

THE AESTHETIC SEOUL ITINERARY

Your 3-Day Insider's Guide to Seoul's Coolest Art & Cafe Districts:
Mullae, Seongsu & Euljiro

Welcome, Explorer!

You're holding the ultimate insider's guide. Forget the basic tourist traps. This 3-day plan is your fast-track to the *real* creative heart of Seoul.

We're bypassing the crowds of Myeongdong and the chaos of Hongdae to explore the three "hidden gem" neighborhoods that locals and creatives *actually* hang out in. Each one is built on a unique artistic foundation, and conveniently, all are connected by the **Green Subway Line (Line 2)**, making your trip incredibly efficient.

- **Day 1: Mullae** — The raw, gritty, industrial original. (Steel factories + graffiti)
- **Day 2: Seongsu** — The polished, high-fashion "Brooklyn." (Pop-ups + massive warehouses)
- **Day 3: Euljiro** — The hidden, retro "Hip-jiro." (Printing presses + secret bars)

This is your guide to the most photogenic spots, the best food, and the insider tips that will make you feel like a local.

Your Seoul Pro-Tips (Read This First!)

- **Get Connected:** Don't even *try* to navigate these alleys without data. Your #1 purchase should be a **[Travel eSIM (like Airalo)]**. It activates instantly on landing and is essential for Naver Maps and Kakao Maps.
- **Use Naver, Not Google:** Google Maps is not fully functional for walking or driving directions in Korea. You **MUST** use **Naver Maps** (or Kakao Maps). Star all the locations from this guide in your Naver app *before* you leave your hotel.
- **T-Money is King:** Grab a T-Money transit card from any convenience store (CU, GS25) the moment you arrive. Load it with ₩20,000 to cover your subway and bus rides for all 3 days.

- **Cafe Culture:** In Seoul, you buy a drink per person. Don't plan to share one drink and sit for hours. The drink is your "entry ticket" to the space.
 - **Pacing:** This itinerary is built for "vibe" and discovery. Most shops and cafes in these areas don't open until 11:00 AM or even 12:00 PM. **Sleep in!** The real energy starts in the afternoon and lasts late into the night.
-

DAY 1: MULLAE-DONG

The Raw Industrial Original

Vibe: Gritty steel workshops, vibrant graffiti, and stunning repurposed warehouse cafes.

11:00 AM: Arrival & Street Art Hunt

- **Action:** Take the **Green Line (Line 2) to Mullae Station**. Go to **Exit 7**.
- **Insider Tip:** When you come up the stairs, the main art village is *behind* you. Turn 180 degrees, take the first major left, and then just *get lost* in the narrow alleys. You will hear (and smell) active welding. Be respectful—these are real, working factories. The best art is hidden on workshop doors.

1:00 PM: Lunch at Goat Deli

- **Action:** Head to **Goat Deli** for Seoul's best pastrami sandwich.
- **Insider Tip:** This place is tiny and famous. Go *before* you're starving and put your name on the digital waitlist at the door. They will send you a Kakao message (or you can wait outside). Use the 30-40 minute wait to explore the surrounding alleys. The "Old School Pastrami" is the one to get.

2:30 PM: Coffee & Views at Rust Bakery

- **Action:** Time for coffee at the massive, red-brick **Rust Bakery**.
- **Insider Tip:** Don't just stay on the ground floor. Go straight to the **rooftop**. The view

overlooking the low-rise industrial roofs and contrasting skyscrapers is the *real* photo op. Grab an Ang Butter Pretzel and an Iced Americano.

4:00 PM: The "Wow" Spot: HOTEL 707

- **Action:** Walk to **HOTEL 707**. This is not a real hotel, but a bizarre and amazing jungle-themed cafe.
- **Insider Tip:** This is your big "Instagram" moment. Head to the rooftop to find the iconic (and tiny) blue-tiled pool. It's purely for photos, but it's one of the most unique shots in Mullae. A great spot for a colorful ade or cocktail.

6:00 PM: Sunset & Beer at Old Mullae

- **Action:** As the sun sets, go to **Old Mullae**, the original warehouse pub.
 - **Insider Tip:** This spot completely transforms at night. The dim lighting, hanging plants, and vintage machinery make it incredibly atmospheric. It's the perfect place to grab a craft beer and a platter of sausages, reflecting on the "industry meets art" vibe.
-

DAY 2: SEONGSU-DONG

The Polished "Seoul's Brooklyn"

Vibe: High-fashion pop-ups, luxury car shows, and massive, clean, gallery-like cafes.

10:00 AM: The Gallery Cafe: Daelim Changgo

- **Action:** Take the **Green Line (Line 2) to Seongsu Station**. Use **Exit 3 or 4** to land in the main area. Your first stop is **Daelim Changgo**.
- **Insider Tip:** Go *right* when it opens at 11 AM. This former rice mill is now a colossal art gallery and cafe. The coffee is expensive (around ₩9,000) because you're paying for admission. Get your wide-angle photos of the giant installations *before* the 12:00 PM

lunch rush hits.

12:00 PM: The DIOR Photo Op

- **Action:** Walk to the stunning **DIOR Seongsu** concept store.
- **Insider Tip:** You *must* book a free reservation on the DIOR website (or app) *weeks* in advance to enter the store and cafe. If you don't have one, don't worry. The *real* shot is of the magnificent glass and steel building from the outside.

1:30 PM: Lunch at Le Freak

- **Action:** Time for lunch at **Le Freak**, famous for its Nashville Hot Chicken Sandwiches.
- **Insider Tip:** This is one of the most popular lunch spots in the area. Expect a line, but it moves quickly. Get the signature "Le Freak" burger, grab a seat at the counter, and enjoy the hip-hop playlist.

3:00 PM: The Ruin Cafe: Cafe Onion

- **Action:** Head to the most famous bakery in the neighborhood: **Cafe Onion**.
- **Insider Tip:** This cafe is built into the ruins of an old 1970s factory, with a stunning, open-air courtyard. The signature pastry is the "Pandoro," a mountain of powdered sugar. The "Avocado Pollack Roe Baguette" is the surprise savory must-try. Be prepared to hunt for a seat—it's always packed.

4:30 PM: Pop-Up Hunting

- **Action:** Walk along **Yeonmujang-gil**, the main artery of Seongsu.
- **Insider Tip:** This entire street is a living advertisement. Dip into the endless pop-up shops from brands like Musinsa, Ader Error, Tamburins (for the famous hand cream), and more. This is the heart of Seoul's trend-cycle.

7:00 PM: Evening at Seongsu Rak-beer

- **Action:** Finish your day at a casual craft beer and pizza spot.
 - **Insider Tip:** Unlike Mullae's cozy pubs, Seongsu's evening vibe is more "see and be seen." **Seongsu Rak-beer** offers a fun, industrial vibe with a great selection of local craft beers on tap.
-

DAY 3: EULJIRO ("HIP-JIRO")

The Hidden Retro Vibe

Vibe: 1980s retro-cool, the smell of ink from printing presses, and secret bars hidden behind unmarked doors.

11:00 AM: Market Mayhem at Gwangjang

- **Action:** Start your day at **Gwangjang Market** (a short walk from Euljiro 3-ga Station).
- **Insider Tip:** Go straight for the food. Find the "Netflix" lady (Cho Yoonsun) for her famous *Kalguksu* (knife-cut noodles). But the *real* must-eats are **Bindaetteok** (mung bean pancake, best paired with makgeolli) and **Mayak Gimbap** (addictive "drug" gimbap). **Bring cash.**

1:00 PM: The "Alley" Experience

- **Action:** Walk from Gwangjang Market into the alleys of **Euljiro 3-ga**.
- **Insider Tip:** This is not a "pretty" art village. By day, it's a living, breathing industrial zone for printing presses and lighting fixtures. *This* is the backdrop. Your goal is to find the hidden gems *within* this grit. You'll smell paper and ink.

2:00 PM: The Hidden Gem: Cafe Hanyakbang

- **Action:** Find **Cafe Hanyakbang** (and its sister bakery, **Hyemindang**).
- **Insider Tip:** You will feel 100% lost finding this. You have to walk down a dark, tiny, sketchy-looking alley off the main street. Trust the process. At the end, it opens into this stunning, multi-story cafe that looks like an old Korean medicine shop, complete with mother-of-pearl cabinets. The filter coffee is excellent.

4:00 PM: Sunset at Cheonggyecheon Stream

- **Action:** Walk to the nearby **Cheonggyecheon Stream**.
- **Insider Tip:** This restored stream is a beautiful urban oasis. Walk along the water as the sun sets and the city lights turn on. It's the perfect "chill" moment and a great photo op, contrasting nature with the surrounding high-rises.

6:00 PM: The Unmarked Door: Euljiro by Night

- **Action:** This is the main event. Euljiro's bars are famous for being hidden.
- **Insider Tip:** Go to the building at **Chungmu-ro 4-gil 3**. Take the rickety elevator (or stairs) to the 3rd floor. Look for a tiny, unmarked door. This leads to **ZIN (신도시)**, a multi-level bar/art space/music venue with a wild, retro vibe. Another famous (and easier to find) option is **Manseon Hof**, famous for its outdoor plaza of people drinking beer with fried chicken. This is the authentic "Hip-jiro" experience.