

Gangnam District – Seoul's Answer to Hollywood

Seoul and South Korea as a whole have seen a massive surge in popularity on the international scene in recent years, becoming commonly heard names thanks to media sensations such as K-Pop and the Netflix drama 'Squid Game'. Despite the blazing popularity of those two Korean cultural icons, however, there is still a certain phenomenon left over that deserves special mention - one that took our world by storm, and reached just about every corner of the modern earth.

Anyone who has had even fleeting contact with the internet over the last fifteen years is almost guaranteed to recognize the viral earworm that is the 2012's 'Gangnam Style', but what little people know is the background behind the song's title and theme, and what the 'Gangnam' in 'Gangnam Style' is in reference to.

It may come as somewhat of a surprise, but Gangnam – or, rather, the Gangnam District – is actually the third largest district in Seoul, and one of the city's most wealthy and influential areas by far. The 'style' in the song and its title refers to both the 'class' and the international appeal that this fraction of Seoul has cultivated since its boom in popularity and prosperity in the late 1960s.

And not without reason, either, as the Gangnam district is in many ways Seoul's unique, powerful version of Hollywood – boasting the country's largest entertainment hub, a wide range of luxury shopping and lifestyle options, and much, much more. Gangnam District even has its very own form of Hollywood Boulevard named K-Star

Road - housing the vast majority of Korea's largest entertainment companies, merch stores abound, and the sets for many of the country's most popular films.

Yet, even given its glamor and prominence, Gangnam is only one of the many amazing locations and districts that this lively city encompasses. So no matter whether you're looking to travel to the city any time in the future or if you're simply curious, make sure to give justice to the entire wide range of cultural, culinary, and tourism experiences that Seoul has on offer!