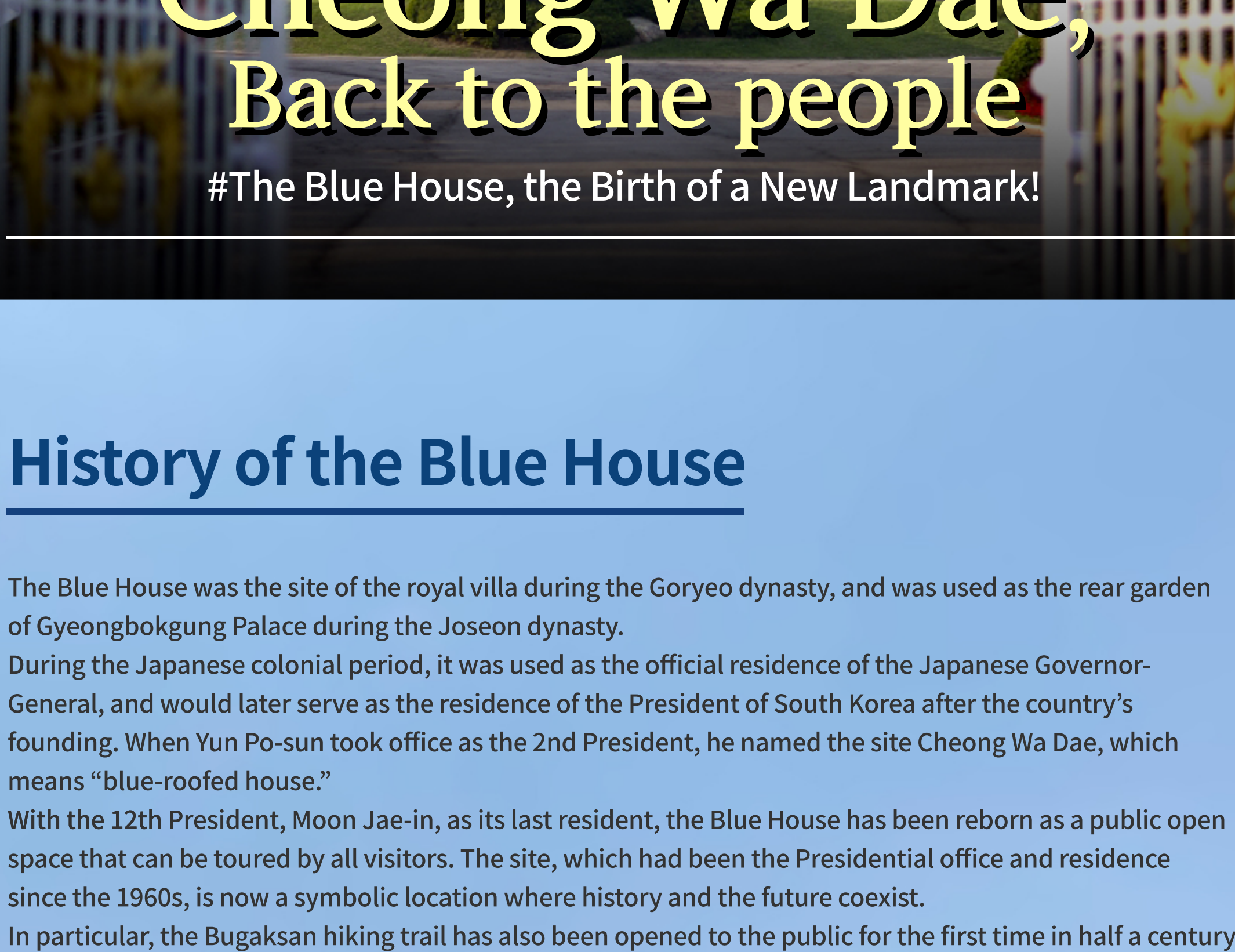




On May 10, Cheong Wa Dae, also known as the Blue House, was opened to the general public for the first time in 74 years, allowing visits by tourists. Up until then, it had been used as the office and official residence of the President of the Republic of Korea. In addition, the Bugaksan Mountain hiking trail was fully opened for the first time in 54 years.

The area around the Blue House, extending from major cultural and historical landmarks such as Gwanghwamun Gate and Gyeongbokgung Palace to the Bugaksan hiking trail, have now become a source of diverse tourist attractions.

It is already attracting a large number of visitors, with over 20,000 people visiting on the opening day alone, and is expected to give rise to diverse city tour programs in the future. This month's edition introduces a variety of ways to enjoy the Blue House.

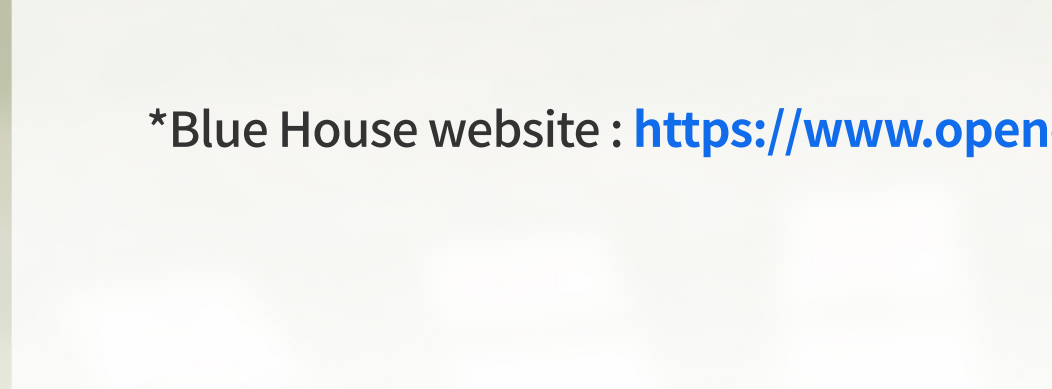


## History of the Blue House

The Blue House was the site of the royal villa during the Goryeo dynasty, and was used as the rear garden of Gyeongbokgung Palace during the Joseon dynasty. During the Japanese colonial period, it was used as the official residence of the Japanese Governor-General, and would later serve as the residence of the President of South Korea after the country's founding. When Yun Po-sun took office as the 2nd President, he named the site Cheong Wa Dae, which means "blue-roofed house."

With the 12th President, Moon Jae-in, as its last resident, the Blue House has been reborn as a public open space that can be toured by all visitors. The site, which had been the Presidential office and residence since the 1960s, is now a symbolic location where history and the future coexist.

In particular, the Bugaksan hiking trail has also been opened to the public for the first time in half a century, and nearby residents are hoping for an economic revival for local businesses that have been negatively impacted by COVID-19.



Source: 'Cheong Wa Dae, Back to the people' website



Source: 'Cheong Wa Dae, Back to the people' website

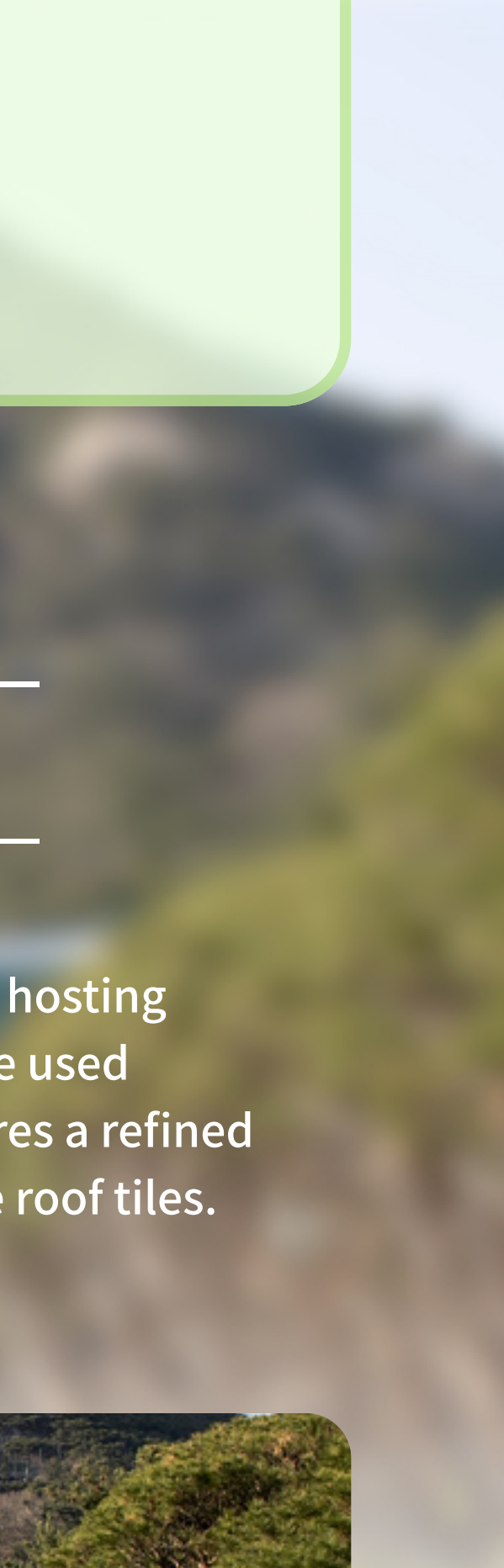
## How to Apply

The Blue House opening event will be held from May 10 through June 11. Admission is limited to a maximum of 6,500 persons for every two hours and a maximum of 39,000 visitors per day.

To apply for admission, simply visit the Blue House opening website on your smartphone and select the app (Naver, KakaoTalk, Toss) with which you would like to apply. You can also apply through the Naver website on your PC. A full-fledged reservation system will later be launched to handle future reservations.

Non-Korean visitors must have an alien registration number and a domestic mobile phone number to apply for the tour.

\*Blue House website : <https://www.opencheongwadae.kr/>



## Directions

### • Bus

Get off at Hyoja-dong bus stop (Take bus No. 1711, 1020, 7018, 7016, 7022, or 7212 at Gyeongbokgung Station bus stop in front of Exit 3 of Gyeongbokgung Station)

### • Subway

15-minute walk from Exit 4 of Gyeongbokgung Station (Line 3)

20-minute walk from Exit 1 of Anguk Station (Line 3)

## 1. Blue House Main Building

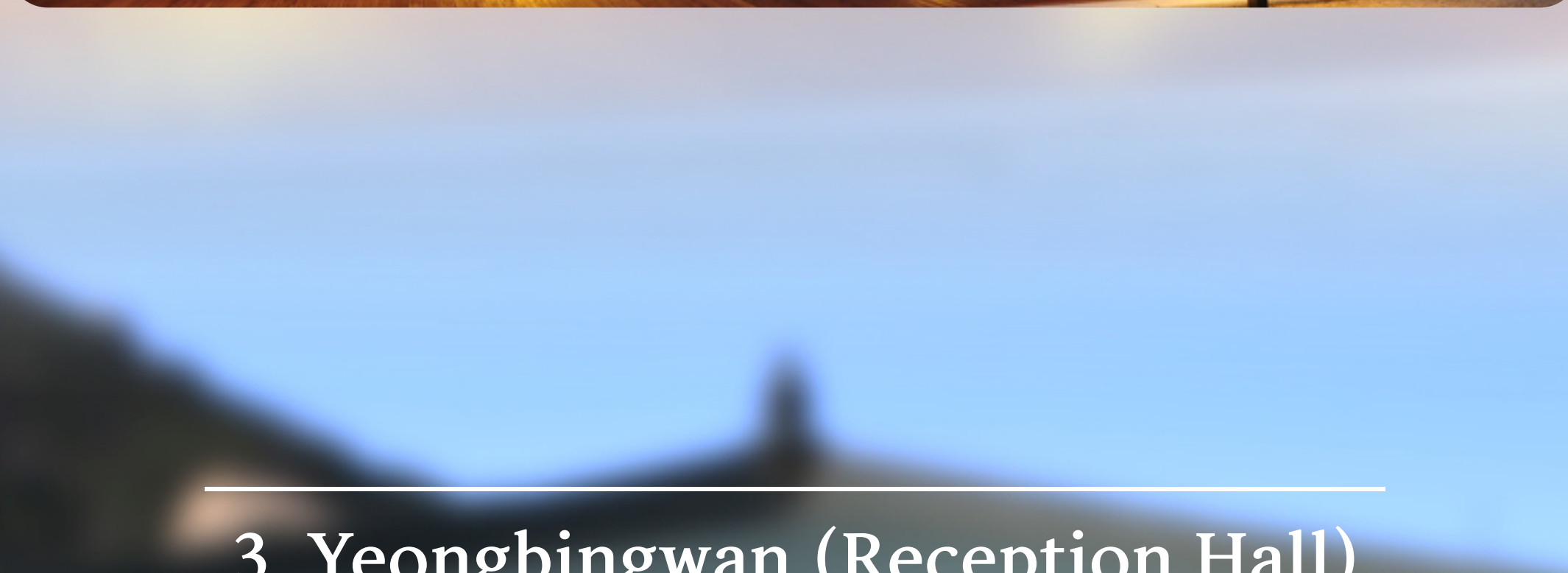
This central building, used as the Presidential office and for hosting foreign dignitaries, is based on the architectural technique used in the construction of traditional wooden royal palaces. It features a refined hipped and gabled roof with a total of 150,000 traditional blue roof tiles.



Source: 'Cheong Wa Dae, Back to the people' website

## 2. Presidential Residence

As the actual residence of the President and the President's family, it is composed of the President's main living quarters and a separate building for guest reception. A traditional garden and detached outer quarters are located in the front courtyard.



Source: 'Cheong Wa Dae, Back to the people' website

## 3. Yeongbingwan (Reception Hall)

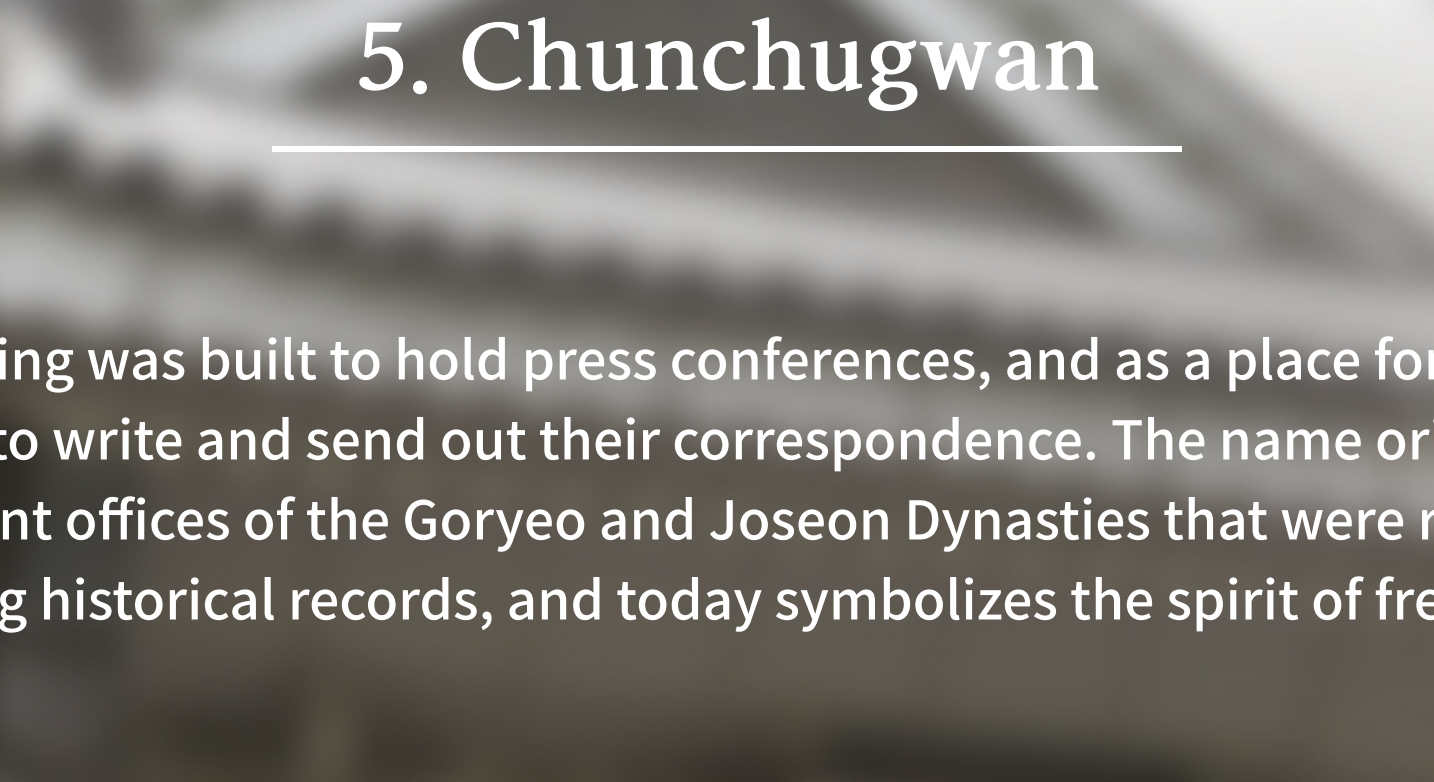
This was used as the official venue for traditional performances and dinners to promote Korea when foreign dignitaries visited, or as a venue for large-scale meetings and banquets of more than 100 guests. The interior embodies designs that symbolize Korea, such as mugunghwa (Rose of Sharon, Korea's national flower), wolgyesu (laurel tree), and the Taegeuk symbol.



Source: 'Cheong Wa Dae, Back to the people' website

## 4. Mugunghwa Hill

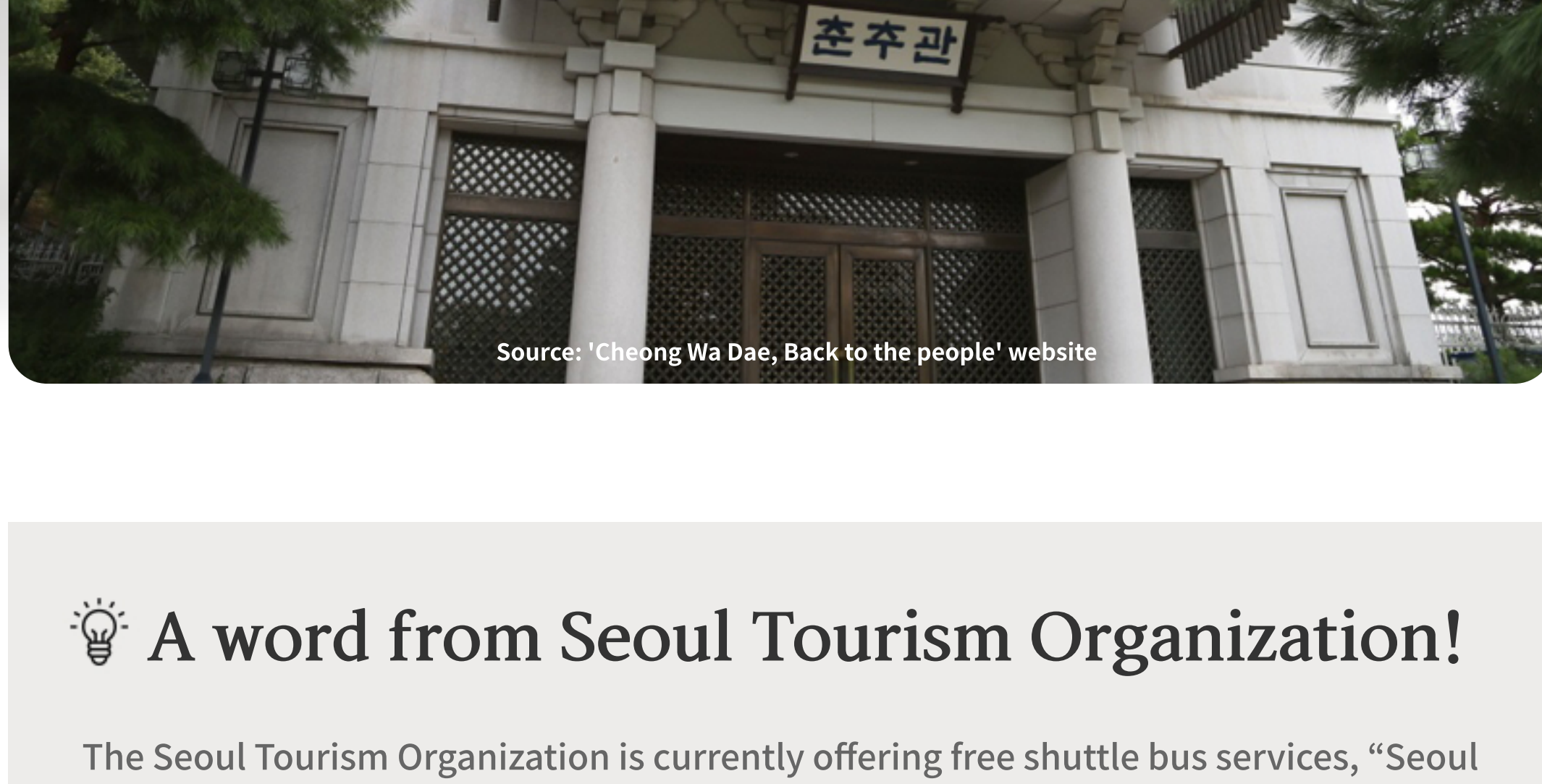
Access to this hill was originally restricted as it was part of the Blue House premises, but was converted into a public park when the road in front was opened to the public in 1993. The mugunghwa flower can be found around the area alongside various other trees and wildflowers.



Source: 'Cheong Wa Dae, Back to the people' website

## 5. Chunchugwan

This building was built to hold press conferences, and as a place for members of the press to write and send out their correspondence. The name originates from the government offices of the Goryeo and Joseon Dynasties that were responsible for compiling historical records, and today symbolizes the spirit of free speech.



Source: 'Cheong Wa Dae, Back to the people' website

## A word from Seoul Tourism Organization!

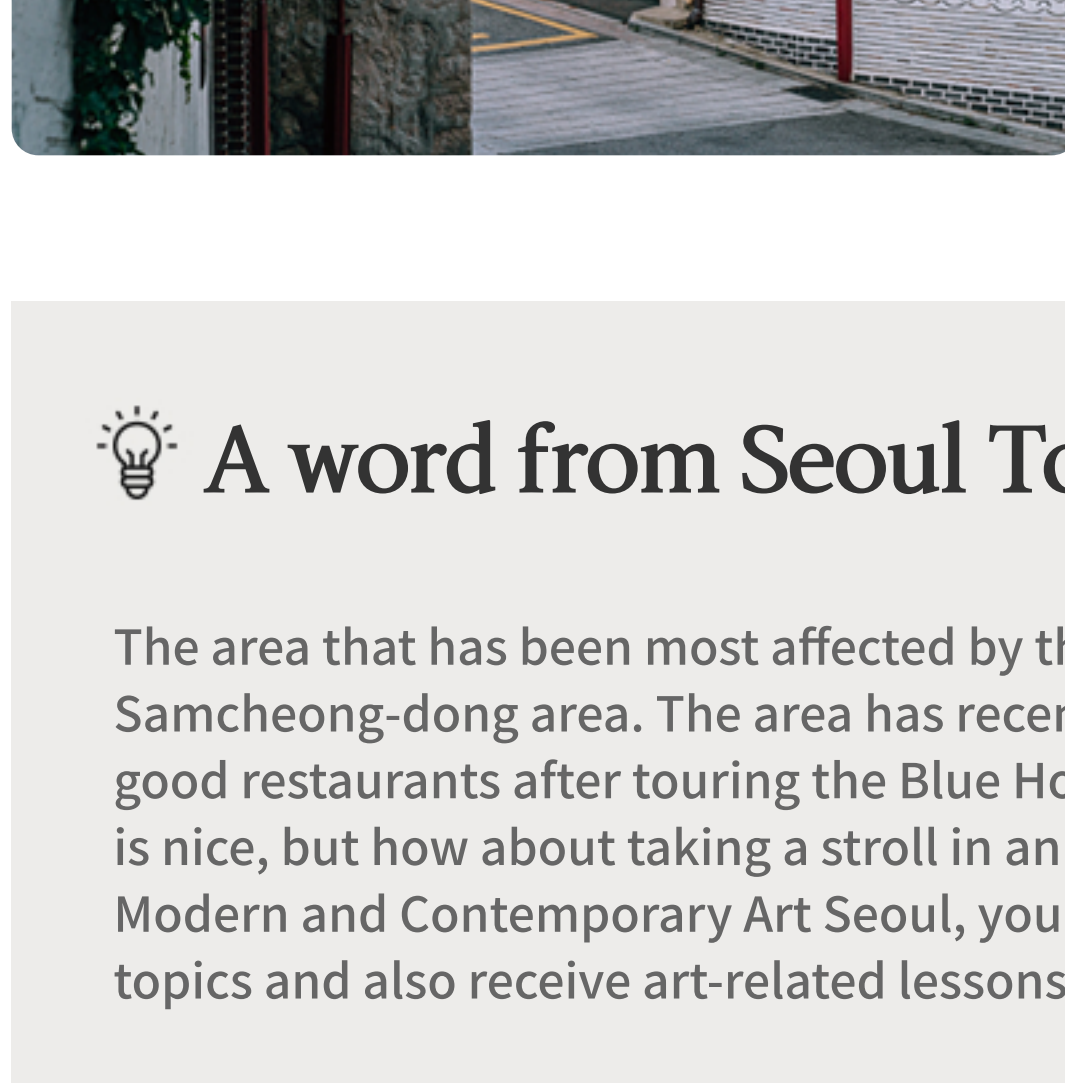
The Seoul Tourism Organization is currently offering free shuttle bus services, "Seoul Danurim Minivan" and "Seoul Danurim Bus," to enable all visitors including the disabled, elderly, and pregnant women to comfortably visit the Blue House. There are two routes: the Seoul Plaza to Blue House route and the Gyeongbokgung Station to Blue House route. Visitors can board at Exit 4 of Gyeongbokgung Station. Take advantage of the Danurim shuttle bus service and visit Seoul's newest tourist attraction, the Blue House!

## After the Blue House, How About These Places?



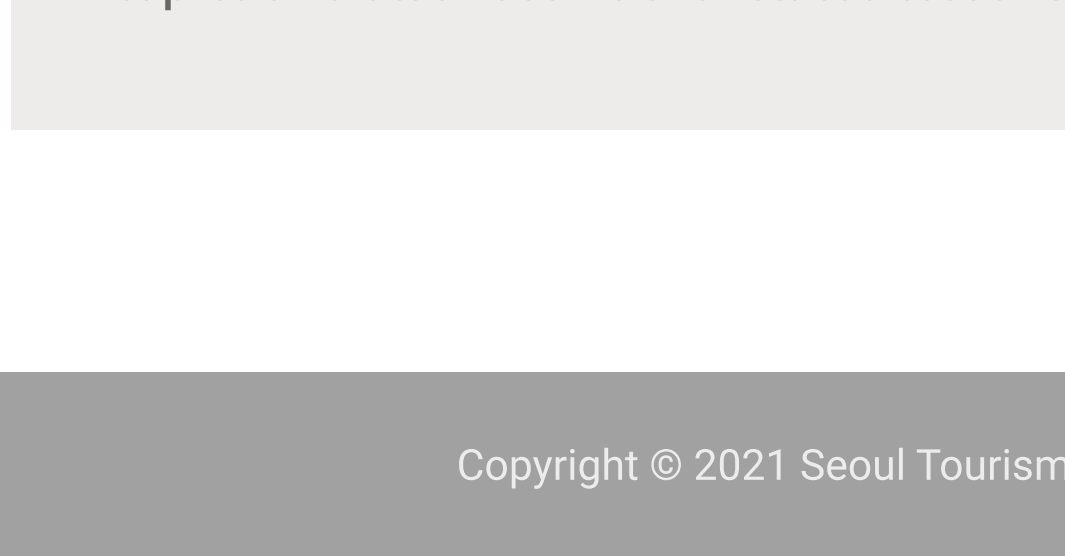
### Samcheong-dong

In the Samcheong-dong café neighborhood near the Blue House, there is a café alley along Samcheong-ro Street that is popular among people in their 20s and 30s. Along with coffee shops such as Starbucks and Blue Bottle, the area is lined with cute and cozy hanok (traditional house) cafes, making you feel as if you have traveled back in time.



### Seochon Village

Located to the west of Gyeongbokgung Palace, the areas of Tongin-dong and Ogin-dong are collectively called Seochon (Sejong Village). Seochon Village, in particular, is filled with renovated hanok buildings, allowing you to hang out in a quiet and relaxed atmosphere. From unique small shops to Tongin Market which is famous for its Yeopjeon dosirak (brass-coin lunchbox, this is a place full of food and things to see.



### Bukchon Hanok Village

Bukchon is an area lined with hanoks, some of which are over 600 years old and are still being used by local residents. At the various workshops in the Hanok Village, you can try your hand at traditional crafts such as embroidery and knotting.

## A word from Seoul Tourism Organization!

The area that has been most affected by the opening of the Blue House is probably Samcheong-dong area. The area has recently become filled with people looking for good restaurants after touring the Blue House. Going to coffee shops and restaurants is nice, but how about taking a stroll in an art museum? At the National Museum of Modern and Contemporary Art Seoul, you can view daily exhibitions on a variety of topics and also receive art-related lessons.