

**FARE**



## About Fare

Fare is an independent print publication exploring city culture through food, history, and community.

Each issue of Fare dives deep into a single city and lets its locals do the talking: taking the reader down backstreets and through forgotten histories, exploring neighbourhoods and local institutions, and doing more than just taste the food on offer. The magazine has covered twelve cities to date, including Istanbul, Helsinki, Charleston, Seoul, Glasgow, Tbilisi, Antwerp, Lima, Kampala, Kyoto, Lisbon, and Copenhagen. Our thirteenth edition, Budapest, is out this summer.

Fare connects armchair travellers with a thoughtfully curated collection of immersive and nuanced stories from cities around the world, and serves as a kind of roadmap for those who are ready to make the actual trip to see things for themselves.

## Specs

Each edition contains around 200 full-colour pages filled with original photography, illustrations, interviews, and essays. It is printed on beautiful Maxima Silk and Munken Print White stock; perfect bound.

Fare has printed dimensions of 170 x 240mm, making it convenient and comfortable for reading anywhere: from busy morning commutes or long-haul flights, to the cozy furnishings of home.



# CITY FOR LOOKING

From the glam and skyscrapers of Gangnam and the young, trendy Mapo, to the ex-pat's paradise in Itaewon and the neon lights and late night shopping of Dongdaemun, each district offers not only something different, but a whole lot of it.

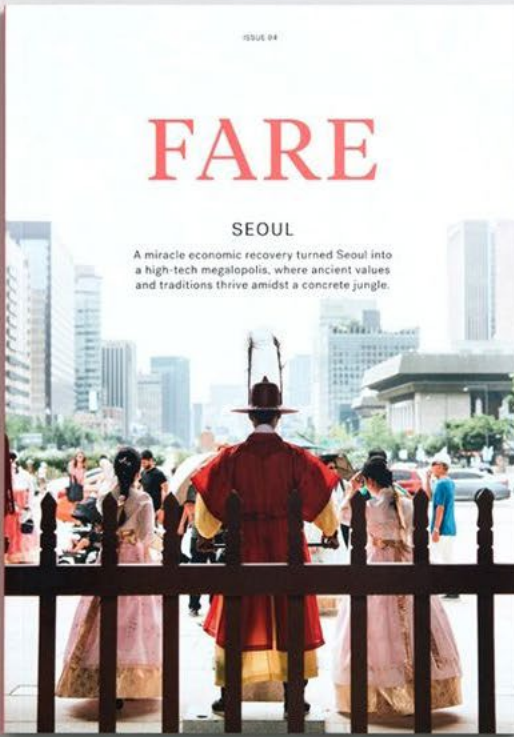
Public transport in Seoul is a cinch and there's so much to explore, so why not create your own hop-on-hop-off experience? If in doubt, start at a market and follow your nose.

Illustration by Aurore Carric



Words by Ben Morris  
Photography by Liz Seabrook

# 라면 IN NORTH KOREA



ISSUE 04

# FARE

SEOUL

A miracle economic recovery turned Seoul into a high-tech megalopolis, where ancient values and traditions thrive amidst a concrete jungle.



FARE — SEOUL

## From Bomb Shelter To Social Window

Like almost every other Seoulite, I pass by red "shelter" signs at subway stations on a daily basis. Despite being so easy to spot, I rarely notice them, and they fall into the ordinary—despite being a reminder that South Korea is in North Korea's firing line, and that subway shelters are among the more than 3,200 designated safe havens in Seoul, should the worst happen. But it's easy to forget all that when life's routine passes in orderly streams of people, according to the rhythms of Seoul Metropolitan Subway. It's a system that works very well, won't dent your wallet much, and allowed me to spend my first few years in this city without feeling any pressing need for a car—which I suppose is the highest praise for urban public transportation. Even for short-term visitors, though, I'm confident in recommending the subway as a means to both get around and better understand Seoul.

Luckily for me, one of the closest subway stations to my home is Noksapyeong (Line 6), where five levels descend far into the earth. As well as being equipped to serve as a bomb shelter if needed, it has the occasional distinction of hosting a glorious sun shower through its glass domed roof. This station is worth a visit because it's close to Seoul's iconic Namsan Tower, as well

as trendy neighbourhoods like Harbunghem and HBC, which has undergone a rapid shift from a place of deprivation to vibrant multiculturalism. HBC is more bohemian than touristy and serves up interesting food, drink, and music festivals.

I've experienced thousands of journeys across most of the 22 lines that make up Seoul's subway. At first glance, its map looks like any other busy network's crisscross of colours. Then you realise that this system is rather vast—from Incheon International Airport around 30 miles west of the capital to the central bustle of Seoul Station (Lines 1, 4, Airport Railroad and Gyeongui-Jungang) and even beyond the sprawling Seoul Capital Area. This is a network that has expanded and modernised in line with Seoul's own advancement. It's amazing that much of the subway south of the river, beneath the affluent Gangnam district, for example, did not exist until the 1980s. The area's notorious "before and after" plastic surgery advertisements could actually apply to the district itself.

The clearest illustration might be a comparison between Gangnam's Apgujeong (Line 3) neighbourhood today and a 1978 photo that sometimes makes the rounds on social media. It captures a farmer, plough, and cow in





## Our Readers

Fare readers are 25-45 year old design-conscious customers from every corner of the world who are passionate about food, history, and travel. Many of our readers are creatives in different fields or come from the hospitality industry. Fare is designed to be as meaningful to a local expert as to a first-time visitor or reader without prior knowledge of the city. It is purchased by both armchair travellers and readers looking for inspiration or planning their next trip.

After six years of publications and thirteen editions, Fare is a trusted title in the food and travel sector. Fare's high quality production and limited print run makes it a beautiful collectable object, and fans of the magazine are excited to collect the series.



THE IMPERIAL CITY

"Seen from a distance  
willows and cherry blossoms  
all intermingled:  
the imperial city  
a springtime brocade"

Poem by the Buddhist monk Sōmei (active 850-97 AD)



## Reach

Fare is a bi-annual publication with an initial print run of up to 6,000 copies per issue, and roughly 20K social media followers. Our top subscriber markets are the United Kingdom and the United States.

## Distribution

Fare is sold primarily on our online shop with shipping available worldwide. The magazine is printed in Europe and fulfilled from both Berlin and the UK. It is also available in more than 50 select retailers in 21 countries spanning 4 continents.





## The Team Behind Fare

### **Ben Mervis, Founder & Editor**

Ben is a historian, writer, and researcher who studied medieval history in Glasgow and London before going on to work at world-renowned restaurant noma in Copenhagen. Beyond Fare, Ben works as a food writer, a researcher and industry expert, most notably with the Netflix documentary series Chef's Table.

### **Ric Bell, Art Director**

After working at a number of well respected design studios in London, Ric set up POST in late 2013. A design director with extensive experience working with big retail, start-ups and global brands and magazines, his team is experienced at delivering clear and intelligent design solutions for identity, print, online and publishing projects. Ric and POST have led Fare's graphic design and art direction since Issue 1.

## Contributors

The vast majority of Fare's contributors are locals to the city: chefs, craftsmen, historians, photographers, writers, and artists. Above all, they are individuals who are excited to share the city they know and love. Examples include Cemre Narin, food editor at Vogue Turkey; Antwerp novelist Jan Lampo; James Beard Award-winning writer Howie Kahn; as well as interviews with the likes of chefs Jeong Kwan, Sean Brock, Virgilio Martínez, and over 200 other local collaborators.



## Praise for Fare

“Go read this travel magazine that focuses on one city per issue”  
— **Saveur**

“Fare is unlike any other food magazine. By focusing on one city per issue and recruiting local writers, chefs, historians and cultural commentators, it delves into unknown sides of each location, and is complemented by stunning photography and beautiful design.”

— **The Observer Food Monthly 50 (OFM50)**

“Fare’s goal of covering specific foodie situations in extreme close-up makes it something of a spiritual successor to Lucky Peach”

— **The Skinny**

“The delicious dichotomy of fine food and political fomentation is poignant and the photography both revealing and appetising.”

— **The Monocle Minute**

“It celebrates and appreciates the deep history...leaving no stone unturned. Working mainly with local writers and photographers, the magazine observes thoroughly but sensitively.”

— **MagCulture**

## Contact

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