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Map

Get an overview of Seoul with our handy map of the city, helping you get to grips with the key areas in this guide.

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Need to know

From boozing and bowling to addresses and apps, here are some basics for mastering the city's streets and sights.

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Hotels

Seoul's blend of old and new is especially evident in its accommodation options, which range from a towering glass block to a traditional red-tiled *hanok*.

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Food and drink

There's a full and expanding menu when it comes to cuisine in Seoul, featuring soy-soaked raw crab, fried chicken and oodles of noodles.

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Traditional Korean

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Korean with a twist

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Fine dining

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Breakfast and brunch

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Coffee

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Drinks

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Retail

The shopping scene in Seoul could almost warrant a guide to itself. We've rounded up our favourite fashion, homeware, book and cosmetic offerings, plus a shrine to sunglasses and a leafy lifestyle shop.

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Menswear

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Mixed

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Womenswear

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Concept stores

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Homeware

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Specialist retail

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Books and records

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Things we'd buy

Cool-skin serum, hot-pepper paste, a rattan basket and traditional brassware: check out our guide to the essential take-homes for visitors.

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Essays

From the shake-ups of recent history to its shining vision for the future, Seoul can be a complex city to assimilate. Here, Monocle family and friends impart their wisdom about K-pop, cosmetic surgery, mountains and more.

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Culture

Explore the cultural offerings of a city where even the corporations have their own museums. We size up Seoul's thriving arts scene.

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Commercial galleries

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Corporate collections

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Live venues

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Design and architecture

When it comes to design Seoul is moving full speed ahead, reclaiming the past century's neglected structures and breathing life into its urban landscape.

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Masters of the 20th century

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Sport and fitness

In a city surrounded by mountains, outdoor activities range from hiking to skiing. Immerse yourself in Seoul's sometimes surprising fitness options (did someone say golf?), as well as its spas and grooming specialists.

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Running route

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Walks

Seoulites love a good walk, hitting the hilly trails at every opportunity – but don't worry, there are also more gentle slopes to stroll. Join us for four jaunts.

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Seongsu-dong

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Resources

Be in the know with our bite-size guide to events, slang and the city's soundtrack, plus hints on what will keep you occupied on a rainy day.

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About Monocle

Find out more about our global brand, from groundbreaking print, radio, online and film output through to our cafés and shops.

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Acknowledgements

The people who put this guide together: writers, photographers, researchers and all the rest.

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