COLOR EDITION

PAPER CITY GUIDE

Insa-dong

SEOUL · Jongno-gu



Original illustration · not a navigation map

Small objects, long traditions.

SEL-0004 / v1.0 / en / color

An emonster Travel product

FIRST OPEN

Before you go

ADDRESS

39-1 Insadong-gil, Jongno-gu, Seoul

VISITING

Public streets accessible daily; individual shop and gallery hours vary.

₩ Free to walk; shopping, food and activities cost extra.

GETTING THERE

On arrival

Use Jongno 3-ga Station Exit 5, then follow the signed public approach to Insa-dong.

Jongno 3-ga — On foot

Exit 5 · Lines 1, 3 and 5

Check current official notices before visiting.
Facts checked 2026-11-20

Print color (1) or mono (2). A4/Letter, portrait, Fit to Page. Single-sided.
Printed side up: fold right behind left, then bottom behind top.

A4 MASTER · FIT TO PAGE

FULLY OPEN

Look a little closer

Insa-dong brings craft shops, galleries and tea culture into a compact network of streets. Browse slowly rather than treating every doorway as another souvenir stop. Compare materials and finishes, ask before handling fragile work, and make room for a pause away from the busiest pedestrian flow.

Something to notice

Compare one handmade object with a mass-produced souvenir before deciding what to buy.

A little consideration

Ask before taking photographs inside shops; keep entrances clear.

YOUR DAY

Leave a little room

A detail, a feeling, a place to return to...

Directions

Official site

Visitor information

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MONOCHROME EDITION

PAPER CITY GUIDE

Insa-dong

SEOUL · Jongno-gu

Pause

Insa-dong in its local setting.

A little less screen.

Small objects, long traditions.

SEL-0004 / v1.0 / en / mono

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