

# Incheon's Vision and Slogan, Newly Designed.

인천의 **꿈** \*  
대한민국의 **미래**

Dream of Incheon, the Vision of Korea

#Guide To Hopeful Future\_Polaris Theme  
#Star Symbolizing Dreams  
#Illuminating Incheon And Korea



# Hi, Old Days

A new and classy neighborhood with tall buildings touching the sky is nice, but sometimes we miss things that are old and worn out. When we go to places that are hand stained by our grandfathers and grandmothers, we feel like we lived in those days. Places that become a 'culture' in themselves after being there for years are filled with the warmth of people again.



#### Cover Description

'Baedari Art Stay 1930' became a new cultural space from the alley of inns.

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REGENERATED SPACE IN  
INCHEON TO ENJOY CULTURE

List of Complex Cultural Space in Incheon

- 1] Dong-gu Baedari Art Stay 1930
- 2] Jung-gu IK Light House
- 3] Ganghwa-gun Joyang Bangjik Cafe

# EMPTY BUILDING, TURNING INTO CULTURAL SPACE

From run-down factories to inns, abandoned hospitals, the neglected spaces of Incheon have been revived. That is, for other uses. The regenerated spaces, given a new life as cultural spaces, such as art museums and cafes, are presenting a comfortable cultural life to citizens while preserving their former appearance.





MULTI-PURPOSE  
CULTURAL RESTING SPACE

# BAEDARI ART STAY 1930



The space is divided into café, park, and art museum. (Whole view)

The alley of inns, which was formed in the Baedari area of Incheon in the late 19th century, lost its spirit after people left. However, two years ago, three inns (Giljo, Seongjin, and Jindo) that had only piled up garbage and dust started taking a new look. It is part of a regeneration project carried out by Dong-gu Office, Itta Space, and artist Jeong Chang-i. The inns, which have been made over, have been serving as cultural resting places in everyday life under the name of 'Baedari Art Stay 1930' since September this year.



You have to pass the narrow alley between buildings to reach 'Baedari Art Stay 1930.' (Entrance)

## Laundry Café (Formerly Giljo Inn)

'Laundry Café' was named after a place was discovered during the remodeling. The site is still preserved, and water flows under the bridge. Looking up at the transparent glass ceiling, you can feel the sky and the warm sunlight during the daytime. Neat and tidy wooden interiors such as windows and tables provide a sense of stability.

+ Operating : 11:00-21:00

*The three inns have been reborn into different spaces.*

## Ssamzie Cultural Park (Formerly Seongjin Inn)

It is a small park between a café and an art gallery, constructed after demolishing Seongjin Inn. You can relax on the single sofas scattered throughout the place. Various works of art are placed on the lawn to turn the place into a space where you can enjoy a walk and rest as well as a cultural life.

## Itta Small Art Museum (Formerly Jindo Inn)

It is a small two-story art museum with artworks displayed across the space and a residence (lodging space) for artists is also provided on the first floor. To commemorate the opening, a relay exhibition featuring various artists will be held for 70 days from September 1 to November 10.

+ Hours : 11:00-19:00



Itta Small Art Museum



+ Address : 1-4, Geumgok-ro 11beon-gil, Dong-gu

+ Information : 0507-1322-3834

2

Jung-gu

SPARKLE WITH LIGHT.  
SPARKLE WITH MEMORIES

# IK LIGHT HOUSE

It is a space full of lights wherever you look, with a large mirror ball flashing on the wall of the stairs. It is a flamboyant space where old signs of a hospital, such as those indicating the examination room and waiting room, suddenly appear. It is the "IK Light House", where memories "sparkle" whenever the light "sparkles."

*Renovate the space while preserving the image of the hospital as it was, the identity of the place.*

## Café, lighting, exhibition... Three things in one space

IK Light House, located on Gaehang-ro, is a café transformed from a closed obstetrics and gynecology hospital and company housing. To be precise, it serves three purposes: a café, a lighting store, and a gallery. When you enter the place through the entrance filled with light bulbs, the lights in various shapes and the sweet scent of dessert stimulate eyes and nose. For it is operated by Ilkwang Lighting, a lighting company, you can take a look at various desk lamps and lighting fixtures and purchase them. The place is known for the excellent taste of beverages and desserts, and it serves a variety of bakeries and coffees.



## Traces of the hospital and added light

What is unique about the IK Light House is that there are many traces of the hospital left across the place, such as cracked walls and floors, hospital signs, wooden door frames, etc. Anyone who comes to this place would notice that it used to be a hospital. A variety of lights were added here. Lights in various colors, from the equipment used to produce light bulbs in the past, the large chandelier hanging from the ceiling, and mirror balls, please the eyes of visitors.



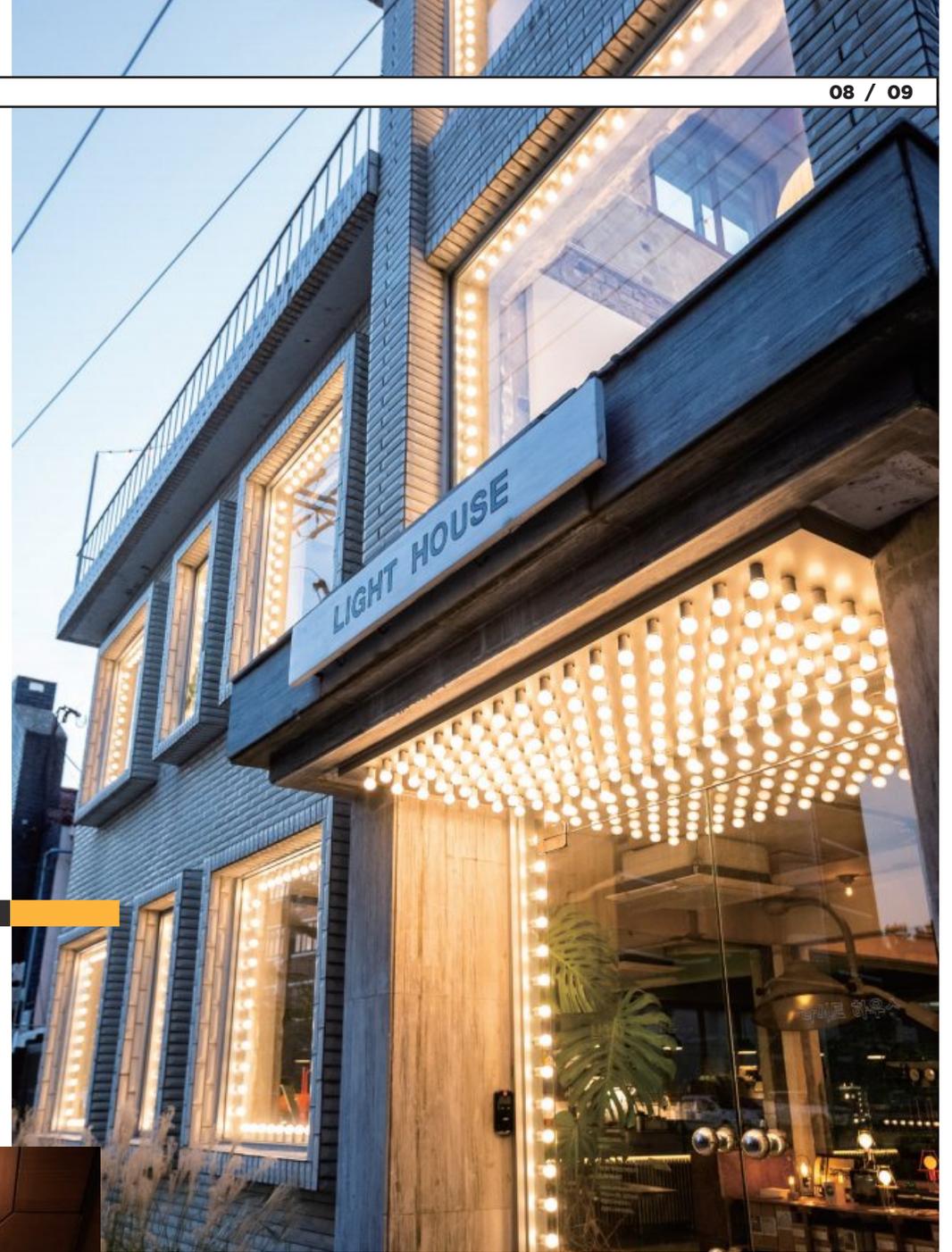
In some parts, hospital signs such as 'Examination Room' and 'Waiting Room' have been preserved as they were in the past.



**Address** : 8-1 Chamoejeon-ro 174beon-gil, Jung-gu

**Hours** : 11:30-21:30

**Information** : 0507-1421-2081



3

Ganghwa  
-gun

GIANT FACTORY CAFE

JOYANG  
BANGJIK

Ganghwado has the charm of the island and of the land. It still has many spaces that maintain the old atmosphere. 'Joyang Bangjik Café,' which used to be a textile factory, is one of Ganghwa's representative tourist attractions. For the price of a cup of coffee, you can look around various exhibition spaces, including traces of buildings from the 1930s.

## Wide space, various use

Joyang Bangjik Café is a huge site of over 300 pyeong. In addition to the factory space, there are ancillary facilities such as offices, security rooms, and safes. Currently, it is used as a place to sit and relax or as an exhibition space, but the structure and form of the past remain intact. Black-and-white photos that captured the past of Joyang Bangjik Café can be found everywhere. They also represent the will to keep the memories connected in the same space. Various props created across the place and traces of commuter buses and tractors are providing natural photo spots today.



High ceilings and broad spaces inside give a feeling of openness



Old buses and tractors became photo zones.

*The factory in Ganghwado Island has turned into a cafe where people laugh, chat, and enjoy exhibitions.*

## Archives of the 1930s

Joyang Bangjik, the first textile factory in Ganghwa, started operating in 1933 and closed down in the 1990s, when it became increasingly difficult for the textile industry to survive. After being neglected in a pile of garbage for a while, it was cleaned up and organized and reopened as a large café in 2018. Instead of destroying the space at all, it underwent a partial renovation that combined the old memories with the modern interior. As you move around the space, you will be reminded of the past, such as the props placed here and there and the walls where you can feel the time. Joyang Bangjik Café, which has been transformed into a 'café' with the face of a 'factory,' is always full of visitors.

**Address :** 12, Hyangnamu-gil 5beon-gil, Ganghwa-eup, Ganghwa-gun

**Hours :** 11:00-20:00 (-21:00 on the weekends)

**Information :** 0507-1307-2192

# Sinpo-dong, A Slow-going Town like LP



Prr-woom, brri-uv... From a slowly turning LP to beer with white foam and moonlight pouring on the triangular roof... There are stores that warmly welcome regular customers in an alleyway of Sinpo-dong in the quickly changing modern society. We went to music cafes in Sinpo-dong, which have thousands of LPs.



"Music takes us into a certain time, vividly and naturally. I think that's the power of music. I hope they continue to play jazz here 50 or 100 years from now."

## Incheon's First and One of Korea's Top Three Jazz Clubs

### Bottomline

Bottomline is Incheon's first jazz club opened in 1983. The Japanese-style wooden building built in the early 1900s, high ceilings, and elegant stage give a sense of history and elegance. CEO Heo Jeong-seon said, "This space is optimized for live performance. The high ceilings and earthen walls deepen the sound and resonate through the space that embraces the audience." Starting with Shin Gwan-woong, the first-generation Korean jazz pianist, talented musicians took to the stage. It was also known abroad, and Henri Texier, the French artist, performed here.

On a Friday evening, when there is a live performance, people bury themselves on cozy sofas and immerse themselves in the melody of jazz. Notes generated at the pianist's fingertips resonate through the hall to the audience. "Music takes us into a certain time, vividly and naturally. I think that's the power of music. I hope they continue to play jazz here 50 or 100 years from now."



**Address :**  
23, Sinpo-ro 23beon-gil, Jung-gu

#### + Sinpo-dong: Home for Music Lovers

The history of music clubs in Sinpo-dong dates back to the 1950s. After the Korean War, multinational troops stationed in Sungui-dong went to Sinpo-dong to listen to their hometown's music. Jazz, blues, and country music filled every alley. Until the 1980s, 'real music,' not 'digitally produced music,' was played in about 30 places. Times have changed, but Sinpo-dong is a secret place for old boys who would have spent their youth listening to LPs and for young people who love music from other generations. In old music cafes, old masterpieces still touch the hearts of listeners.



Full of World's Masterpieces

Tantra

An old building with red brick walls and a red tent illuminates the autumn night. Tantra, the eldest among the music cafes in Sinpo-dong, has been where it is since 1979. The current owner, Kim Guk-yong, is the second owner. In 1995, he took over Tantra at the age of thirty-three. "It was the best decision of my life. I've been coming here often since 1980. I have dreamed of becoming a 'tantra's owner' since long ago."

He has loved rock bands such as Eagles, Smokie, and Deep Purple, so much that he memorized all their songs ever since he was a student. He liked the music so much that

Address : 23, Sinpo-ro 27beon-gil, Jung-gu



he collected copies of foreign pop artists and became a DJ at a music cafe in his 20s. Thanks to his enthusiasm, there are LPs of famous songs in various genres, such as pop, jazz, blues, and rock. "A lot of people say music gives them strength. I think I became a doctor who heals the heart. Come to the café with a red roof in Sinpo-dong when you feel heavy at heart." Like he said, music touches our hearts in unexpected places.



Myriads of Records and History  
Flowing Water

The music club 'Flowing Water' is an emotional space filled with folk songs. In a space filled with sweet melodies, there are about 5,000 LPs that poet and musician Ahn Won-seop collected throughout his life.

The store opened in 1989. "Young people from Incheon, who love the arts, came here often. I spent my younger days with various artists, including painters, writers, musicians, and poets." He even let them drink on credit without hesitation and accepted poetry books as payment for coffee for poets and paintings for alcohol for painters.

Flowing Water regularly hosts house concerts and leads Incheon's performance culture. 'Cho Deok-hwan of Deulgukhwa,' 'Yang Byeong-jip, the Legendary Folk Musician,' and all those who made a mark in the Korean music industry performed here. "Incheon is a city of music. Just as a hunched pine tree keeps the story of its hometown, I want to stay in Sinpo-dong for a long time and preserve Incheon's culture."

Address : 2F, 19, Woohyeon-ro 39beon-gil, Jung-gu



Café with DJ Reading Stories

CCR

"Welcome to CCR Music Salon. Here is today's first song request. It's Lee Moon-se's 'Girl.'" In a booth full of LPs, a DJ reads stories as he welcomes guests. Following the sweet voice, we traveled back in time and space and went to a small music café near Dongjincheon Station in the 1970s and 1980s. A music cafe with a DJ has long been a dream of Park Chul-hee, the owner. He was always nostalgic for Sinpo-dong because he spent his school days in Dap-dong. He moved to the current location five years ago after running a CCR in Mansudong, Namdong-gu, ten years ago.

The DJ booth is a rarity, but what really caught our eyes were the huge speakers that filled the walls. The best-quality sound from high-end equipment such as JBL's flagship speaker Everest DD 66000, Macintosh MC275, and horn speakers is what differentiates CCR from other places. "I'm certain that we have the best equipment," said Park, "I hope the DJ who puts on music and customers listening to it enjoy music pleasantly and comfortably, at least in this café."

Address : 9, Sinpo-ro 23beon-gil, Jung-gu

# Miracle of Sharing in the New City, Songdo

## # Miracles blossoming in Songdo

When Chantal arrived in Incheon seven years ago, her first impression of Songdo was that it was like an empty city with only buildings. Unlike now, the trees were all seedlings, and there were almost no birds. Chantal had experience living in many parts of Europe. She was used to living abroad, but Korea had a different culture than expected. She felt lonely at first because it was too far from her hometown. She often had difficulties in everyday life, not to mention the language barrier.



Meanwhile, she joined the Animal Protection Society through an acquaintance. She then took care of the abandoned dogs brought into the association until they were adopted. She felt particularly attached to her seventh foster dog, 'Smiley.' When she lost and found Smiley, she desperately felt the support and help of the community. She published stories about this in a book (Lucky Smiley). The money from selling the book was donated to the Yongin Animal Protection Society.

## Chantal Faures

The Belgian Chandel Porhez ("Chantal," 56) started living in Incheon in 2015 when her husband ("Lalit Dwived," 55) was assigned to the GCF (Green Climate Fund) located in Songdo. Let's hear about her little miracles over the past seven years, including her charity activities and donations.

Interview

### Go to publications

• 'Songdo Stories' website: [www.songdostories.com](http://www.songdostories.com)

※ 'Songdo Stories' is accepting articles related to Songdo International City.





*"Even in the distant future, I hope that the culture of sharing and donation will continue in Songdo for a long time."*

### # 'Songdo Stories' from various perspectives

Chantal, who majored in history, said she found Songdo interesting from a historical perspective. She said, "Songdo is a land made by filling the sea. In a sense, everyone in Songdo is a foreigner. We are at the beginning of Songdo's history." Economic history, human history, culture, and policy are essential for a city. Still, the most important thing is the 'story of the people.' She felt she needed to write about the city that would be left behind. She said, "I wanted to express how the city called Songdo was born and how we feel about it." It was how 'Songdo Stories' was first created. The first edition of 'Songdo Stories' was published in June 2021. It is an online magazine written in English and Korean that comprises contributions from foreigners and Koreans and has been published up to

### # 'Catchy' expands donation activities

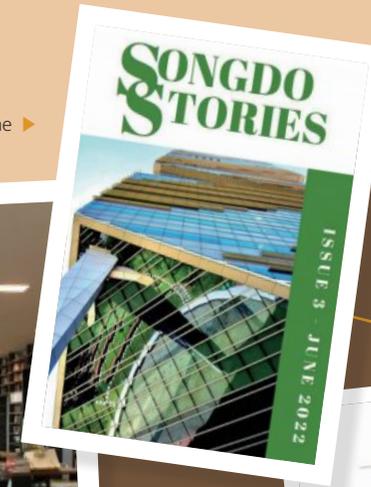
Chantal began to make new miracles in Songdo. It was the gathering called 'Catchy Songdo' that she started with her friends to help those in need. 'Catchy Songdo' is a platform where the residents of Songdo share their talent and connect this sharing with donations. "We came together and made miracles by reaching out to those who need help." The donations collected through many people who donated their talent were given to shelters for abandoned dogs, Star of the Sea Children's Home, Holt Children's Services in Incheon, Incheon Women's Association, and Incheon Black-faced Spoonbill Network. She said, "I want to continue to serve as a bridge, passing donations on to local charitable organizations."

Among the projects of 'Catchy Songdo,' the most memorable is the 'Art & Craft Charity Market,' where participants made and sold craftwork. Participants donated a part of the money from selling craft items to the charity organization of their choice. It ended in success and received a lot of attention. Also, Chantal published a children's book called 'Lucky Smiley' in collaboration with a Korean university student she met there.



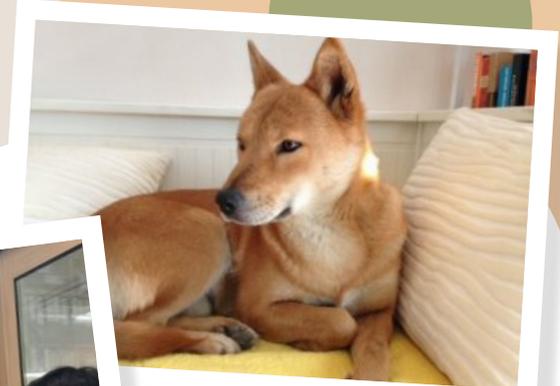
the third edition. Chantal says she wants to create a story that everyone can understand through two languages, such as 'Lucky Smiley' or 'Songdo Stories.' She also expressed her wish to publish 'Songdo Stories' into a book if she can. She doesn't know when, but Chantal will return to her hometown. She said, "Even in the distant future, I hope that the culture of sharing and donation will continue in Songdo for a long time."

Songdo Stories published online ▶



▲ Songdo Stories Homepage

# Chantal Faures



▲ Her seventh foster dog, 'Smiley'



▲ 'Lucky Smiley' production process

# What about here today?

Hot places where  
foreigners gather regularly

Many foreigners live in Songdo International City. Some shops have attracted these foreign residents with their taste and atmosphere. We visited two 'hot places' that have become famous as gathering places.

#1  
HOT PLACE



Burrito Pack (Set for 2, with 'Carnitas' for meat)

'Tio de SANTA BARBARA' is a mixture of the relaxed atmosphere of Santa Barbara and Mexican passion. It has already earned a reputation for its taste. Many foreign customers come to feel the flavor and atmosphere of South America.

## TIO DE SANTA BARBARA

### Warm feeling, like a vacation spot

The Santa Barbara region of the United States is close to Mexico. Its food culture has also been much influenced. The purpose of this place is to "taste Mexican food in Santa Barbara." The signboards and interiors that you see in Santa Barbara and customers from all over the world give the feeling that you are in a foreign country and provide a warm atmosphere of a vacation spot. The main menu includes tacos, burritos, and fajita platters. It reproduced the atmosphere and the food taste as if you were teleported to Santa Barbara.

### Place of Gathering

What makes this place unique is that there are a variety of foreign customers. Typically, Tio de SANTA BARBARA became one of the places that pilots of airlines must visit when they come to Korea. Sports players, such as football and baseball players, often visit here, too. In return for customers' affection, the owner Kang Won-mook keeps a unique philosophy: 'FRESH,' 'SLOW,' and 'HOMEMADE.' These are the three keywords that this place aims for, meaning that they manage fresh ingredients daily, even when it takes a long time and is complex. It is to balance tastes and convey sincerity about food. It is the ultimate goal of Tio de SANTA BARBARA.



### \* Tio de SANTA BARBARA Mexican Grill&Taco

**Address** #183, B/D C, 160, Central-ro, Yeonsu-gu  
**Hours** 11:00-22:00  
(15:00-17:00 break time)  
**Information** 0507-1446-7734

### + Mini Interview

#### Q. How did you start 'Tio de SANTA BARBARA'?

When I went to Santa Barbara, I felt very comfortable and relaxed. It became a sweet memory, and I wanted to recreate my experience of Santa Barbara in Korea. We serve 'Cali-Mex' dishes, popular Mexican food prepared in Californian style.



**Owner**  
Kang Won-mook

#### Q. What are the recommended menus for foreign customers coming here?

I would personally recommend 'Carnitas.' I think foreigners would like the spices and the flavor of the meat used. I also recommend 'Guacamole & Chips.' It is made with crushed fresh avocado, which is very savory, and popular as a snack for beer.

#### Q. If there is anything you want to say to customers, please tell us.

I want to thank many customers for coming to this small place. We will do our best to serve better quality food in return for your support.

In 2018, the owners fell in love with Songdo, the city by the sea, and decided to settle here. For the love of the sea, she put 'Dolphin' in the cafe's name. The specialty and taste of coffee offered by 'Dolphin Coffee Roasters' are gradually becoming famous through word of mouth.

## DOLPHIN COFFEE ROASTERS

### Authentic taste approved by everyone

The soft light is added to the dusky interior to create a cozy space where it feels like you should exchange secrets. The hall is small and can't take many people, but it has customer after customer. It must be because of the 'taste of coffee' that you can't forget once you have it. The coffee tastes so good that even those who call themselves coffee connoisseurs would approve of it. From the espresso served with sugar cubes to fragrant black sesame cream coffee, authentic taste is always followed by admiration from customers.



#### \* Dolphin Coffee Roasters

**Address** #146 in Shopping Arcade, 116, Convensia-daero, Yeonsu-gu

**Hours** 10:00-21:00

**Information** 0507-1371-1220

※ All menus can be prepared with decaffeinated coffee

#2  
HOT PLACE

### Prepared with Barista's sincerity

The biggest secret of the taste is by far the 'professional baristas.' The two owners of the cafe are coffee experts who won big competitions, such as KBC and MOC. The coffee is roasted by baristas who have handled coffee with care and sincerity for a long time. The taste is verified. Even if you don't know much about coffee, don't worry. The taste is guaranteed regardless of the menu you choose. You can also ask for recommendations for beans based on your personal preference.

Cold Brew Cream  
Coffee (Ice)



#### + Mini Interview

**Q. What are the unique features of 'Dolphin Coffee Roasters'?**

I am the winner of the 'Korea Barista Champion (KBC)' contest, and the co-owner and my husband Lee Sang-il won the 'Master of Cupping (MOC)' contest. We take pride in the taste of our coffee. I divide the roles among ourselves. I roast coffee and develop menus; my husband mainly selects green beans.



Owner  
Song Yi-seul

**Q. I believe that you care a lot about coffee taste and bean management.**

We always care to meet the strict standards that we have established. But we never compare ourselves to other cafes. It is essential that we are satisfied. We pay attention to coffee's quality control (QC) throughout the process and strive to provide satisfaction from selection to service.

**Q. If you could describe this space in one word, how would you describe it?**

I would describe it as 'an inspiring cafe.' I hope our customers feel comfortable and receive good energy. We will try our best to provide good service and the best coffee.



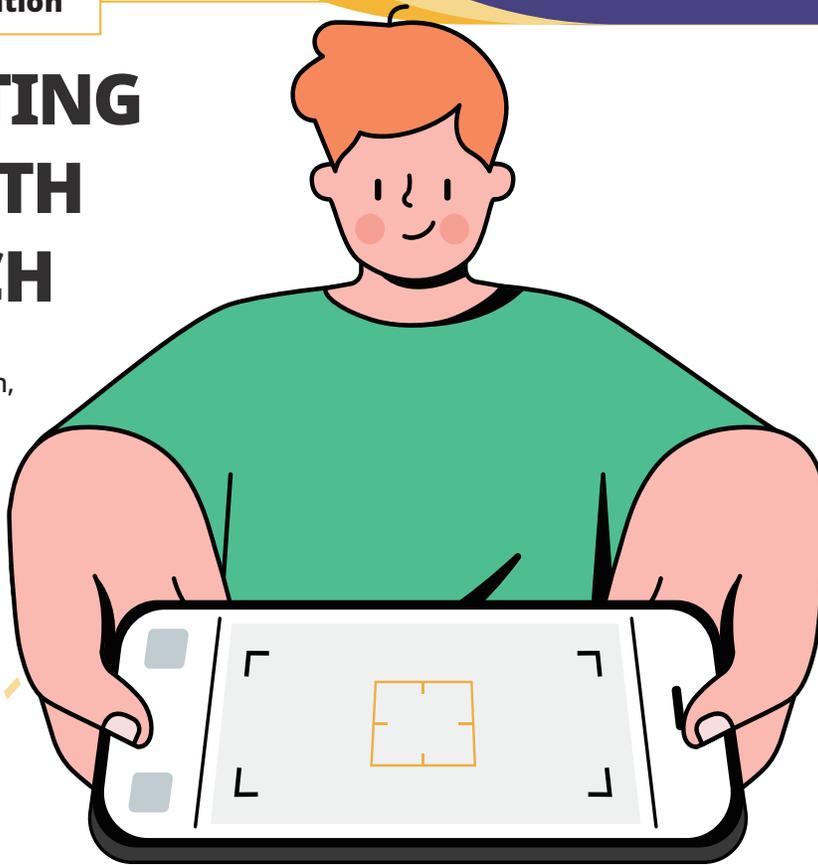
Caffe Latte and Brewed  
Coffee (Hot)



Incheon's App-based Transportation

# MAGIC OF GETTING ANYWHERE WITH JUST ONE TOUCH

Incheon offers convenient transportation, such as subways and buses. Still, sometimes there is no station close to where you are going, or you must hurry because you are late. In this case, you only need to install an app on your phone. Let us introduce the 'app-based transportation' that gets you anywhere with just one touch.



## BICYCLE



TAZO

### Purple bikes that crisscross Yeonsu-gu

'TAZO' is a shared bicycle that you can use in Yeonsu-gu. Using the app, you can find out where the bike is, rent the bike for short-distance travel and pay after use. It is convenient because you can rent a bicycle near you and return it wherever you want instead of a distant designated place.

DOWNLOAD THE APP



**How to Use** Download the app ➔ Register payment information ➔ Scan the QR code and use the bike  
**Rates** 500 won for the first 20 minutes (200 won for every additional 10 minutes)  
**Homepage** [www.tazo.kr](http://www.tazo.kr)



### Kakao T Bike

It is a shared bicycle service operated by 'Kakao T,' the app that lets you use taxis conveniently. Like 'TAZO,' you can use a bicycle parked nearby through the location-based service.

## BUS



DOWNLOAD THE APP



I-MOD

### A smart bus that comes when you call it

A demand-responsive bus takes you to the bus stop you want to go to regardless of the bus route when you call the bus from the bus stop using an app. The so-called 'smart mobility service,' I-MOD, can be found in some areas of Incheon, such as Songdo, Yeongjong, Geomdan, and Gyeongang. You can make a reservation for up to six people as group passengers.

**How to Use** Download the app ➔ Sign up for membership ➔ Set departure point and destination ➔ Bus dispatched in real-time  
**Rates** 1,800 won for the first 7 km, 100 won for every additional 1km  
**Hours** 05:30-23:30



App Store



Android

## ELECTRIC SCOOTER



GCOOTER



BEAM



KICKGOING

### Enjoy the stand-up electric vehicle all to yourself

The popularity of the electric scooter, a type of personal mobility (PM), is spreading nationwide. It is easy to use, and you can park it anywhere. Incheon is also making sure that electric scooters can be used more safely by expanding the PM parking area. Note that you must be at least 16 years old and have a driver's license. Also, you must wear a helmet when you are driving it.

**How to Use** Download the app ➔ Register your driver's license and credit card ➔ Check the location of the electric scooter ➔ Scan the QR code and use the vehicle  
**Rates** Varies by the app (company)

GCOOTER APP



App Store

Android

BEAM APP



App Store

Android

KICKGOING APP



App Store

Android

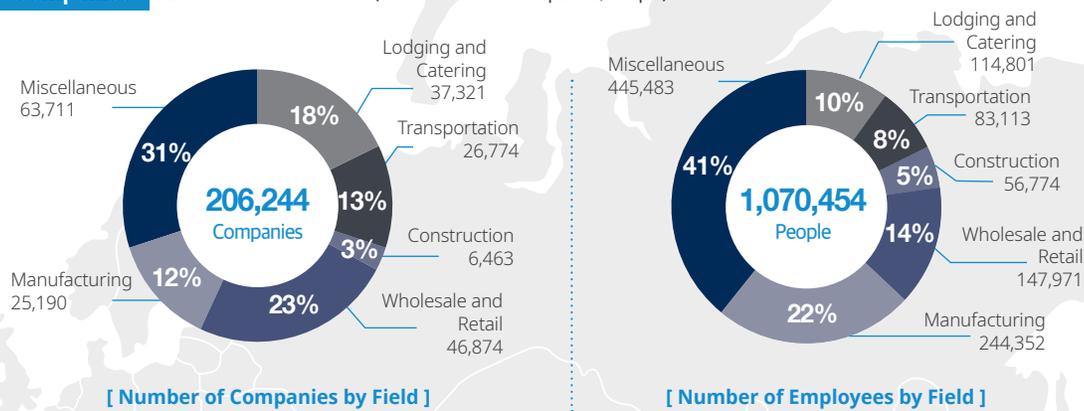


# All Ways [ COMPANY ]

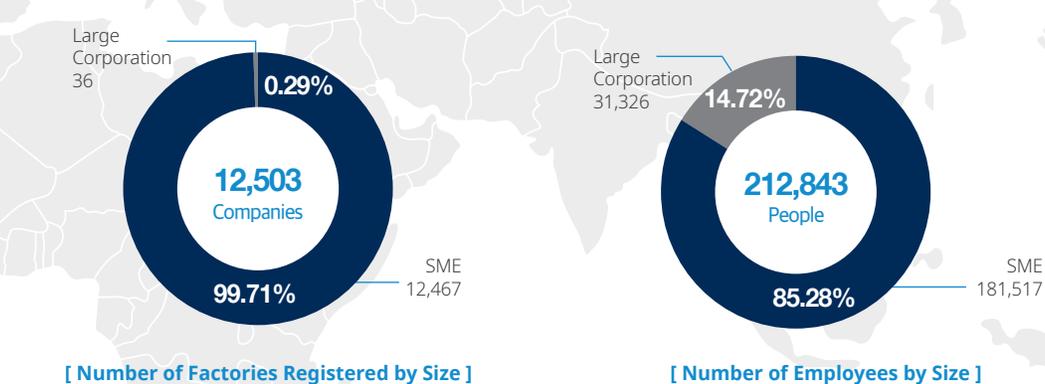
## 05\_Best Business Environment, Proven by Investment

'All Ways Incheon' is the slogan for Incheon's city brand. It means 'All roads lead to Incheon.' On this topic, <INCHEON NOW 2022> will discuss six business strengths of Incheon, the city that is going global, through the column, 'All Ways Incheon'. The fifth competitiveness is the company.

**Companies** 2019 Statistics Korea data (Unit: Number of Companies, People)



**Factory Registration Status** ※ Based on the on-line support system for factory establishment as of June 30, 2021 (Unit: Number of Companies, People)



### GLOBAL COMPANIES GATHERING IN INCHEON

It has already been proven by the investment of several global companies that Incheon is a great city to do business in. Companies in various fields, such as Samsung Biologics, Celltrion, Boeing, GM, Amkor Technology, and Mando-Brose Hana Financial, have invested in Incheon. Incheon has three national industrial complexes, 15 general industrial complexes,

and two urban high-tech industrial complexes. They can maximize business efficiency regardless of the type of business. Investing in Incheon will be the fastest way to secure an optimal business environment and take a step toward a global company.

**Major Domestic Companies** As of June 2021



**Major Foreign Investing Companies** As of June 2021





# Information about INCHEON

## WEATHER

Located in the middle of the Korean peninsula and facing the West Sea, Incheon shows both continental and maritime climates. The lowest recorded temperature in Incheon was -21.0°C (-5.8°F), and the highest was 38.9°C (102.02°F). The average temperature is 12.1°C (53.78 °F), 0.7°C lower than that of Seoul.

	January	February	March	April	May	June
Average temperature	-2.1°C	-0.3°C	5.1°C	11.3°C	16.4°C	20.9°C
Average rainfall	20.6mm	20.8mm	40.5mm	57.5mm	100.3mm	112.0mm
Average rainy days	3.8 rainy days	3.1 rainy days	4.5 rainy days	5.7 rainy days	6.5 rainy days	6.8 rainy days

	July	August	September	October	November	December
Average temperature	24.0°C	25.2°C	21.1°C	15.0°C	7.6°C	0.9°C
Average rainfall	319.6mm	285.8mm	153.5mm	53.4mm	51.0mm	19.3mm
Average rainy days	11.8 rainy days	10.4 rainy days	6.2 rainy days	4.7 rainy days	6.1 rainy days	3.8 rainy days

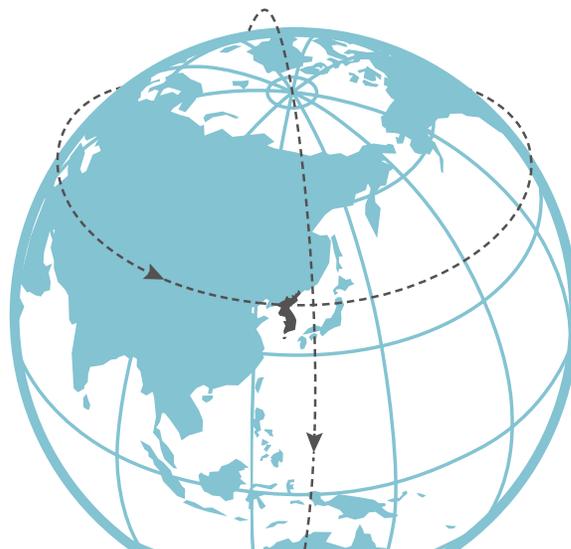
## LOCATION

In the geographic coordinate system, Incheon is located at 126°37' East and 37°28' North. It is located in the middle of the Korean Peninsula, downstream of the Hangang River, facing the Yellow Sea. Incheon is located 28km away from Seoul, the capital of the Republic of Korea, and at a latitude similar to that of San Francisco, Washington, and southern Spain.

## TOTAL AREA

Incheon was 201.21 km<sup>2</sup> when it was promoted into a city directly under the direct control of the central government in 1981. Later it expanded to 310.83 km<sup>2</sup> by incorporating Gyeyang-myeon, Gimpo-gun, and Yeongjonggyongyu-myeon in Ongjin-gun in 1989. It grew to 955 km<sup>2</sup> as it became a metropolitan city in 1995 and incorporated Ganghwa-gun, Ongjin-gun, and Geomdan-myeon in Gimpo-gun. It has reached 1,066.46 km<sup>2</sup> since December 31, 2021, due to landfills since 2000. It boasts the largest area among the eight major cities in Korea.

Latitude N37 ° 28'  
Longitude E126 ° 37'



## TERRAIN

The mountainous areas of Incheon are hilly areas within 300m above sea level, except for about ten mountains, including Manisan Mountain (469m), Gyeyangsan Mountain (395m), and Samgaksan Mountain (343m), with no significant river development. Incheon has a rias coast, a long and complicated coastline with 168 islands, of which 128 are uninhabited.

## LIFE AND POPULATION

Incheon comprises two counties: Ganghwa-gun and Ongjin-gun, and eight boroughs: Jung-gu, Dong-gu, Michuhol-gu, Yeonsu-gu, Namdong-gu, Bupyeong-gu, Gyeyang-gu, and Seo-gu. The population of Incheon is approximately three million which makes it the third largest city in Korea by population next to Seoul and Busan. Currently, 66,364 foreigners live in Incheon. (December 2021, based on the Republic of Korea Public Data Portal)

## BRAND

all ways INCHEON

Incheon opens the way for Korea, connects the way to the world, and becomes the way for you and me. Incheon's brand, 'all ways INCHEON,' carries the meaning, 'all roads lead to Incheon.' Incheon's core value is 'First Ever,' which means Korea's first and Incheon's best. It is the spirit of the dynamic Incheon that announces the beginning of the Republic of Korea and takes on new challenges. This strength made the Republic of Korea what it is today.

## CHARACTERS

### Spotted Seals in Love with Lighthouse

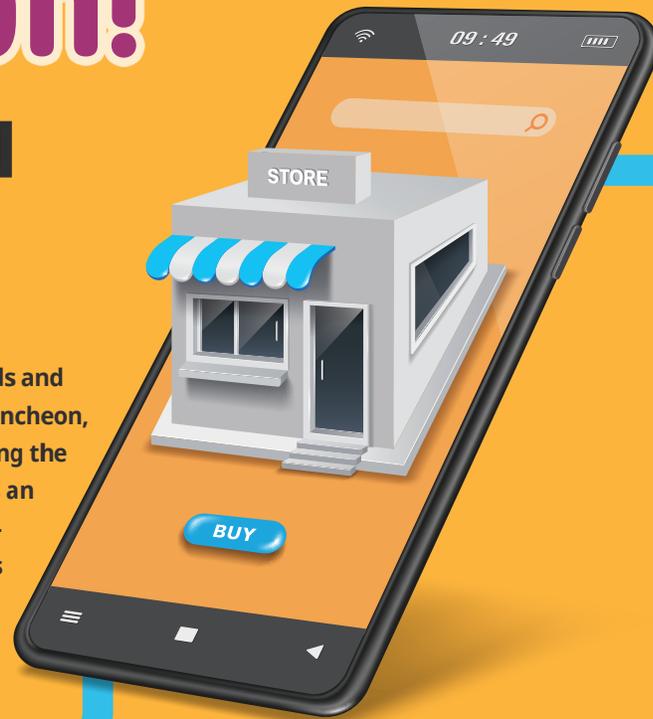
The characters of Incheon were designed based on a lighthouse and spotted seals. The lighthouse used "Palimdo Lighthouse," Korea's first light, as its motif and represents the connection between the past and future of Incheon, an advanced industrial city. The spotted seals of Baekryeongdo Island, the natural monuments of Korea and endangered species, represent the nature-friendly city of Incheon.



# Welcome to the Non-face-to-face Store of Incheon!

## Incheon's Online Mall for Convenient Shopping

It is an era where we can pay for goods and deliver them home at our fingertips. Incheon, the city that takes the lead in improving the convenience of citizens, also operates an online mall. Let's visit the non-face-to-face store where you can buy all kinds of goods, from local specialties to various daily necessities, without leaving the house.



<https://www.incheoneum.or.kr>

### Everything you want is here! : Incheon e-mall

Incheon e-mall is a convenient general merchandise store where you can purchase various products at home. You can use it in the 'Incheon e-Eum' app, Incheon's representative economic platform. Products are in multiple categories, such as food, furniture, kitchenware, clothing, and cosmetics. In particular, in the 'Local Food Hall' section, you can find agricultural and livestock products produced, processed, and sold in Incheon. It is upgraded into a 'shopping platform for consumers' that increases benefits and reduces burdens through regular discounts and various events.

After installing the 'Incheon e-Eum' app, touch the 'Incheon e-mall' icon to access the mall.

## Many Ways to Enjoy Incheon e-mall

### #section 1. Early Morning Delivery

It is a fast and convenient service that allows you to order refrigerated products, such as fresh vegetables, fruits, and side dishes, 'today' and have them delivered to your doorstep 'early tomorrow morning.' Products covered by this service are marked with the "Early Morning Delivery" icon.

### #section 2. Free Books

If you click the 'Free Books' icon at the Incheon e-mall, you can use books in various categories, such as literature, education, essays, humanities, history, and self-development, for free. Also, you can see the e-book version of <Incheon Now> in the 'Incheon E-book' section.

<https://www.ongjinmall.co.kr>

### Full of Freshness : Ongjin Nature

You can enjoy the natural specialties of Ongjin right away without going to the place because you can go to 'Ongjin Nature' instead. It is a local shopping mall carrying agricultural and fishery specialties produced in Ongjin-gun (county), an island area. It was created to overcome limitations in distribution and sales due to the nature of the island. Products include Deokjeokdo sweet pumpkin, Daecheongdo mackerel, and Yeonpyeongdo blue crab. Individual retailers and corporate business owners of Ongjin-gun sell their products in the mall. There is no fee to open a store in the mall to help maximize the income of farmers and fishermen in Ongjin-gun.

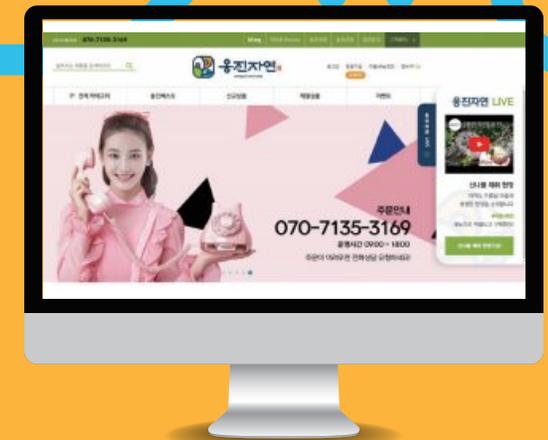
## Many Ways to Enjoy Ongjin Nature

### #section 1. Seasonal Products

The 'Seasonal Products' section at the top recommends fresh products of Ongjin-gun by season. You can find a detailed guide on the shipping periods of agricultural products, fishery products, and foods organized by theme at a glance. If you click on a product, you can view detailed information, such as the seller's information and the shipping process.

### #section 2. Events

Ongjin Nature has a special event section. Events are launched for a certain period depending on the season or holidays. Various consumer participation events, such as free shipping, coupons, attendance check, and roulette, attract customers' interest and promote Ongjin's products.



# Musical that Reaches out to Dark Sides of Society



## Post of Love

The creative musical, the 'Post of Love,' is a work that draws attention to the actors' excellent performances and the message it sends throughout the performance. By dealing with problems of divorce, adolescent, young people's love and deviance, homeless people, and elderly people in four episodes, it reaches out to the dark side of our society. It is interesting to notice that the 'love of humanity' forms the basis of overall performances. The 'Post of Love' approaches the audience with various genres of music, such as rock, hip-hop, and pop. The cast includes familiar faces, such as Kim Jin-tae, Lee Gyeong-yeong, Lee Hwa-yeong, and Kim In-suk. The biggest difference from ordinary musicals is that it pursues 'public interest' than 'marketability.' Instead of relying on glamorous presentation or popularity, it places emphasis on the quality of work. While using social welfare as its theme, it secured popular appeal by incorporating humanism and emotion into it. To put it simply, it makes you smile and also impress you. The musical, the 'Post of Love,' will be on stage at Seogu Cultural Center from November 11 to 12 and the Grand Performance Hall of Bupyeong Art Center from November 18 to 19.

### Performance Schedule

#### Seo-gu

**Date** Friday, November 11 – Saturday, November 12, 2022  
**Venue** Seogu Cultural Center

#### Bupyeong-gu

**Date** Friday, November 18 – Saturday November 19, 2022  
**Venue** Grand Performance Hall, Bupyeong Art Center

## Exhibition in Commemoration of the 120th Anniversary of Korean Emigration

This year marks the 120th anniversary of Korean emigration. Exhibitions held to commemorate the anniversary in Incheon sheds new light on the historicity of Korean emigration and the identity of Incheon that embraces cultural diversity, dynamism, and inclusiveness.

<The Waves Return to Chemulpo>, a special exhibition of photographs and videos that illuminate the emigration history of Koreans who have spread all over the world, will be held at the Museum of Korea Emigration History until November 20. About 700 artworks showing the past, present, and future of Korean emigrants will be exhibited in the outdoor special exhibition area.

<Korean Diaspora Ricepaper Airplane>, a special exhibition of artworks by overseas Korean artists who have contributed to the worldwide spread of Korean culture, will be held at the Incheon Art Platform, Building B Exhibition Hall and the Special Exhibition Room of the Korean Modern Literature Museum until November 27. You can appreciate more than 40 works by artists working on the theme of diaspora, including paintings, videos, photos, and media installations.



### Exhibition Schedule

#### The Waves Return to Chemulpo

**Date** Thursday, October 6 – Sunday November 20, 2022  
**Venue** Outdoor Special Exhibition Area, The Museum of Korea Emigration History

#### Korean Diaspora Rizepaper Airplane

**Date** Friday, September 30 – Sunday November 27, 2022  
**Venue** Gallery, Square, Incheon Art Platform

+ The performance schedule is subject to change due to COVID-19-related circumstances. Please check in advance by telephone or homepage.

# News Brief

This month's city hot news



## Citizen's Festival Celebrating the 100th Day of the 8th Popularly Elected Government of Incheon



Incheon held a program with citizens to commemorate the 100th day of the launch of the 8th popularly elected government. First, the city declared a vision celebrating the 100th day of its inauguration (October 6) and opened a tangible content experience zone. A citizen's discussion forum, the 'Incheon-Love Debate' (October 12), was held to have a face-to-face roundtable discussion. An event commemorating the 58th Incheon Citizens' Day (October 14-15) was also

held as a cultural event to enjoy with citizens. It was followed by events such as 'The Citizens' Masked Singer Contest,' 'Healing Concert with Unknown Singers,' and 'Happy Together Festival.'

Citizen Communication Officer ☎ 032-440-2199

## Safe Hydrogen Fuel Cells at Incheon City Hall



A 10kW hydrogen fuel cell facility (two 5kW class units) was installed in the machine room of Incheon City Hall. In 2022, it was selected and promoted as the 'New Renewable Energy Proliferation Base Construction Project' by the Ministry of Trade, Industry, and Energy. Hydrogen energy is known as a highly efficient and eco-friendly energy source compared to conventional fossil fuels. In particular, it effectively reduces particulate matter by

not producing harmful chemicals such as sulfur compounds (SOX), nitrogen compounds (NOX), and particulate matter. Incheon is promoting various projects to raise awareness, such as establishing a hydrogen village enterprise, supplying fuel cells for everyday use, and holding seminars on hydrogen safety.

※ Photo: Example of activating hydrogen-based public transportation

Energy Policy Division ☎ 032-440-4352

## Boarding Notification System at 103 Bus Stops



Incheon operates a bus boarding notification system that notifies the bus driver that passengers are waiting at the bus stop. When a citizen using the bus presses the boarding button attached to the bus stop, the message 'Passenger Waiting' is displayed on the LED display outside. It is expected to reduce the inconvenience of the transportation vulnerable, such as the disabled and the elderly. This device uses

solar power as an energy source without a separate power source. It contributes to reducing electricity bills and practicing carbon neutrality.

Bus Policy Division ☎ 032-440-3652

## Fish Apartments as Large as 39 Football Fields in the Sea off Ongjin-gun



Incheon will install 307 artificial reefs in 28ha (equal to 39 football fields) off the coastal waters of Deokjeok and Jawol in Ongjin-gun. An artificial reef refers to a fish apartment that creates an environment for fish to live by sinking artificial structures made of concrete or steel into the sea. Algae cling and breed on this structure, and fish live in it or use it as a spawning ground. It was found that the sea area where artificial reefs were installed increased the catch of

blue crabs by two to four times compared to the sea areas without artificial reefs.

Fisheries Division ☎ 032-440-4873

# Questions for Evaluating Knowledge on Incheon's Policies

Try solving the 'Incheon Quiz.'

Learn about and remember Incheon for a long time through simple questions.

name :

## CHANGES IN INCHEON E-EUM BENEFITS

Read the following dialogue and choose the most appropriate answer to the questions.

- Emma: Argh... I got a huge credit card bill again this month. Is there any way to save money?
- Aidan: Emma. Since you are primarily in Incheon, why don't you use the 'Incheon e-Eum card'?
- Emma: That's the local currency you can use in Incheon, right? I've heard of it.
- Aidan: Right. I've been using it for a while. The benefits are pretty good.
- Emma: What kind of benefits are you talking about?
- Aidan: Originally, you could have 5% cashback up to 300,000 won a month, but from October 1, the cashback is paid differently depending on the sales amount of the franchisees. For example, you can have 10% cashback when you buy and pay for something at a store that makes 300 million won or less in a year.
- Emma: It will be more helpful for small business owners.
- Aidan: That's not all. They will introduce the 'mobile simple payment system' and strengthen services associated with delivery, taxi, and shopping mall platforms.
- Emma: Wow, I like mobile shopping. It would be really convenient!

**Q. What is the name of the local currency used in Incheon?**

- ① Incheon Nanum Card                      ② Incheon i-Eum  
③ Incheon e-Eum                              ④ Incheon Plus Card

**Q. What percentage of cashback can you get when your purchase things with an Incheon e-Eum card at a store that makes 300 million won or less in annual sales?**

- ① 10%    ② 20%  
③ 2%    ④ 5%

**Q. Which of the following services the Incheon e-Eum Card provides is incorrect?**

- ① Mobile easy payment system  
② Services associated with delivery, taxi, and shopping mall platforms  
③ Differential cashback service at each store  
④ 10% cashback service at all stores

Answers : ③, ①, ④

## DIAL LINK SERVICE

Read the following dialogue and choose the most appropriate answer to the questions.

- Philip: Scarlett, I want to check some information about Incheon. I want to go to their official website. Do you know the address?
- Scarlett: Of course! The city's homepage address is [www.incheon.go.kr](http://www.incheon.go.kr).
- Philip: Wow, thanks!
- Scarlett: They recently found an easier way to access it instead of typing in the link.
- Philip: Really? What is that?
- Scarlett: It's a 'dial link service' that connects you directly to Incheon's homepage with just a phone call!
- Philip: You call them, and you are led to the website? How?
- Scarlett: Press the area code and the star (\*) to immediately access the website. It's different for each carrier. For KT and LG U+, you need the 'Who Who App' for android and the 'Dial Link i App' for iPhone. For SK, you just press 032\* on the keypad without installing the app.
- Philip: I use SK Telecom, so I just need to press the numbers!
- Scarlett: That's right.
- Philip: Is the service available for a certain period?
- Scarlett: It's available between September 1 and December 31, 2022!
- Philip: Thanks for the good information, Scarlett!

**Q. Which service connects you to Incheon's homepage with just a phone call?**

- ① Incheon smartphone service                      ② Dial link service  
③ Call service in each region                      ④ Telecommunication discount service

**Q. Which keys do you need to press on the keypad to use the dial link service if your carrier is SK Telecom?**

- ① 031\*    ② 032#  
③ 02\*    ④ 032\*

**Q. If your carrier is KT and your phone is an iPhone, which app do you need to install?**

- ① Who Who app                                      ② No app installation is required.  
③ Incheon e-Eum                                      ④ Dial Link i App

Answers : ②, ④, ③

# Feeling Incheon in the Park in Autumn Colors

Autumn has come. The trees that used to be green are turning to warm colors as if they are having a feast of hues. Let's go to a park in Incheon to feel the mood of the fall closer, a place where colorful nature welcomes us.

**Incheon Grand Park**



♥ 👤 📌

**'Bicycle Ride' against Cool Wind**

#Together\_with\_Family #Quadricycle  
#MetasequoiaRoad

Address: San-79, Jangsu-dong, Namdong-gu  
Hours: 05:00-23:00 (March-October) / 05:00-22:00 (November-February)

**Dream Park Wildflower Complex**



♥ 👤 📌

**All 'Autumn Wildflowers' You Want is Here**

#Everything\_about\_AutumnFlowers  
#BestShotOfLife #FamousForCosmos

Address: 180, Gyeonginhang-daero, Seo-gu  
Hours: 10:00-17:00 (Closed on Mondays)

**Sorae Ecology Park**



♥ 👤 📌

**Trails along 'Silver Grass'**

#SaltWarehouse #Windmill #Yellow\_Wave\_of\_SilverGrass #Resting\_in\_Nature

Address: 1-55, Nonhyeon-dong, Namdong-gu  
Hours: 04:00-23:00

## INCHEON NOW REVIEW EVENT

*The summer has passed, and now we are waiting for winter. We prepared the 77th edition of <INCHEON NOW> to present you with unusual excitement, leaving behind the feeling that the year is ending. How did you like it?*

### Reader Reviews

These are the reviews from our readers who have read the last issue. <INCHEON NOW> is always waiting for your valuable comments. After reading this issue, please send your thoughts to <prman@korea.kr>. We will draw a winner among those who sent their opinions and send a small gift certificate.



#### Michael (Convensia-daero)

I'm getting a lot of information from Incheon Now, including the <Real Life> page, which is helpful for foreigners living in Korea. I want to know more about the trends in Korea, too!



#### Henry (Landmark-ro)

I haven't been to an island in Incheon yet, but reading <Cover Story> made me want to go on an island tour to feel the vast nature.



#### Claire (Haedoji-ro)

In <Tasty Road>, I was impressed to see foreigners becoming one with each other through cooking. The interview with the artist in <Together> was also great and fun.

### Official Social Media Accounts of Incheon

- facebook.com/english.incheon.co.kr
- instagram.com/incheon\_gov
- blog.naver.com/incheontogi
- youtube.com/user/icncityhall

- twitter.com/incheon\_gov
- story.kakao.com/ch/incheoncity
- www.weibo.com/incheon

### View INCHEON NOW on Mobile Devices

- Incheon e-EUM (Incheon e Mall -> Free Books) : Download for Android, Download from App Store
- Amazon : [www.amazon.com/s?k=incheon+now&ref=nb\\_sb\\_noss\\_2](http://www.amazon.com/s?k=incheon+now&ref=nb_sb_noss_2)
- Incheon Metropolitan Government Website : [www.incheon.go.kr/en/EN010304/2068905](http://www.incheon.go.kr/en/EN010304/2068905)
- Google Books : [www.google.com/search?tbm=bks&q=incheon+now](http://www.google.com/search?tbm=bks&q=incheon+now)