



GRAND  
INTERCONTINENTAL®  
SEOUL PARNAS

# A PERFECT DAY IN GANGNAM

WHERE HERITAGE, ART, STYLE, AND SKYLINE MEET IN GANGNAM

# A RELAXED START TO YOUR MORNING IN GANGNAM

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## MORNING

In the heart of Gangnam's forest of skyscrapers, there is a serene space where traces of the 500-year-long Joseon dynasty quietly live on.

At the Seonjeongneung Royal Tomb, a UNESCO World Heritage site, you can stroll along wooded paths where kings and queens lie at rest, and experience a special morning where Seoul's past and present gently converge.

A peaceful walk beneath lush pine trees and alongside stone sculptures of the Joseon royal court offers one of the most tranquil moments you will ever find in the middle of the city.

When the warm spring sunlight softens the streets, why not begin your day at one of Gangnam's stylish brunch spots, such as Queens Park, featured in popular K-dramas, CONQUES Apgujeong, Le Bon Goûter, or Mild High Club? Enjoy aromatic coffee, freshly prepared egg dishes, artfully presented brunch selections, and freshly baked pastries for a leisurely start to your morning.



# WHERE ART AND TRENDS MEET

## AFTERNOON

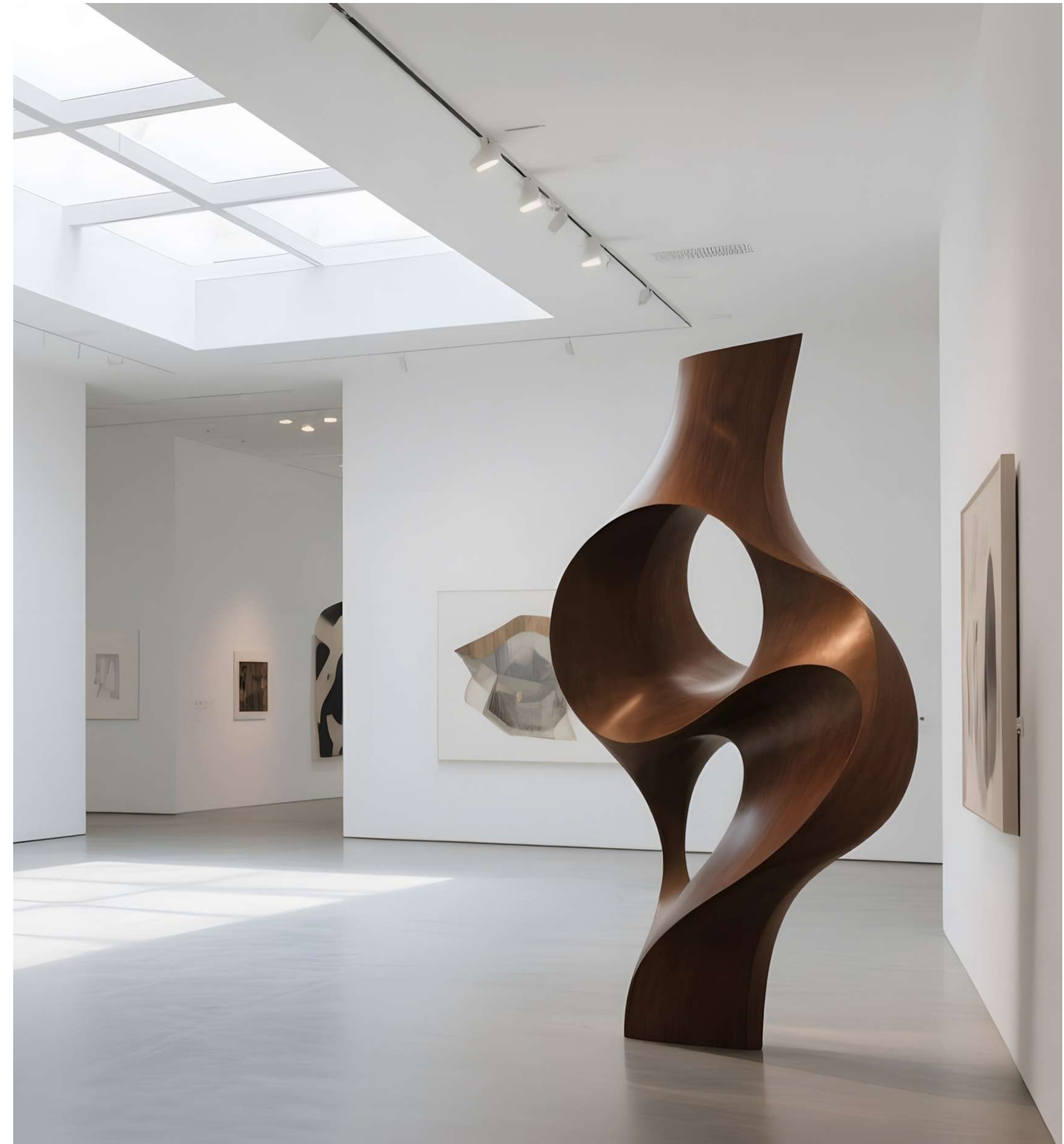
Immerse yourself in inspiring works by both Korean and international artists at Seoul's dazzling array of cultural heritage spaces, contemporary museums, and galleries.

From the Horim Museum and SongEun Art and Cultural Foundation to Gallery Now and Gallery Gaia, the diverse exhibition venues scattered around Gangnam artfully combine the nation's artistic heritage with a contemporary sensibility.

While taking the time to appreciate each work of art, you will discover that Gangnam is not just a luxury shopping district but an exciting cultural space where art and style coexist.

Afterward, you can enjoy a leisurely stroll through Apgujeong and Dosan, exploring the many curated boutiques and flagship stores. In these highly popular areas where fashion, lifestyle, beauty, and design form a perfect harmony, your shopping trip will become an experience akin to a visit to an exhibition.

Discover the essence of local and global fashion at flagship stores such as HAUS Nowhere Dosan, Sulhwasoo Dosan, MUSINSA, ETC Seoul Cheongdam, and BEAKER Cheongdam.



# COMPLETING THE NIGHT WITH MUSIC AND SKYLINE

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## EVENING

Conclude your day at a rooftop bar where Gangnam's skyline meets soft music beneath the evening sky. As the sun sets and the city lights begin to shimmer across the buildings, a gentle spring breeze and soothing melodies invite a quiet sense of calm and relaxation.

With a cocktail in hand and the Gangnam skyline unfolding before you, set aside the busyness of the day and enjoy a moment of tranquil solitude. As the impressions of the day softly settle, Seoul's night leaves behind a lingering warmth and quiet reflection.

Complete your journey at rooftop venues such as Rooftop Bar Kloud, Diamante Rooftop Bar, and TELLERS 9.5, and savor a refined conclusion to your evening in Gangnam.

