Korean traditional elements, seamlessly blending the functions of a modern library. Unwind and read a book in the library, at the spa, by the fireplace or in the comfort of your own bedroom.









Hanok Essay Seochon

SEOCHON

A warm and inviting hanok stay that elegantly combines traditional Korean aesthetics with contemporary comfort. Designed by architecture firm Z_Lab, the space features a small traditional courtyard upon entry, with the outer walls and gates of Seochon harmonising with the building's exterior. Inside, earth tones and natural textures dominate, complemented by leather lounge chairs, a spacious stone bathtub and a cosy fireplace.





AnGilSaGa

ANGUK

Contemporary hanok stay inspired by Joseon-era scholars and their appreciation of nature and art. Guests can experience a relaxing stay while reconnecting with nature. Soak your feet in the open-air pool or relax with some freshly brewed tea after a long day exploring the nearby attractions.







Wolwoon

IKSEON

Part of STAYFOLIO's thoughtfully curated portfolio of unique stays, this secluded hanok is nestled in the heart of Ikseon. The preserved beauty of the hanok's wood is evident throughout the interior, enhanced by accents of stone, pine, and moss. Queen-sized beds are complemented by a spacious dining area and an outdoor jacuzzi, offering the perfect space for rejuvenation.







Hangaroum

SAMCHEONG

Set amid the tranquil charm of Samcheong's tree-lined streets, Hangaroum seamlessly merges the essence of tradition and modern comfort. The first floor features spacious floor seating for drip coffee, illuminated by a wooden-beamed ceiling. An open bedroom and jacuzzi space can be enjoyed on the second floor, illuminated by traditional hanok wooden framework.







Nuwa

SEOCHON

Quietly hidden hanok, constructed for calm and peaceful isolation. Architecture firm Z_Lab designed a minimalist open-plan structure, adding different textures based on a neutral colour palette. A small yet impactful garden area has been added, inviting guests to unwind and experience a sense of tranquility while enjoying tea or coffee, whether in the bedroom or the integrated bathtub.







Nostalgia

BUKCHON

Situated in Seoul's historic and cultural district, Nostalgia offers a variety of accommodations that immerse guests in the experience of traditional Korean residential culture. While each hanok provides a unique experience, they all share a common thread: the use of traditional Korean design elements that harmonise beautifully with the surrounding neighbourhood.









Hanok Essay Nuha

NUHA

Inspired by Byeolsoe (traditional residential gardens embodying nature and philosophy), architecture firm Z_Lab reimagines this concept in a modern urban context. The journey begins with a beautiful garden and a flowing stream, leading guests across a stone bridge to the entrance. The open-plan interior features a moody palette, enriched by unique textures and Korean design elements. Highlights include a stone bathtub, a tanned leather sofa by the fireplace and a serene wooden veranda, each offering moments of quiet reflection and comfort.









nabijam

GANGBUK

This contemporary hanok stay features a palette of burgundy and natural shades of white, complemented by the century-old building's wooden structure. The interior comprises a bedroom, work space, bathroom, kitchen, and dining area, arranged around a central courtyard which is overlooked by large windows throughout the hanok.









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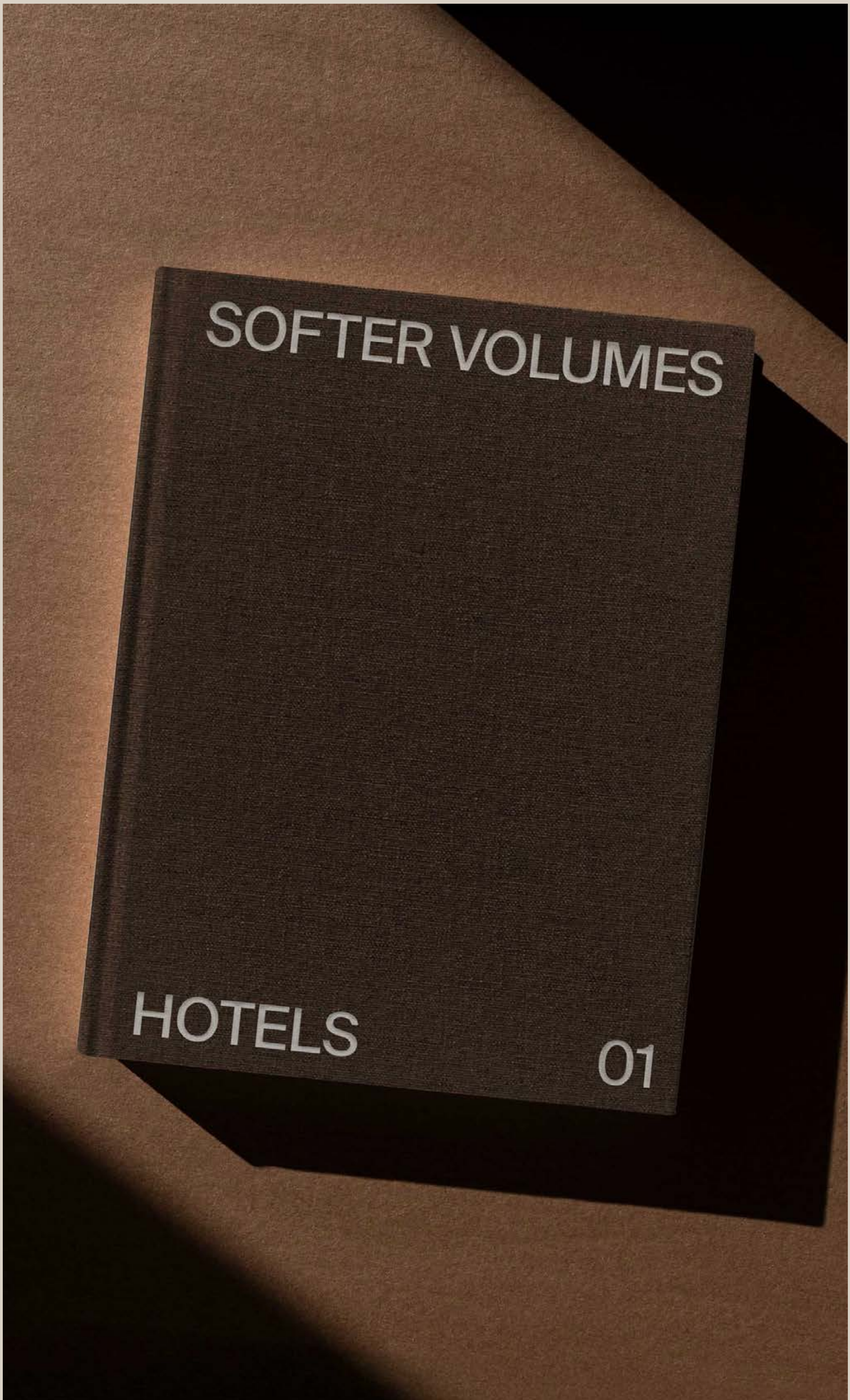
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End

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