Incheon Free Economic Zone Authority 12 Getpearl-ro (Songdo-dong), Yeonsu-gu, Incheon, Korea





Songdo International City





## Environment-Friendly International City of Songdo

Songdo International City (Songdo), which boasts the most optimal business-friendly amenities in close proximity to Incheon International Airport, is playing an important role for South Korea by growing into the business hub for the Northeast Asian region. Songdo has also become the focus of the international attention for being an eco-friendly city. In Songdo, more than 30% of urban land has been turned into parks and green areas, and a diverse range of environment-friendly facilities and system have been introduced, including a new-concept living waste treatment system, a sewage water recycling facility, and an LEED (Leadership in Energy and Environmental Design-New Construction)-certified housing complex. Songdo, which pursues harmony between humans and nature, has hosted the Green Climate Fund (GCF, Asia's largest international agency) since Oct. 20, 2012. The GCF is an international agency aiming to help developing countries better respond to global climate changes by supporting the reduction of greenhouse gas emissions in developed countries. The eco-friendly international city of Songdo leads the world's green growth.

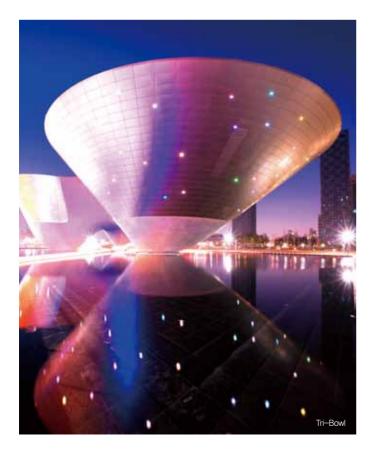
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## Sightseeing 2



## Songdo International City

Songdo International City is a city with various colors. It has eyecatching geometrically designed modern architecture, environmental technology applied business and housing complexes, and foreign universities and international schools, which offer advanced education. It is a hub city of IT, BT, and R&D, and it is growing very fast as a world-class financial city. Most of all, it is a typical futuristic city that has actively incorporated environmentally friendly elements from the design stage of the city. The following are some of representative tourist spots of Songdo International City.



#### Tri-Bowl

Songdo International City has several spectacular buildings that cannot be understood geometrically. Among them, Tri-Bowl is the most distinctive piece of architecture in Songdo. Tri-Bowl is a compound word that is created by combining the words "triple" and "bowl." As the name implies, the building looks like three bowls. The three bowls represent the sky, sea, and land. The Tri-Bowl building has the shape of an upturned conical hat with a wider bottom and narrower top structures. It is the first of this type of architecture in the world. Moreover, it was built in the center of a waterfront space and so it creates an illusion that the three bowls are floating on the water. It received a grand prize in the category of Architecture and Culture during the 2010 Korea Architecture Contest. (188-9338)

#### **Compact Smart City**

The Compact Smart City is an exhibition center where visitors can see in one view the history of Incheon and the process of constructing the Songdo International Business District. It is comprised of 4 ground floors and 1 basement level. The center presents the past, present, and future of Incheon in the Ancient and Modern Exhibition Hall, the Incheon Miniature Hall, the Experience Exhibition Hall, the 5D Theater, and the 4D Theater. While the Ancient and Modern Exhibition Hall on the 1st floor shows the birth of Incheon, the Incheon Miniature Hall on the 2nd floor presents a model of Incheon at a scale of 1:1,200. Visitors can also view the fastgrowing Songdo through various 3D and 4D images. (2003)

Compact Smart City



# Sightseeing 2

#### **Central Park**

Songdo Central Park, which takes up an area of 410,000m<sup>2</sup>, is like a large green oasis located in the midst of the skyscrapers of Songdo. It is constructed under five themes, which consider environmentally friendly elements. Some 1.4 million trees and plants from 130 species are planted in the center of downtown Songdo, which drastically reduces the urban heat island phenomenon. A rain station, which is a rainwater storage device, is also installed to reduce the consumption of water by reusing rainwater for watering gardens. Parking lots have been built underground to minimize the emission of carbon dioxide. Man-made waterways, which are the landmark of Central Park, use seawater instead of freshwater in consideration of the ecosystem.

(@: 032-721-4402-9) (Water Taxi: 070-4610-3956)

#### Haedoji Park

This park was constructed using Incheon city as a motif to show the beginning of Incheon Port and the city's modernization. The scenic view created by wind turbines looks beautiful. When visitors walk up Songdo Hill, which is 18m high and 150m in diameter, they can see the whole park in one view. The round music fountain and the 6.5m high whale sculpture in the Central Plaza grab visitors' attention. Due to various species of trees and well-constructed tracks, many people come to the park to exercise. They can rent a bicycle here as well. While running along the 2km tracks, people can feel the fresh air that is circulating in Songdo International City and meet kind Incheon citizens. (m: 032-453-7972)

#### Incheondaegyo Bridge Observatory (OceanScope)

Incheondaegyo Bridge Observatory is the best viewpoint where visitors can see the beautiful scenery of a sunset over the West Sea. By walking up a few stairs, visitors can see Songdo's open mudflats and Incheondaegyo Bridge, which is 21.38km long and its foundation tower is as high as the 63 Building in Seoul.

It is made with five distinctively different containers (four 20-foot containers; one 40-foot container). It received a grand prize in the category of Architecture and Interior Design at Reddot Design Award 2010, which is Germany's highest official prize for design, and one of the three most prestigious design awards of the world.

#### Canal Walk

Canal Walk is a European-style shopping mall whose entire blocks run 740m long. At present, various stores are opening up business in the mall. The extraordinary architectural aesthetics and the visual elements of being in a dynamic culture please visitors' eyes. The long central waterways flowing along the buildings, which are built under the theme of spring, summer, autumn, and winter, look very impressive. (1566-8900)









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# Enjoying 🗸



## **Psy is Songdo Style!**



Special Songdo International City viewed via Psy's music video

Recently, "Gangnam Style," sung by Korean singer Psy, became a big hit around the world. As of October 5, 2012, "Gangnam Style's" accumulated YouTube hits are at 380 million, and this song is about to rank first on the Billboard Chart. As a result of these things, people have become very interested in the filming location of the "Gangnam Style" music video. The parking lot where Korea's best entertainer, Yu Jae-seok (wearing yellow clothes), danced with Psy; the elevator scene with Noh Hong-cheol, who makes people laugh with his peculiar appearance and expressions; and the subway platform where Psy and Korea's best idol group member, Hyun-a, danced together, are all in Songdo International City. Most of the "Gangnam Style" music video was filmed in Songdo International City, so it is no exaggeration to say that, "Gangnam Style" is "Songdo Style."

Psy's new music video, titled "Right Now," was also filmed in Songdo International City. The lyrics of "Right Now" are basically, "Right now, forget about all worldly things for now, and enjoy freedom." It was filmed at The # First World, which is one of Songdo International City's representative buildings, as well as at stores and streets in Songdo.

Many people come to Songdo International City to film movies, TV dramas, and CFs, and this is due to Songdo's urban characteristics, environmentally friendly nature, and colorful night landscape. Songdo International City is becoming Korea's representative city and standard. Like people say, "To see the future of Korea, go to Songdo International City."



## Songdo, Full of Joy and Comfort!

#### Good Market, Songdo International Flea Market

Good Market, an environment-friendly flea market in Songdo that takes place under the theme "Go Green Camping", is hoping to become not only a place to recycle goods but a field of people-to-people exchange and communication. Anyone who wants to participate in the flea market is asked for a KRW 10,000 donation, and all of the proceeds go to the "Korea Food for the Hungry International-Incheon Main Branch." This year, participants will find a more diverse pool of goods at cheaper prices thanks to the participation of Koreans and foreigners living in Korea. Entertainment events and performances make the flea market atmosphere more fun and exciting every year.

• For more information: www.facebook.com/songdoibd (More detailed information on the Good Market will be posted on the Songdo IBD Facebook)



#### Sweet Gifts, Chocolate Museum GENESE

The Chocolate Museum GENESE is all about chocolate. This Museum has information on everything you would ever want to know about chocolate, including the cacao-making process and its long and delicious history. Exhibits include diverse chocolate crafts in the shape of a Palmido Lighthouse, ceramic ware, and face masks. Visitors may sample different types of chocolate in different shapes and can make chocolate themselves at the chocolate-making experience room. Anyone interested in chocolate temperature controlling (tempering) and shaping may participate in the Chocolatier Class, which is held on every second and fourth Saturday at 10 AM.

- Venue: Songdo Bridge Hotel 1st Fl.
- · Contact: 032-210-3838

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## Enjoy Diverse Sports at Songdo Central Park

## Exotic Water Sports at the Center of International City



The artificial waterway (1.8km long and 16-110m wide) in Songdo Central Park will satisfy both your visual aesthetic sensitivity and your need for physical entertainment.

## ONE! Songdo Central Park Water Sports

At the Songdo Central Park Boat House, you can enjoy a number of water sports on different watercrafts (canoe, water bay, motor dinghy, water bicycle) or relax aboard a water taxi while appreciating the skyscrapers, Tri-Bowl and other landmark buildings of Songdo.

- Opening Period: Every Tuesday-Sunday (Closed on Every Monday)
- Open Time: 10:00~17:00 (12:00~13:00 Lunch Break)
- Fare

Watersports		Fare	Capacity	Remarks
West Boat House	Canoe	18,000	3	1 hour
	Water Bay	24,000	3	1 hour
	Motor Dinghy	30,000	4	10 min.
	Sailing Dinghy	100,000	3	3 days
	Water Bike	10,000	2	20 min.
East Boat House	Water Taxi	Adults 6,000 Elderly 3,000	-	Elderly :over 65, under 12

#### Contact: 070-4610-3956 (Central Park Water Sports) 070-7729-2333 (Water Taxi)

- West Boat House: Closed during winter, Open in March / Water Taxi: Nonregular operation during winter
- \* Life vests: KRW 2,000 (rental/one person) / Motor Dinghy available only for license holders







End to end, the park trail runs 15km. Walking it, however, you won't know where the time went. The Central Park is composed of 5 main theme-parks: Trail Park, Terrace Garden, Sculpture Garden, Artificial Garden, and Long Meadow Garden, which are also decorated with Forest Garden, Conifer Garden, Healing Garden, and Fruit Garden, respectively. Along the trail, you will encounter the water mill, forest road and gravel walk, and you are always free to take a rest on the benches installed across the gardens. Designed after the Gyeongju Anapji Pond, a traditional Korean landscape, the Songdo Central Park with beautiful pavilions inside the themed gardens stands in harmony with the surrounding skyscrapers, an atmosphere that is, at once, both exotic and traditionally Korean.





Songdo International City boasts well-designed bike roads along the city roads and parks. Once entering the open space of Central Park, you can appreciate the picturesque grass lawn, reed forest, aquatic plants, and artificial waterway, which harmonize well with one another. Pedal your bike along the 3.6km bikeway that follows an artificial waterway, and you will be charmed by the scenic park environment. For families with children, multi-seat bike rentals are available at the East Boat House.

- Multi-seat bike rental service: East Boat House
- Time: 10:00~18:00 (non-regular rental service during winter)
- Fare: KRW 10,000 (hourly)



### pll•pl2

# Dining 1



#### Comble 1

Located at Complex E of The # First World, Comble is a family restaurant. The slogan of this restaurant is cooking starts according to the 'ordermade slow food' menu. When an order is made, customers should expect to wait and upwards of 30 minutes. This restaurant makes only healthy foods without using any artificial seasoning, and their teriyaki sauce is also house made. Their main menu is teriyaki, steak, and noodles, whose prices range from 7-9,000 won.

• Business Hours : 11am~12am (midnight) • Inquiries : 032-832-8334

#### Bistro THE HOME **2**

Located at Complex G of The # First World, Bistro THE HOME is a fusion restaurant which boasts a variety of menus. As its nickname 'small restaurant' attests, this restaurant offers reasonably-priced foods for everybody to enjoy without any financial burden. It is decorated with a modern style interior, and it offers menus of pork cutlet, pizza, pasta, risotto, and hamburger steak, as well as alcoholic beverages such as beer and wine, and also fusion style appetizers. Pasta costs around 10,000won, and pizza costs around 13,000won.

• Business Hours : 11: 30am~10pm • Inquiries : 032-835-6330

#### Ching Ching China 3

Located at Complex G of The # First World, Ching Ching China is a Chinese restaurant which is decorated with a refined interior and has a relaxing ambience. Customers can enjoy a course-style menu at reasonable prices. Among simple menus, tangsuyuk (sweet and sour pork) are very popular. The attractive part of the menu 'fresh fruit tangsuyuk' is served on a dish made of flour dough skin. The price ranges from 14,000~16,000 won.

• Business Hours : 11am~10pm • Inquiries : 032-817-6666

#### Sanchaek 4

Located at Complex G of The # First World, Sanchaek is a buffet restaurant where customers can eat endless amounts of sushi, rolls, and salad. It serves 9 kinds of sushi and 12 kinds of rolls. It also serves noodles such as jjajang (noodles with black soybean sauce), jjamppong (spicy seafood noodle soup), udon, and memil (buckwheat noodles). Customers can also enjoy raw fish at an additional small price. This restaurant regularly holds discount events, jointly with Social Commerce called Cupang. Lunch costs 12,900 won during weekdays, and 15,900 won during weekday dinner and weekends.

#### Club GIUMM 6

Located at Complex 8 of Daewoo Prugio World Mark, Club Jiumm is a pub where customers can enjoy beer and grill menus as appetizers as its sign 'Grill & Pub' states. This pub serves steak and assorted sausages, salad, and assorted cheese. Wheat beer called 'Maisel' is a must try. A lunch menu item 'Grilled Steak with Unlimited Refills' is also a popular menu item (25,000 won). A live performance is held every evening at 8:30 P.M.

- Business Hours : 5am~3am
- Inquiries : +82-32-833-9897

#### Asakan (Asahi Beer Pub) 6

Located at Complex 8 of Daewoo Prugio World Mark, Club Asakan is a pub where customers can enjoy directly-imported fresh Asahi beer at a very low price. Soft black beer (kuronama) is the female customers' drink of choice. The pub also serves Japanese appetizers such as okonomiyaki, takoyaki, fries, and salmon salad, which cost around 20,000 won.

- Business Hours : 5pm~2am, Fri/Sat until 3am
- Inquiries : +82-32-834-5542

#### Peter&Paul 7

Located at Complex 8 of Daewoo Prugio World Mark, Peter & Paul is an Italian restaurant that specializes in pasta, pizza, and steak. Lunch menu serves a course-style meal which consists of soup, salad, pasta, steak, and dessert, and costs a reasonable 18,000won per person. The main menu of this restaurant is steak, which is known for only serving the top 2% quality grade of beef. The restaurant also offers beer and 60 different kinds of wine.

- Business Hours : 5pm~2am
- Inquiries : +82-32-858-0422



<sup>•</sup> Business Hours : 11:30am~10pm • Inquiries : 032-835-5757

### pl3•pl4

# Dining 1

HELLO KITTY

CONT



Located on the first floor of Songdo Dream City, Harema is a restaurant specializing in sake. Owing to its clean and refined interior, it is frequently visited by many female customers. It serves several very popular Japanese style hand-made dishes such as assorted sushi, fries, kebab, samgyeopsal (pork belly) salad, bacon salad, Cajun salad, gansai fish cake soup, and roasted mero, which pairs very well with sake.

• Business Hours : 4pm~2am • Inquiries : 032-833-9245

#### Radio Street 9

Located on the first floor of Songdo Dream City, Radio Street is a pub specializing in serving 80 kinds of beer from around the world. With a custom-made ice bar installed in the center of the pub, customers can personally select their beer. The pub serves dry appetizers and other appetizers such as potato fries, assorted sausages, and fruits. It is equipped with group and family seating. Customers can also enjoy a friendly game of darts.

• Business Hours : 5pm~3am • Inquiries : 032-851-1217

#### What's David's 🛈

Located on the first floor of Songdo Dream City, What's David's is a European style pub restaurant with an exotic atmosphere. It serves both food and alcoholic beverages. Their main menus include pasta, stove pizza (20,000 won), hand-made burgers (10,000 won), and steak. This pub is popular among foreigners due to its relaxing atmosphere. Prior reservations are recommended for lunch time and weekends. Band performances by musicians from around the world are held every Friday's and weekends.

• Business Hours : 12pm~12am • Inquiries : 032-833-1225

#### Pier 39 🕕

Located on the first floor of Songdo Millennium City, Pier 39 is a pub specializing in serving beer and wine from across the globe. Customers can enjoy Germany's representative Oktoberfest beer hofbrau. The price of beer ranges between 5,500 won and 12,000won. Customers can enjoy old pop music, ballad, jazz, and Korean pop songs.

• Business Hours : 5pm~2am • Inquiries : 032-832-3910

#### 'Toryeom' Shabu-Shabu 🕲

Located at Complex E of The # Central Park 1, Toryeom is Korea's largest shabu-shabu restaurant which is has an area of 6,611m<sup>2</sup>. The interior of the restaurant has a high-quality majestic atmosphere, resembling a hotel lounge. The main menu includes Korean set menu and shabu-shabu course menus. Hanjeongsik (traditional Korean set menu) costs 55,000won, and shabu-shabu costs 25,000 won (130g). Shabu-shabu course menu consists of 7 kinds of food, including raw fish, sushi, salad, rolls, and wheat rolls.

• Business Hours : 10am~10pm • Inquiries : 032-858-0550



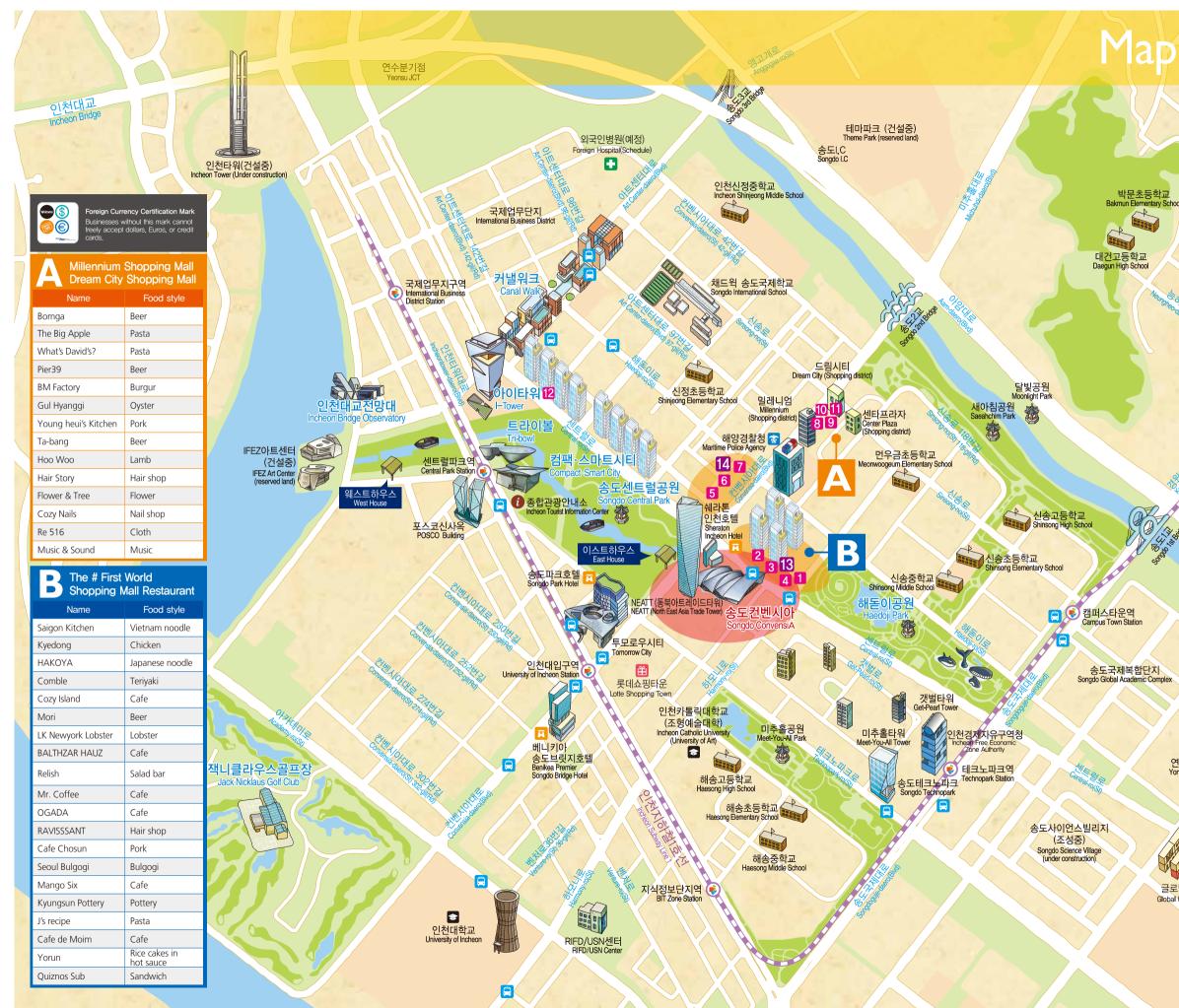
Songdo

HAKOYA: 032–835–6700 (rice served with toppings, ramen)
New York LK Lobster: 032–811–5575 (lobster, lunch special)
12 Package: 032–835–7999 (Korean dishes and flour based food)
Songdo hoetjip: 032–835–5945

(assorted raw fish, raw fish with rice, spicy fish roe soup)
Food Court (Heungnammyeonok, Myeongtaemyeongga, Hans Deli)
MORI : 032–935–5353 (pork cutlet, udon, sake and izakaya)
COZY ISLAND : 032–835–5775 (fresh juice, cake)
Ravissant : 032–835–7002 (toast, waffle, bacon, coffee)

#### Songdo Prugio World Mark Shopping Mall Restaurant 🔞

LA PIOGGIA : 032–831–0220 (pasta, pizza) PhoMein : 032–859–0258 (Vietnam rice noodle) MASI : 032–833–3108 (sushi, rice served with toppings, pork cutlet) Gyodong Jeonseonsaeng : 032–833–9997 (Korean pancake) Pyeonghwa Dongtaetang : 032–858–6655 (spicy Pollack soup, stir–fried small octopus) COFFEE SMITH : 032–831–334 9 (coffee shop) Heineken the Lounge : 032–832–1201 (draft beer) CAFE JIUMM : 032–831–1611 (coffee & bakery) ZOO COFFEE : 032–851–9008 (coffee, waffle, sandwich)



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### Traditional Korean Restaurant

If you like to try traditional Korean restaurants, go to areas that are a little but outside of Songdo International City. The restaurants in these areas have their own unique recipes, which are based on their tradition and philosophy. We would like to recommend some of these restaurants to you. They can be reached by a 15-minute taxi ride from the Songdo Conventia, and the taxi fare will be around 6,000~7,000 won.

#### Hanjeongsik (Traditional Korean Set Menus)

#### Gyeongbokgung

The Songdo branch of the restaurant Gyeongbokgung, a threestory traditional Korean-style building, is reminiscent of a palace. The yangnyeom galbi(marinated barbeque ribs) course, clearly prepared with a lot of love and devotion, is a specialty of the restaurant and it is not surprising that it is a favorite among many of the diners.

120, Cheongnyang-ro, Yeonsu-gu, Incheon (572, Ongnyeon-dong)
 © 032-831-7776

#### Sun Korean Restaurant

With its luxurious interior and elegant atmosphere, the restaurant offers both traditional Korean and fusion foods. Korean table d'hote is served with specialized taste and nutrition.

• 808-4, Dongchun-dong, Yeonsu-gu, Incheon / 2 032-831-7767

#### Hanugalbi (Korean Beef Ribs)

#### **Daedo Restaurant**

Backed by its 40-year history, Daedo is famous for sirloin of Korean beef. It has captivated the taste buds of modern people with the secret recipe that has been handed down from a court lady who cooked for Yi Un (commonly known as Yeongchinwang, or Prince Imperial Yeong), the last crown prince of Korea.

61, Cheongnyang-ro, Yeonsu-gu, Incheon (803-5, Dongchun-dong)
 © 032-816-7788

#### Songdo Galbi

Enjoy the essence of beef ribs at Songdo Galbi. The thick but tender and juicy ribs broiled on hardwood charcoals, complemented by many neat side dishes, will be a certain delight to your palate.

• Daeam-ro 8beon-gil, Yeonsu-gu, Incheon (558-7, Ongnyeon-dong) 
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