30 NOVEMBER, EVENING · STOP 8

Three walks

One neighbourhood, three ways in

PULSE LENS Heritage as material · Small mood fixes

A Granny chic 할매니얼 길

1 Ajindang · 3 Soha Salt Farm · 9 Tteulan · 8 Jang & Paste

Rice cakes, salt bread, tea and jang. Old flavours sold in a new way.

B Time travel 시간여행 길

2 Komkom Arcade · 6 Nakwon Station · 7 Rain Report

A 90s arcade, a country train station and a rainy afternoon in England.

C Being me & style me 나다움 길

4 Blue Elephant · 5 Teterot Salon · 11 Saju & tarot

Places to wear, try on, decorate and read yourself.

FROM THE BRIEF

Q1 What does contemporary desirability look and feel like?
Q2 How is cultural identity being expressed and reinvented?
Q3 How are people expressing themselves through products and collecting?
Q6 How do physical spaces become content?
Q7 What does adult play and creation look like outside of toys?

FROM THE BOOKLET

What has been kept from the old hanok, and what is new?

C Being me & style me 나다움 길

4 Blue Elephant 블루엘리펀트 익선 쇼룸 — Q1 · Q6

A Korean eyewear brand known for trendy, affordable sunglasses, with a showroom inside a hanok.

Note We pass this brand again in Seongsu tomorrow. Worth comparing how it changes from one neighbourhood to the other.

5 Teterot Salon 때때롯살롱 — Q2 · Identity

A brand that reworks hanbok for today. The name plays on ttaettae-ot, a baby's first outfit, and ttaettaero, 'now and then'.

Note Look for the hanbok details that stay on in everyday pieces like wrap skirts and jackets.

11 Saju & tarot 사주·타로 — Q1 · Identity

Fortune shops dotted around the alleys. Saju reads your character and luck from the year, month, day and hour you were born.

Note Young Koreans treat saju and tarot a bit like MBTI, as a fun way to read themselves.

10 Mua 무아 — Q3

A shop for Korean-style interior pieces. It's closed on Mondays, so if you pass by, have a look through the window.

Note See how traditional motifs and materials find their way into a modern room.

HOW TO WALK

- Each group sets off with one of the Inner Chapter team.
- The numbers don't show an order. Your guide will pick the way through the alleys.
- The alleys are narrow, so walk in twos or threes and step aside when you stop.
- Done with your walk? Feel free to drop by places on the other two.
- We'll send a few tips on WhatsApp while you're out.

BEFORE DINNER

What was kept from the old hanok, and what was added? Also note one small thing you saw someone buy for themselves.

LEGO

CULTURES & FUTURES

THE LEGO BRAND · STOP 8

Ikseon-dong

Seoul, Monday 30 November

At your own pace

16:20	Van drop-off, groups set off
17:50	Meet up (we'll share the spot on WhatsApp)
18:00	Dinner

INNER CHAPTER SEOUL



MAP

Find the numbers in your group's colour

A Granny chic
Ajindang · Soha Salt Farm · Tteulan · Jang & Paste

B Time travel
Komkom Arcade · Nakwon Station · Rain Report

C Being me & style me
Blue Elephant · Teterot Salon · Saju & tarot

10 Mua · closed on Mondays

Saju & tarot shops (C) are all around the alleys.

Not to scale.

A Granny chic 할매니얼 길

1 Ajindang 아진당 떡상점 — Q1 · Q2

A rice cake shop that reworks tteok and traditional snacks, like chocolate yanggaeng, so anyone can enjoy them.

Note Grandma snacks are popular with young Koreans right now, enough to coin the word halmaenial (grandma + millennial).

3 Soha Salt Farm 소하염전 — Q1 · Q6

A salt bread café whose name means 'small summer'. Salt bread is one of the most loved breads in Korea at the moment.

Note The whole café is styled as a west coast salt farm. Look for the salt pan model and the wooden wheel once used to move seawater.

9 Tteulan 뜰안 — Q1 · Comfort

One of Ikseon-dong's first hanok tea houses, built around a small courtyard. Omija and jujube teas come with hangwa sweets.

Note The quietest spot in the alleys, and a good place to feel the slow pace of Korean tea culture.

8 Jang & Paste 장앤페이스트 익선 — Q2

A restaurant built around Korean fermented pastes and sauces: doenjang, gochujang and ganjang.

Note Families used to make their own jang and age it in jars in the yard, so every house had its own taste. Look for the jars at the entrance.

B Time travel 시간여행 길

2 Komkom Arcade 새서울 콤콤오락실 — Q7 · Comfort

A joystick arcade downstairs and the Saeseoul lounge upstairs, with a view over the hanok roofs.

Note The claw machines at the door became a big trend as a cheap, few-minute stress release. Inside, adults replay childhood games in a new setting. This is newtro.

6 Nakwon Station 낙원역 — Q6

A café modelled on a small country station. You walk in along a railway track laid over gravel.

Note Look at the timetable-style menu, the desserts riding a conveyor belt and the platform where no train is coming.

7 Rain Report Rainbow 레인리포트 레인보우 — Q6

A café known for indoor rain. This branch is themed on a rainy day in England.

Note When the rain starts, watch people take photos with umbrellas. The weather itself has become something to visit and share.