

Sotheby's

A scenic view of a Venetian canal. On the left, a building is covered in lush greenery and yellow and pink flowers. The canal reflects the surrounding buildings and the sky. In the background, a large brick church with a prominent circular window and spires is visible under a blue sky with light clouds. A small boat is docked on the right side of the canal.

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BEYOND THE BIENNALE

UNEXPECTED
VENICE

Lively at every hour, Seoul has bustling broad avenues, towering skyscrapers and upmarket shopping areas alongside royal palaces, temples, pagodas and museums that reflect the city's ancient cultural heritage.



WHERE TO STAY

Park Hyatt Seoul

Perfectly situated in the heart of the Gangnam business, shopping and entertainment district, Park Hyatt Seoul's 24-story glass building showcases stunning city views from every floor. Guestrooms have a contemporary style with spa-inspired bathrooms. The hotel's luxuries include a swimming pool, fitness centre and spa, as well as three restaurants and bars that epitomise the city's inspirational culinary offerings.



PARK HYATT CONCIERGE RECOMMENDS

Korea Furniture Museum

This specialised museum tells the story of traditional Korean furniture design from the Joseon dynasty and exhibits wood furniture and household goods, such as pottery and brass tableware. The collection of about 2,000 pieces includes chests, cabinets, wardrobes, tables, beds and kitchen storage. This unique museum gives insight into five centuries of interior decoration displayed in settings that give visitors a glimpse of lifestyle from the past.

MMCA (National Museum of Modern and Contemporary Art)

MMCA Seoul is located in the heart of the city in Samcheong-dong. The museum focuses on introducing global contemporary art to its visitors, offering culturally rewarding programmes and experiences. MMCA seeks to strengthen its collection of relatively overlooked genres such as prints, crafts, photography and new media, while simultaneously maintaining a standard of international excellence through research, discovery, and collecting both international and domestic art.

Garosu-gil

Located in the famous Gangnam district, this stylish street is home to many design studios and galleries as well as designer boutiques and cafés. Venture off the main road and explore the noteworthy shops that have opened in the surrounding area, or walk to the beautiful Hangang River Park for a riverside repose.

N Tower

One of the must-see tourist attractions in Seoul, N Tower sits atop Namsan Mountain, offering panoramic views of the city. While some visitors enjoy hiking, the best way to reach the top is by cable car. Come at sunset and head to the tower's four observation decks for stunning vistas, or dine at N Grill, the famous revolving restaurant.

Insa-dong

Insa-dong is the ideal place for visitors who want to experience the true character of Korean art with its subtle, enduring beauty. Once in Insa-dong, visitors will immediately be drawn to the small alleyways lined with numerous shops and galleries, both tiny and spacious: antique shops, Korean stationery stores, handicraft, pottery and porcelain shops, bookstores, painting studios and art supply stores. Restaurants and cafés serve traditional cuisine and teas.

(Top) Park Hyatt Seoul
(Left) The main street in the Insa-dong neighbourhood

CULTURAL HIGHLIGHTS

The National Museum of Korea

The largest museum in Korea houses precious cultural assets that tell the fascinating story of Korea's history, from ancient times to the modern era. The National Museum is also a hub for cultural activities related to collecting, preservation, research and analysis, intercultural exchange programmes, concerts and more.

Biwon (Secret Garden)

Originally named *Huwon* (meaning "rear garden"), Biwon is the private garden of

Changdeok palace where kings and members of the royal family would go to relax and entertain. In 1997, it was registered as a World Heritage Site. The most beautiful time to visit is during the autumn, when the colourful foliage is at its peak and the leaves have just started to fall.

Gyeongbok Palace

The main residence for many kings and members of the royal family during the Joseon dynasty, Gyeongbok Palace is considered to be the grandest and most

elaborate of the five palaces built during the period. The buildings and grounds are full of treasured artefacts.

Bukchon Hanok Village

Surrounded by Gyeongbok Palace and Changdeok Palace, Bukchon is a residential area with countless *hanoks* (traditional Korean houses). Bukchon is also known for its many historical spots and cultural heritage sites. The nearby village, Samcheong-dong, is popular for beautifully designed cafés and shops.



Gyeongbok Palace.

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Fundierte wissenschaftliche Expertise in Kombination mit jahrhundertealtem Wissen bildet die Basis für die faszinierende Arbeit von Dr. Jürgen Klein, Gründer und ehemaliger Besitzer von Jurlique. Sein lebenslanges Studium der Naturheilkunde, seine Forschungserfolge und seine innovativen Formeln stellen die Standards innerhalb der Kosmetikbranche immer wieder auf den Prüfstand und definieren das Thema verantwortungsvolle Hautpflege immer wieder neu.

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