

Yeongdeungpo-gu?
Let's enjoy!

The Center Of Seoul, Yeongdeungpo

Seoul is a city that boasts its beautiful scenery along Han River. Yeongdeungpo-gu, located in the center of Seoul boasting the splendor of its huge skyscrapers, is the bigger stronghold of the southwest metropolitan area - a large number of main institutions related to politics, banking, journalism, etc. are located in Yeongdeungpo-gu. It is an attraction among various aged tourists (adults, children, the elderly), with infrastructure where they can enjoy tourism and leisure (e.g. distinctive park, sports facilities, etc., with the view of the riverside), numerous famous restaurants at the riverside and in Yeouido, Mulla-dong, etc., and spaces where they can enjoy spectacular festivals all year round and experience things.

Yeongdeungpo MAP



1 63 square



2 IFCSeoul



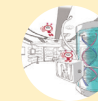
3 E-land Cruise



4 KBS



5 Seoul Marina club & Yacht



6 LG Science Hall



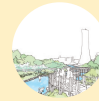
7 Yeouido Park



8 The Financial Village



9 KRX Korea Exchange



10 Yeouido Saetgang Ecological Park



11 The National Assembly



12 Yeongdeungpo Park



13 Yeongdeungpo Underground Market



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Dying the Sky with Light

Seoul International Fireworks Festival

Domestic and foreign professional firework teams participate to magnificently embroider the night sky with their various sparks and various spectacles, such as fireworks displays, a light show, and a laser show, as well as various music. Every year, more countries participate on this festival.

Date First Saturday of October

Place Yeouido Hangang Park (before 63 Square), Yeouido-dong, Yeongdeungpo-gu

Transportation National Assembly Station, Saetgang Station (line 9)

Yeouido Station, Yeouinaru Station (line 5)

Capturing the Pink Color of Spring

Yeongdeungpo Yeouido Spring Flower Festival

Yeouido Spring Flower Festival, a byword for cherry blossom festivals held in a downtown area, is held at Cherry Blossom Street at Yeouiseo-ro (behind the Korean National Assembly) during the period between early April and mid-April every year when cherry blossoms are in full bloom. The festival consists of the Spring Flower Parade and other performances and events near the Han River area.

Date Early in - Mid April

Place Yeouiseo-ro (behind the National Assembly Building),
Yeouido-dong, Yeongdeungpo-gu

Transportation National Assembly Station, Saetgang Station (line 9),
Yeouido Station, Yeouinaru Station (line 5)

©Tip-More Informations about Yeongdeungpo Festivals

Festival on the Fifteenth of the First Lunar Month

In February, Yangpyeong-dong 2-ga, Omokgyo, and near Anyangcheon stream

Yeongdeungpo Folk Play Festival

On The Fifth of the Fifth Lunar Month, Yeongdeungpo Park, Singil-ro 26

※ Please search the Yeongdeungpo-gu website for more informations about Yeongdeungpo Festivals

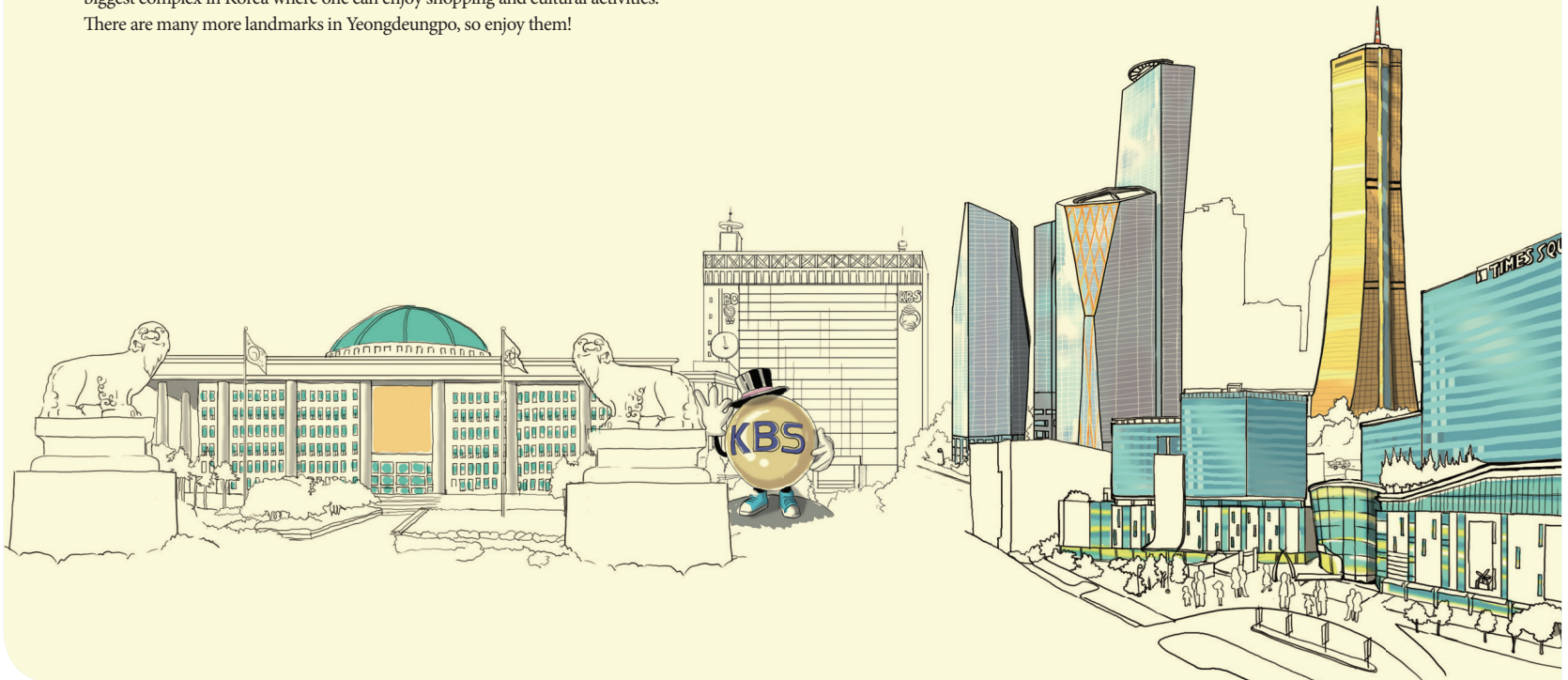


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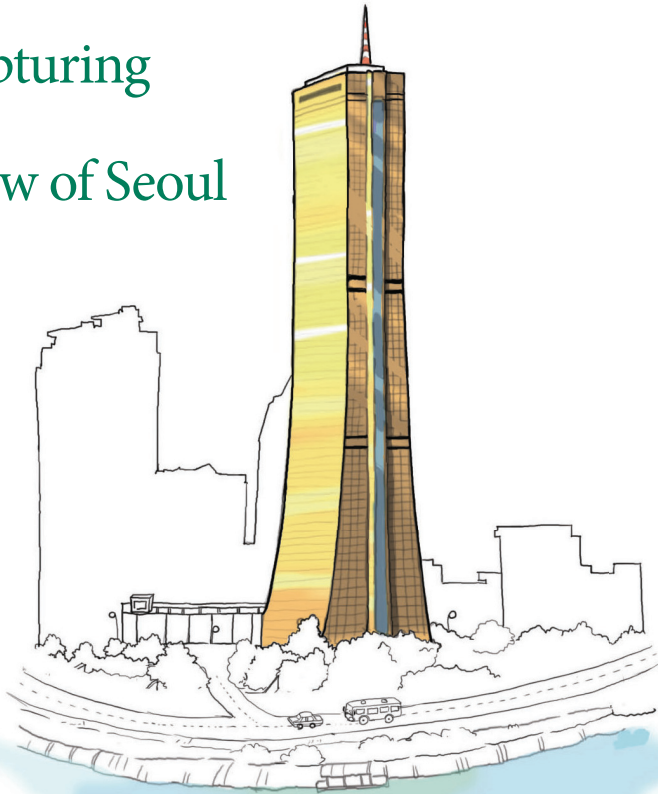
Guide to Yeongdeungpo-gu

Enjoying the landmark

There are many landmark structures in Yeongdeungpo-gu which symbolizes Seoul. Buildings such as 63 Square, IFC, KBS, and the National Assembly, and facilities like the Marina Yacht and the Hangang cruise shows the development of the city. Times Square, a shopping complex located in Yeongdeungpo, is the biggest complex in Korea where one can enjoy shopping and cultural activities. There are many more landmarks in Yeongdeungpo, so enjoy them!



Capturing the View of Seoul



63 Square

63 building, which is the highest building in Korea (264m) has transformed into 63 Square. After going through a major renovation, the observatory on the top of the building became a museum, and one can see wax figures of famous people on the 63 Wax Museum on the third basement floor. 63 Sea World and 63 Art hall also features various attractions.

Location 50, 63Ro, Yeongdeungpo-gu **Contact** 02-789-5663 **Web** www.63.co.kr
Hours Wax Museum 10 am ~ 10 pm, open year round /
 63 Sea World 10 am ~ 10 pm, open year round /
 63 Building Observatory (Sky Art Observatory) 10 am ~ 10 pm, open year round

Have Shopping and Cultural Experience Together!

IFC Seoul

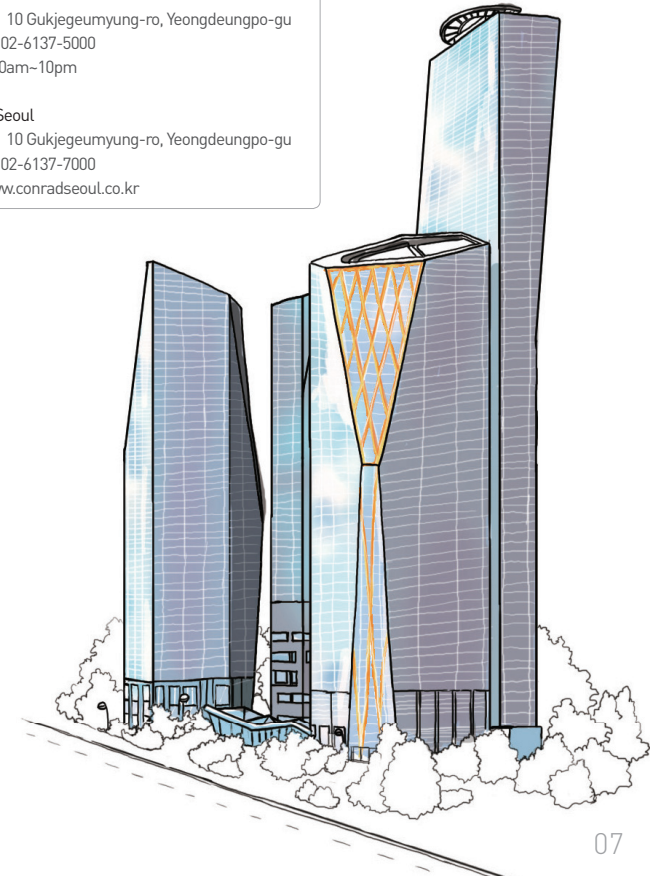
IFC Seoul contains 3 office buildings, Conrad Seoul Hotel (434 guest rooms), 3 story shopping mall and multiplex theater, and food court with luxurious restaurants. One can take care of business, shopping, and cultural activity in one place.

IFC Mall

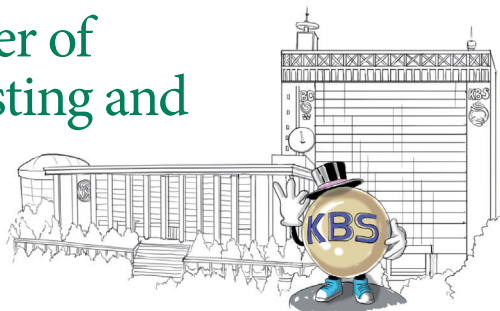
Location 10 Gukjegeumyung-ro, Yeongdeungpo-gu
Contact 02-6137-5000
Hours 10am~10pm

Conrad Seoul

Location 10 Gukjegeumyung-ro, Yeongdeungpo-gu
Contact 02-6137-7000
Web www.conradseoul.co.kr



Yeouido Becomes the Center of Broadcasting and Politics



KBS

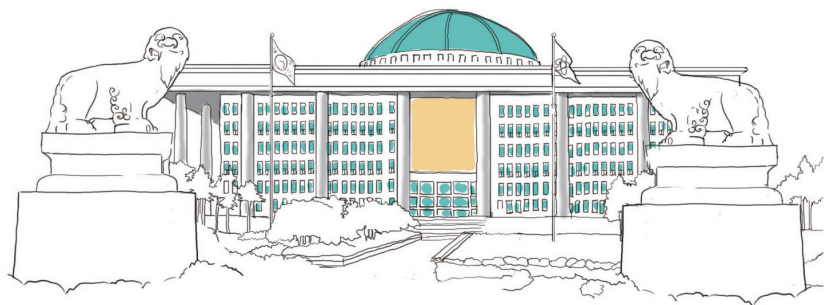
As a public broadcasting, KBS has prepared programs that audiences can participate. Audiences can experience the field of broadcasting production in the KBS Exhibition hall, the very first broadcasting exhibition hall in Korea where one can see the history and development of broadcasting in Korea.

Location 13 Yeouigongwon-ro, Yeongdeungpo-gu
Contact KBS 02-781-1000 / KBS Exhibition hall 02-781-2224~2225
Web www.kbs.co.kr
Hours KBS Exhibition hall 9:30 am ~ 5:30 pm (last entrance on 5 pm)

The National Assembly

The National Assembly is a 7 story tall, 1 story deep building, which is the biggest in Asia. One can learn about the role of the National Assembly and the building structure through the visitor's center. Building tours are also available for advanced reservation.

Location 1 Uisadang-ro, Yeongdeungpo-gu
Contact 02-788-2114 **Web** www.assembly.go.kr

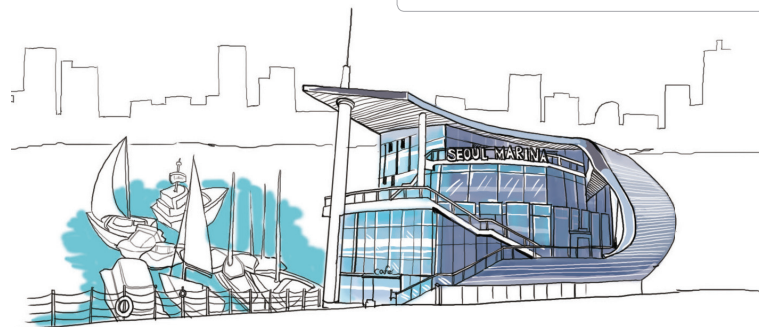


Enjoying the Beautiful Han River

Seoul Marina Club & Yacht

Seoul Marina Club & Yacht is the very first authentic marina in Korea, with yacht facility and the Marina Center. They provide yacht services such as sailing, rental, education, and A/S service. It also has a café and a restaurant.

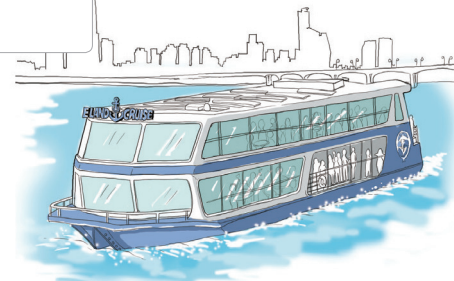
Location 160 Yeouiseo-ro, Yeongdeungpo-gu
Contact 02-3780-8400 **Web** www.seoul-marina.com



E·Land Cruise

E·land cruise has a round trip course which runs from Yeouido, and a one-way course which runs from Yeouido to other docks. The trips from Yeouido and Jamsil dock are running in one hour interval, the course varying depending on the operation of the Banpo fountain.

Location 280 Yeoidong-ro, Yeongdeungpo-gu
Contact 02-3271-6900
Web www.elandcruise.com
Hours 9 am ~ 10 pm



Enjoying Shopping and Culture in the Biggest Complex in Korea



Times Square

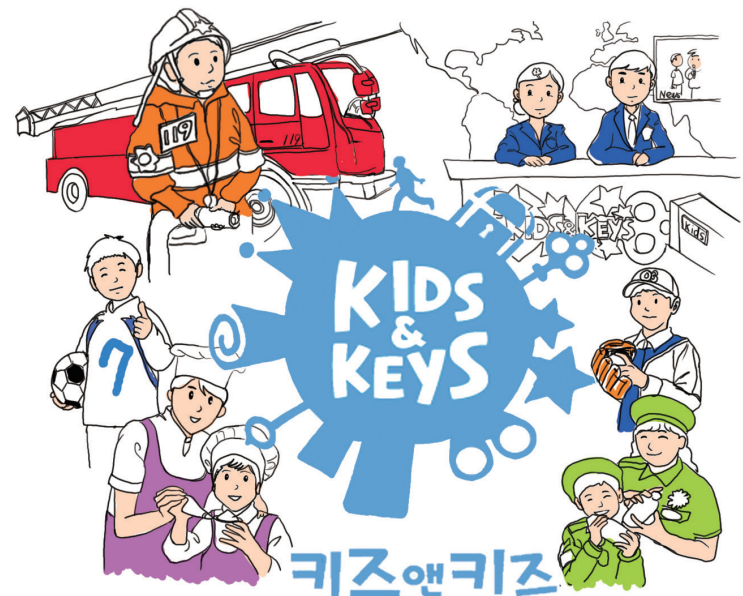
Boasting its 300,000m² area, Times Square is the biggest shopping and cultural complex in Korea. Times Square consists of department stores, marts, multiplex theaters, mega bookstore, and even a hotel. Being the first 'hybrid mall' in Korea, it is a good place for families to enjoy.

Location 15 Yeongjung-ro, Yeongdeungpo-gu
Contact 02-2638-2000
Web www.timessquare.co.kr

Kids & Keys

Kids & Keys is designed as a job-experience theme park for kids of age 3-14, where kids experience jobs from broadcasting, sports, fashion, cooking, police, fireman, and public service. It is composed with 6 experience zones, including on-air station and the public station (children under 36 months are not allowed).

Location 15 Yeongjung-ro (B2 floor, Times Square), Yeongdeungpo-gu
Contact 1899-8778
Web www.kidsnkeys.co.kr
Hours 10 am ~ 6:30 pm



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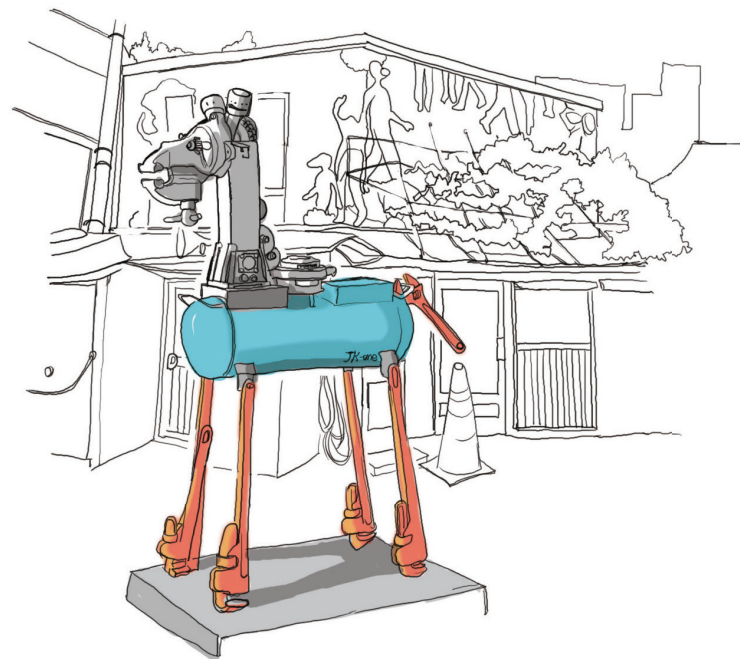
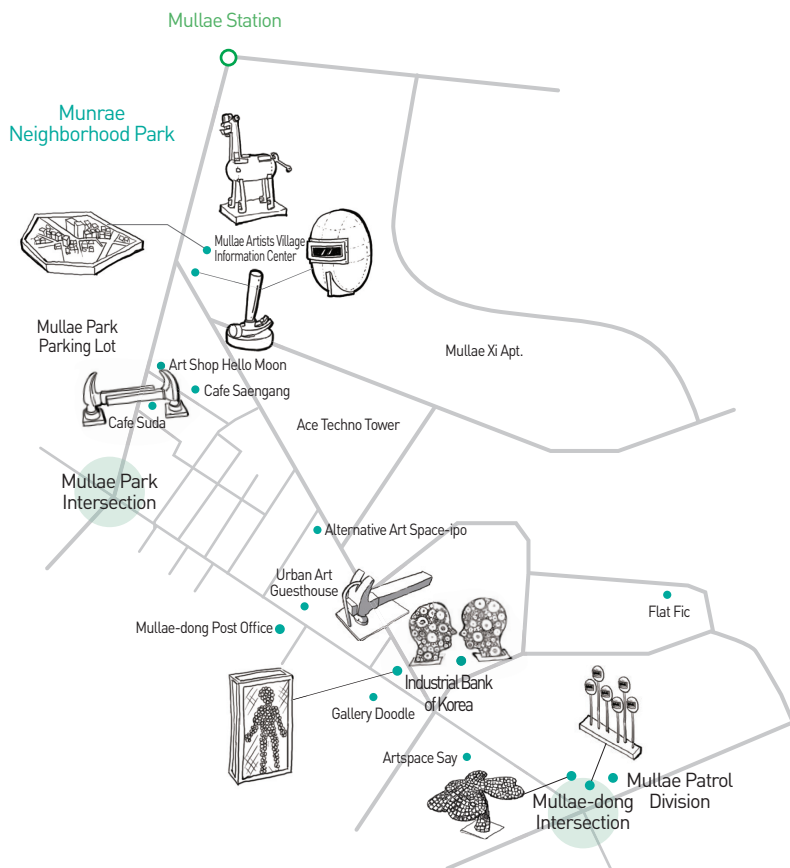
Guide to Yeongdeungpo-gu

A Unique Experience

There are many unique experience spaces in Yeongdeungpo. Mullae Art Village, where artists reside, Seoul Resource Center, where the citizens share and learn the values of recycling, KRX Korea Exchange, and the Sweet Factory greets visitors of all ages. Let's look for spaces where one can have various new experiences.



Experiencing the Spirit of Art in a Cultural Art Space



Mullae Art Village Art experience

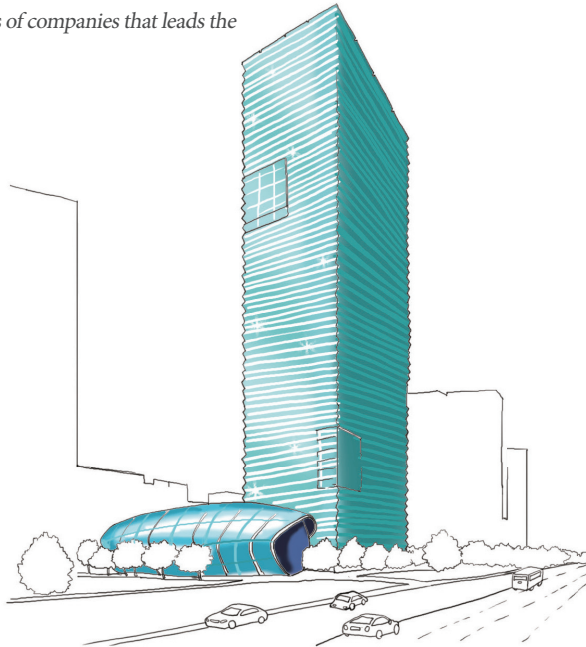
Mullae Art Village was formed around Mullae 3-ga, where many ironworks were concentrated. Artists came together and created and presented various forms of work, such as paintings, photography, sculpture, and design. One can make a reservation for two hour long tours (15 persons each) in the village, where one will find sculptures and murals all around town.

Location 128, Dorim-ro, Yeongdeungpo-gu
Contact 02-2670-3131

Experiencing the Korean Economy

Financial center of Korea, Yeouido

Yeouido is known as the financial center of Korea. Containing IFC Seoul, FKI tower, and other major financial companies, it is referred as the 'Korean Wall Street'. Let's take a tour to find out about various cultures of companies that leads the economy of Korea.



FKI Tower

FKI Tower is dedicated for the Federation of Korean Industries Head Office, which serves a role as the pivot of the Korean economy. The 50 story tall building is the fifth highest building in Seoul.

Experiencing Technology and Finance

The Financial Village Industry experience

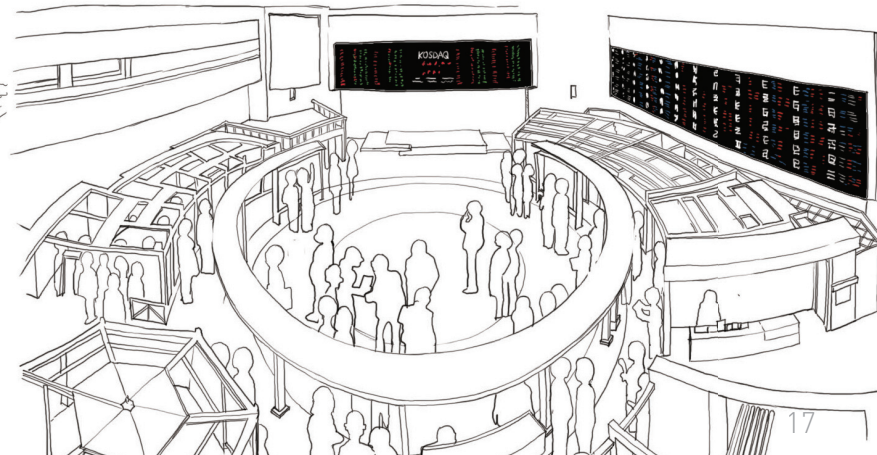
Financial Village is run by the KCIE (Korea Council for Investor Education), which is considered as a must-go for any students and adults for economic education.

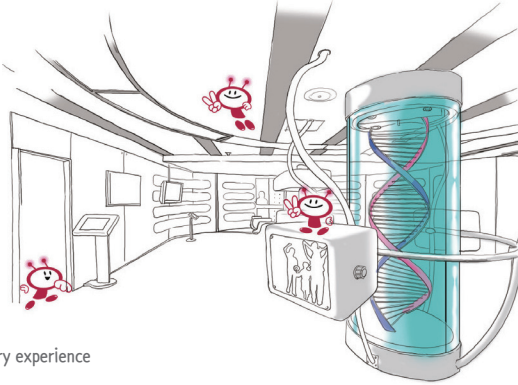
Location 67-8 Yeouinaru-ro, KIFIN building 4F Yeongdeungpo-gu
Contact 02-2003-9858 **Web** www.kcie.or.kr/tv/index.jsp
Hours Mon. ~ Sat. three times (1: 10 am, 2: 1 pm, 3: 3: 30 pm, Advance reservation required)

KRX Korea Exchange Industry experience

One can look around the active stock trading market that moves the Korean economy and experience the stock market through a simulation game in the PR center of the KRX Korea Exchange. There is also a Financial Village, hall located on the back side of the KRX Korea Exchange, where one can experience financial investment.

Location 76, Yeouinaru-ro **Contact** 02-3774-9000
Web www.edu.krx.co.kr **Hours** Mon. ~ Fri. 10 am ~ 5 pm





LG Science Hall Industry experience

LG Science Hall Seoul is located inside the LG Twin tower. This is the first science hall established by a private company to help teenagers learn about the world of science through interesting experiences.

Location 128, Yeouidae-ro, LG Twin Tower W 3F, Yeongdeungpo-gu
Contact 02-3773-1052 **Web** lgscience.co.kr (reservation in advance is required)

A Fun Future Experience for Children



Sweet Factory Industry experience

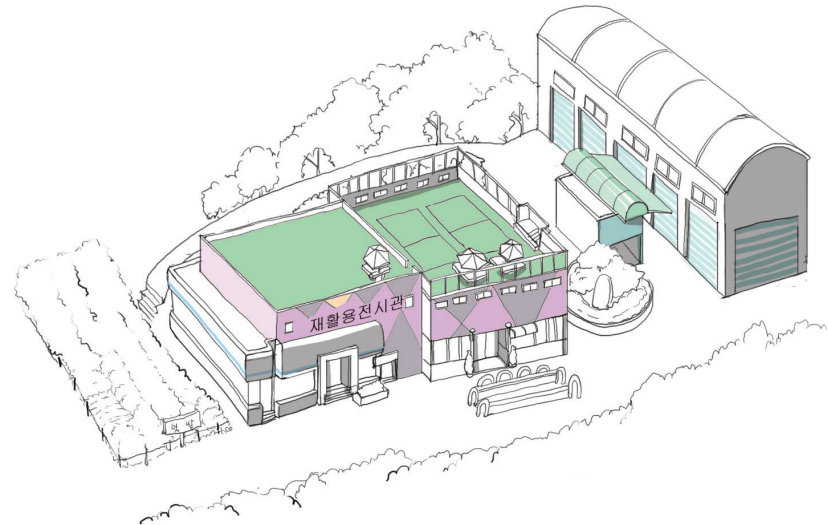
Sweet Factory is a futuristic experience based museum run by Lotte Confectionery. Sweet Factory provides 5-Senses experience to provide fun and educational functions for children.

Location 21-gil 10, Yangpyeong-dong, Yeongdeungpo-gu
Contact 02-2670-6396 **Web** www.lotteconf.co.kr
Hours Mon. ~ Sat. 10 am ~ 6 pm (until 3 pm on Sat.)
Transportation Seonyudo station (line 9)

Seoul Resource Center Recycling Experience

Pre-existing intake station has been transformed into an eco-friendly facility, taking role as a transshipping facility of daily waste and recycling waste. It also contains a shared space of Futsal field, Foot Volleyball field, auditorium, ping-pong room, book café, and a vegetable garden.

Location 59, Nodeul-ro, Yeongdeungpo-gu



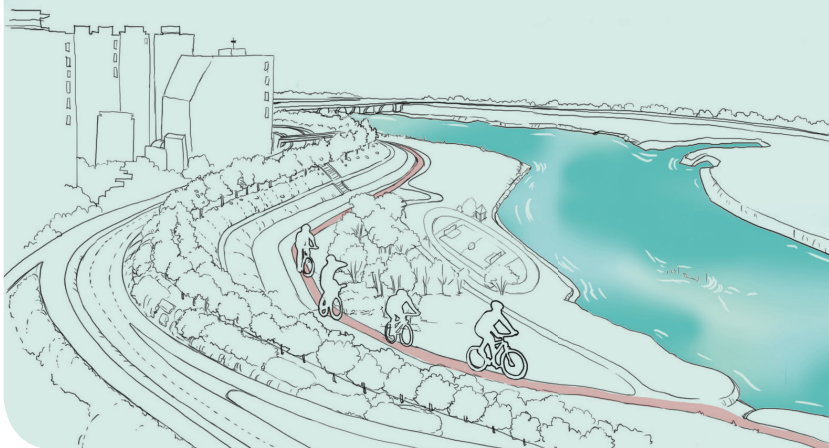
Seoul Resource Center has been re-born as a shared space for citizens

03

Guide to Yeongdeungpo-gu

Strolling Around Yeongdeungpo-gu

Many parks are located across Yeongdeungpo-gu. One can experience the wonders and romance of ecology in Yeouido Saetgang Ecological Park, experience the first recycled park in Seonyudo Park, relax and take a walk in Yeouido Park, see the history of the industrial scene in Yeongdeungpo Park, and walk along the Anyang stream in Anyang Stream Ecology Park. As one walks in these parks, all tiredness will disappear.



Experiencing the Wonders of the Ecosystem

Yeouido Saetgang Ecological Park

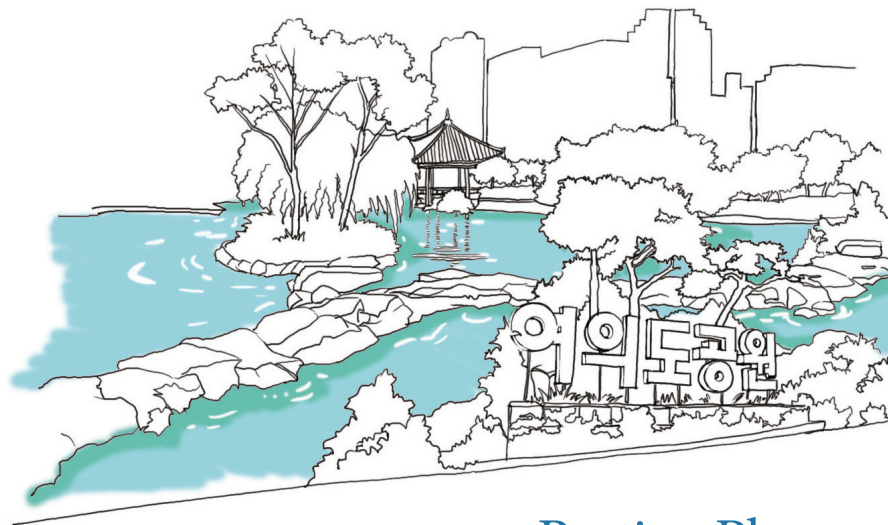
The reeds and flame grass greets the visitors, as they walk the 6km long trail from the 63 Square to the National Assembly. It is the first ecological park in Korea where various rare species reside. A pond is developed using underground water that comes from the subway station nearby.

Location 48 Yeouidong-ro, Yeongdeungpo-gu

Facilities Golf Course, Ecological Canal, Changpown, Willow Forest, Water Purification Facility, Enclosed Wetland, etc

Programs Ecological experience

Contact 02-3780-0571 [Yeouido Information Center]



Resting Place in the Inner City

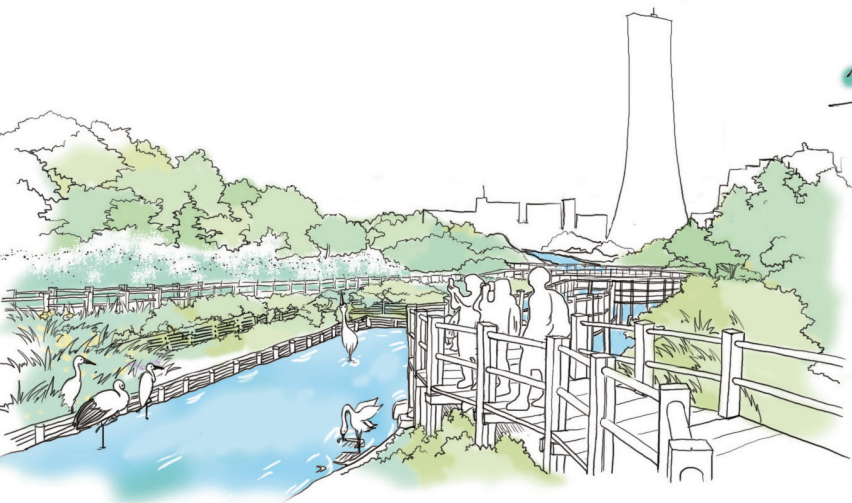
Yeouido Park

The beautiful park which reminds of the Central Park in New York is composed with four themes: Ecological forest, Cultural yard, Grass plaza, and the Forest of Tradition. One can enjoy in-line skating in the Cultural yard. Forest of Tradition is a vast forest filled with traditional poetic spaces, such as Samojeong and Palgakjeong.

Location 68 Yeouigongwon-ro, Yeongdeungpo-gu

Facilities Korean Traditional Forest, Ecological Pond, Samojeong, Palgakjeong

Contact 02-761-4078 [Yeouido Park Office]



Seonyudo Park

Seonyudo Park is the first recycled ecological park, which is developed from the filtration plant in the Han River. It is one of the most popular dating sites in Seoul. One can enter the Hangang Park through the Seonyugyo(Bridge) and see the recycled water and the forest. The World Cup fountain can be seen there also.

Location 343 Seonyu-ro, Yeongdeungpo-gu

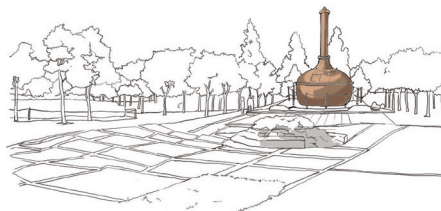
Facilities Seonyugyo(Bridge), the Mist Fountain, Ecological Water Playground, Botanical Garden, Seonyudo Amphitheater

Contact 02-2631-9368 (Seonyudo Park Office)

Enjoying the Romance and Ecological Education Together



A Natural Gym for the Citizens



Yeongdeungpo Park

This is the representative resting place of the area where people can rest enjoying the nature - with a musical fountain unfolded in the space where the forest, water, and grass are in harmony, an ecological stream, a grass square, Mugunghwa-dongsan, etc. The pure copper caldron for beer brewing in the beer factory that does not exist now and the circular square remain as landmarks of the park.

Location 275 Singil-ro, Yeongdeungpo-gu

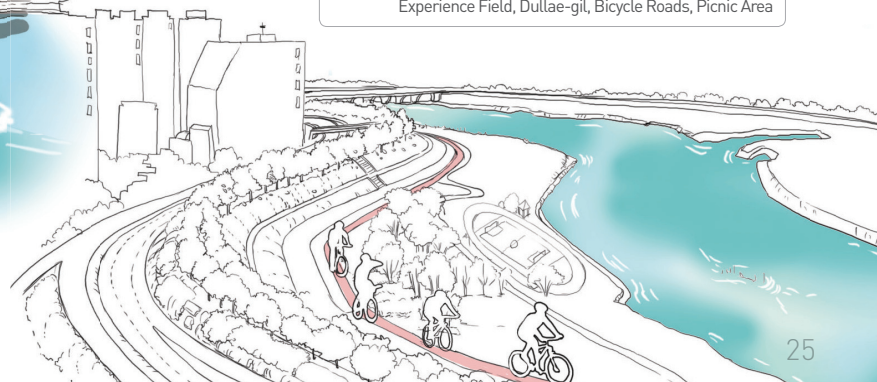
Facilities Pergola, Grass Field, Pond, Basketball Court, Volleyball Court, Badminton, Paddling Pool, Etc.

Anyang Stream Ecology Park

Anyang Stream Ecology Park is a restored 4.7km long stream. The vast forest of Flame grass and wild flower became a resting area and a natural education site, and the sports facilities became a natural Gym for the citizens. The park also contains a picnic area. The well-maintained bicycle road is wide and has enough facilities to become a good resting area.

Location Near Anyang Stream

Facilities Sports (Soccer Field, etc), Children's Traffic Safety Experience Field, Dulla-gil, Bicycle Roads, Picnic Area

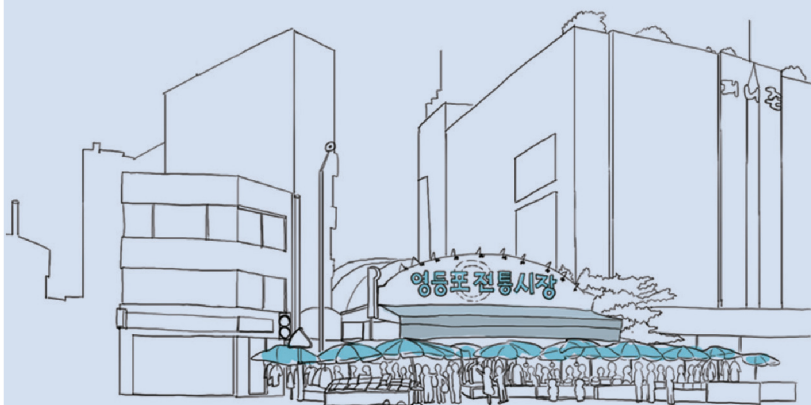
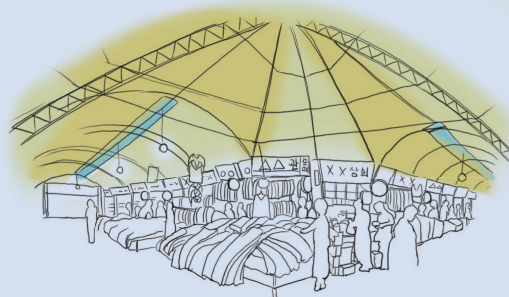


04

Guide to Yeongdeungpo-gu

The Features And Attractiveness Of Yeongdeungpo

The traditional market that has made a history of Yeongdeungpo-gu so far and the underground shopping center (a mecca of shopping) as well as Yeouido, with the huge skyscrapers, the distinctive park, and Mullae Artists Village (Yeongdeungpo-gu's own unique cultural space) are energetic spaces that have had Yeongdeungpo's own features and attractiveness for a long time.



Keeping the Reputation of the Traditional Market

Yeongdeungpo Traditional Market

The market continues its 70 year history with more than 600 stores. It sells high quality industrial products, food materials, agricultural products, dried fish, livestock products, and clothes. One can feel the unique good-heart of the traditional market.

Location 233 Yeongdeungpo-ro

Transportation Yeongdeungpo Market Station (line 5)



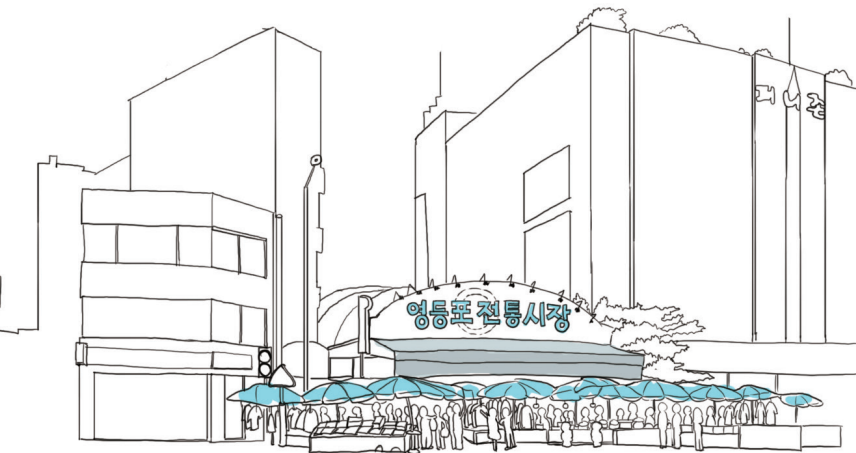
A Lively Shopping Mecca

Yeongdeungpo Underground Market

There are three underground shopping centers established between late 1970s and early 1980s. Yeongdeungpo Market Underground Shopping Center, Yeongdeungpo Station Underground Shopping Center, and Yeongdeungpo Rotary Underground Shopping Center became the shopping mecca for Yeongdeungpo-gu. These markets have gone through renovation, meeting the recent trends, attracting more visitors.

Location Yeongdeungpo Market Underground Shopping Center
(219, Yeongdeungpo-ro, Yeongdeungpo-gu)
Yeongdeungpo Station Underground Shopping Center
(843, Underground Gyeongin-ro, Yeongdeungpo-gu)
Yeongdeungpo Rotary Underground Shopping Center
(20, Underground Yeongjung-ro, Yeongdeungpo-gu)

Transportation Yeongdeungpo Market Station (line 5), Yeongdeungpo Station (line 1)

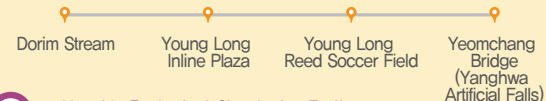


Yeongdeungpo Olle Trail



1 Yeongdeungpo Waterside Dulle-gil (waterside trail in Yeongdeungpo)

Total Length : 8.2 km (5.2 km of Anyang Stream; 3.0 km of Dorim Stream (ecological stream))



2 Yeouido Ecological Circulating Trail

Total Length: 11.3 km (4.0 km of Hangang Yeouido Park; 3.7 km of Saetgang Ecological Park; 3.6 km of Yanghwa Hangang Park)

