

B I C E N A

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History



One Step Closer to
'The Dream of the
Globalization of Korean
Cuisine'.

**GAON BEIJING
OPEN**

2005



Based on the experiences of
the past years GAON has
prepared even finer Korean
Cuisine.

GAON RENEWAL

2014



Aspiration to the 'New
Classic of Korean Cuisine'
on the 81st Floor in the
Lotte World Premium
Tower which is the highest
building in Korea.

BICENA SIGNIEL OPEN

2017



State Dinner Held
Outside of the Blue
House for the First
Time in History.

**BICENA HOST OF A
STATE DINNER**

2019

2003

GAON OPEN

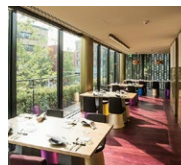
The First to Take Not
of 'The Possibility of
Korean Cuisine.



2012

BICENA HANNAM OPEN

Korean Cuisine in a
New Light.



2016

**MICHELIN STARS
AWARDED**

Truly 'the Center of
Korean Cuisine' GAON
with 3 Stars and Bicena
with 1 star.



2018

**MICHELIN STARS FOR
3 CONSECUTIVE YEARS**

GAON with 3 stars and
Bicena with 1 star.

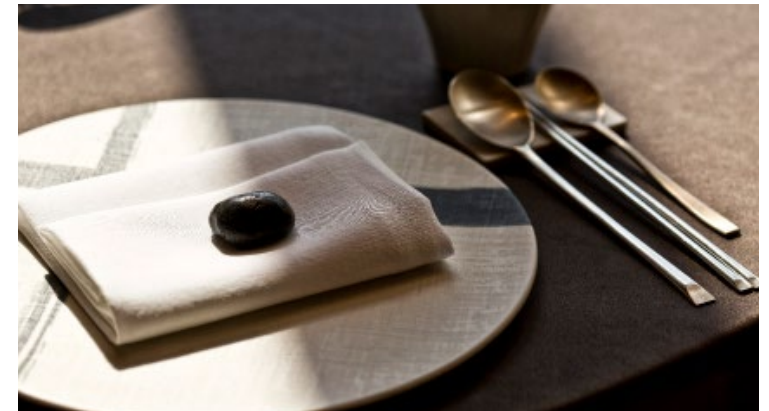
Experiencing Korean lifestyle, HanNam Bicena

Combining the energy of completely different personalities, Bicena has created a unique space for Korean cuisine. We carefully selected materials and handled them minimally, creating a space where nothing sticks out and everything works together. Our goal was to incorporate the experience of Korean cuisine with the experience of Korean spirit and aesthetics. Four very different characters (representing natural beauty, many shades of white, dignity and confidence, and quiet humor) have collaborated to create something very beautiful under the umbrella of Korean cuisine. Their peculiar yet seamless co-presence in the result was made possible only because their focal point – Korean cuisine and Korean traditional craft – could already encompass the contemporary beauty within it.



Emptying out, filling in, then sharing

Bicena is like an empty bowl. Rather than constricting our creativity and imagination by being content with our past accomplishments, we will always search for something better. Rather than chasing after momentary trends, we will try to keep alive Korea's age-old unique flavors. Finding the best ingredients and the best combinations, we will continue to enrich ourselves by realizing the limitless potential of Korean cuisine.



일월 日月

Light of Life

산천 山川

Mother Nature

죽송 竹松

Great Evergreen

구학 龜鶴

Long Liberty

백록 白鹿

Pure Innocence



Korean ancestors have always valued the ‘Ten Symbols of Longevity’ which symbolize an eternal life.

Bicena has named each room and course after the ‘Ten Symbols of Longevity’ to show our intention to treat each and every one of our guest with sincere appreciation and devotion.

Executive Chef, Kwangsik Jun

Kwangsik Jun believes that food is a medium connecting nature and people as well as person to person and make them commune with each other. Jun prepares its food with care so that the chef can communicate with nature, the eater can communicate with nature, and the chef and the eater can communicate with each other.



Bicena’s dishes

Bicena is a wonder of Korean cuisine; our exemplary team creates memories and build upon Korean history. The nourishment we get is an essential part of everyday life therefore, we believe in cooking food honestly that delivers our best energy to you.

The Bicena team seeks to recreate the notion love and truth within Korean cuisine. It was conceived with the idea of accepting the differences in each person’s food memories and sensibilities. Bicena believes in the importance of every single ingredient. It is not about changing or adapting, it is about carrying out the best dishes that are made passionately.

Korean cuisine cannot be defined singularly. It builds upon all stories and various Korean experiences. That tradition creates a humble practice of deeply reflective food experiences. Bicena promises to continue on the path of Korean cuisine that is both truthful and personal.

