



# Seoul Modernizing History

*The strength of tourism in Seoul is how to compress the past into the future, rendering it acceptable nonetheless by the overseas taste.*

## English Section

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In the heart of South Korea, Seoul, tourism gallops into the past in modern wrapping and pop culture. The creators of entertainment in the city manage to make history a future industry. Legend is blend in interesting manner, leading young generation to enjoy memoirs while picking “value”. They are also eager to visit museums and historical sites. Former oil mine is even transformed into a venue for art exhibitions for business meetings.

Take a look at how entertainment industry packs Cinderella story in the style of the ginseng country. The story begins when Korea was ruled by King Yeosan (1494-1506) from Joseon Dynasty. Once upon a time, there lived a beautiful, humble, and talented palace slave named Jang Noksu. One day, Prince Je-an found out her hidden talent. He then trained Jang Noksu as a Gisaeng - women obtaining special education to be entertainers, similar to geisha in Japan.

The Prince taught Jang Noksu various things, starting from kanji characters, various art activities, to martial arts. Evidently, it was not difficult to train Jang Noksu. Sooner, she became a star among the gisaeng as well as a favorite gisaeng of the nobles in Hanyang, the capital city of Joseon.

Even King Yeosan was smitten by the beauty and the kindness of Jang Noksu and asked her to be his concubine. The offer was not refused. Soon, the concubine became the prima donna and dominated the kingdom. On the other side, Prince Je-an, hiding his love for Jang Noksu all this time, was broken-hearted. One day, he noticed

a threat of political coup d'etat to Jang Noksu and the King. He had warned Jang Noksu, yet the warning was ignored. Jang Noksu persistently decided to go sailing and enjoying her honeymoon with King Yeosan.

Apparently, amid the journey, the ship was showered by arrows from a rebel group that disliked King Yeosan and Jang Noksu. The ship was wrecked along with their love story. The story of Jang Noksu was also well known as the story of Cinderella's death.

Despite the sad ending, the legend of Jang Noksu is beautifully presented through the performance of The Palace: Tale of Jang Noksu in Jeongdong Theater, Seoul, with a capacity of 282 seats. The location is not far from Deoksugung Palace, and it has complementary facilities such as handicraft stores and restaurants.

Uniquely, the whole story is presented through dance with no dialogue, only synopsis shown on the screen next to the stage in the beginning of each round. It gives an impression of a modern event, since without dialogue the 70-minute performance is felt quite short. The show runs quite dynamically. At the beginning of the story, the players display elegant choreography while playing typical Korean percussion instruments named Janggu. The audience is suddenly involved to perform simple circus acts on stage.

Furthermore, Hanbok (Korean traditional dress) worn by female players is truly a feast for the eyes, and so is watching art performance and fashion show. In addition, stage setting and lights perfect the show. Interestingly, this dynamic folklore performance is delivered by Korean young people.

# MICE Spot



### JEONG DONG MARU

For those who want to hold business meetings with a traditional atmosphere, a venue named Jeong Dong Maru is available next to Jeongdong Theater. Prior to its establishment in 2018, this place was used to be an Italian restaurant. The interior combines traditional and modern elements.

**Area:** 143 m<sup>2</sup>

**Capacity (people):**

**Standing:** 80 people

**Address:**

(04518) 43 Jeongdong-gil, Jung-gu, Seoul, Korea  
W. jeongdongtheater.com

### LOTTE WORLD FOLK MUSEUM

Lotte World Folk Museum is located inside Lotte World Amusement Park that has been established since 1989. In this museum, the history of Korean dynasty and period is presented in attractive and modern way using technology. Exploring history in this museum is a fun experience.

At first, you will enjoy Korean history from period to period, and then you will enter the replica area of typical Korean buildings. Here, you will feel amazed at how Korean royal buildings were built in meticulous detail and magnificent structures with ranks of the royal army. This museum also stores traditional houses of the past and provides a drawing area for children.

**Operational hour:**

Weekdays: 9.30 A.M. to 8 P.M.

Weekends: 9.30 A.M. to 9 P.M.

**Address:**

240, Olympic-ro, Songpa-gu, Seoul



## English Section



### OIL TANK CULTURE PARK

Have you ever imagined holding an art exhibition or business meeting in a former oil refinery tank? Oil Tank Culture Park turns that imagination into reality. This place was once Mapo Oil Depot, a grade 1 oil depot that is forbidden to the public. After being neglected for about 41 years, the Seoul Metropolitan Government has revitalized and opened this former oil tank into a venue for art exhibitions, business meetings and various social events since 2017.

Oil Tank Culture Park has an area equivalent to 22 soccer fields. It consists of six tanks in which each tank offers different functions. T-1 or Tank 1 with its glass roof is commonly used for exhibitions, T-2 is an outdoor stage area, T-3 is left as it is, T-4 is also used as a showroom, T-5 is a museum telling the history of Mapo Oil Depot, and T-6 is an information room with cafés and meeting rooms.

**Address:**

87 Jeungsan-ro, Seongsan-dong, Mapo-gu, Seoul  
W. [English.seoul.go.kr/oil-tank-culture-park](http://English.seoul.go.kr/oil-tank-culture-park)



### IKSEON-DONG VILLAGE

Ikseon-dong Hanok Village is a popular place particularly among young people of Seoul, though this village located in the middle of a city has already existed since the 1920s. Until recently, entrepreneurs and young artisans of Korea open cafes, restaurants, and handicraft stores in this area.

Uniquely, the streets of the early 20th century whose width is less than two meters are preserved. Traditional buildings in this village also add a vintage impression. Each store is small, yet designed nicely. In this village, cafes and restaurants serve a menu that fits the overseas taste.

**Note!**

Since it is a village without any direction or map, you must be careful and memorize the streets to avoid getting lost.