

KOREA Report

February 2024

CONTENTS

- * Project 1: MYOUN
- * Project 2: INSILENCE Pangyo

1. MYOUN

Project Overview

Café MYOUN, established in 2023, occupies a space of significant historical value, surrounded by old buildings. Preserving the atmosphere between the bustling commercial area and the historical surroundings is paramount.

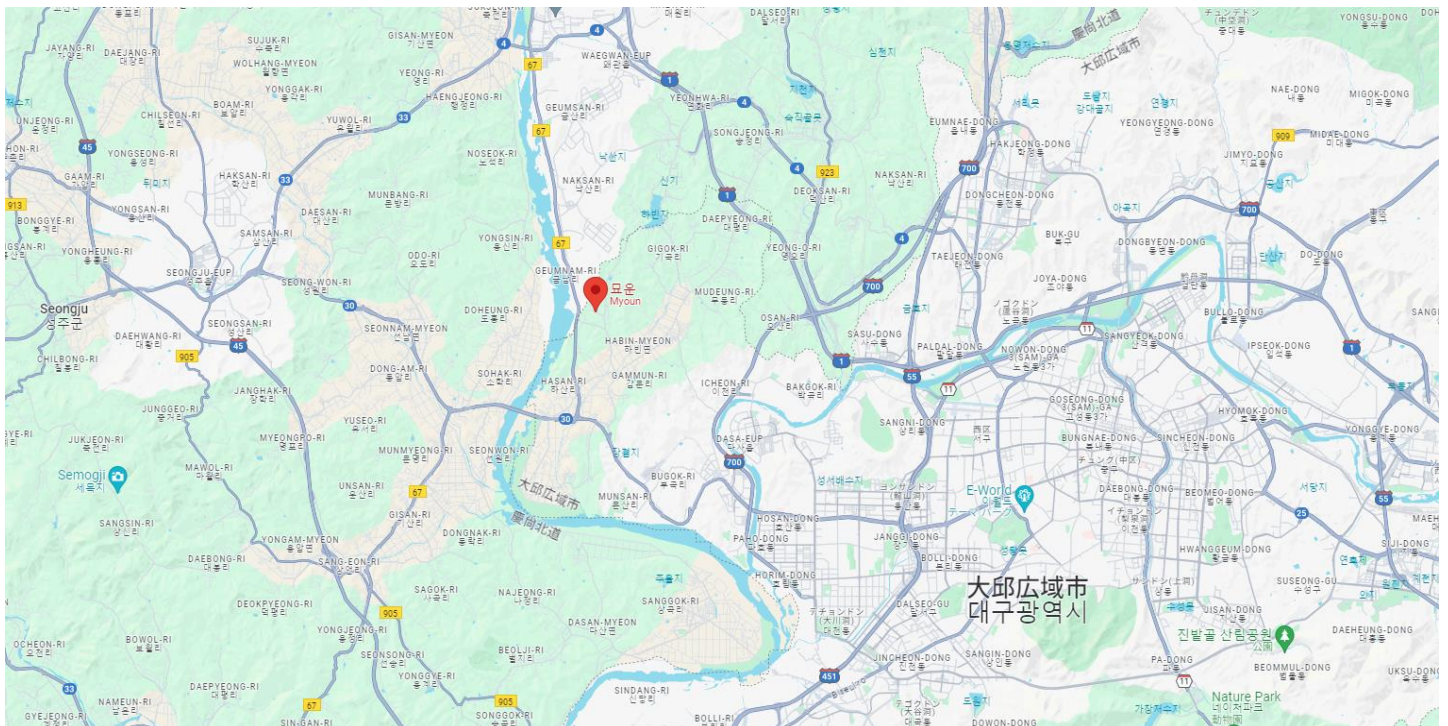
MYOUN was conceived with the objective of seamlessly blending into the historical fabric of the village and embodying the essence of the traditional hanok architecture. Stone and wood serve as the primary materials for both the structure and furnishings, maintaining consistency throughout the space. The flooring, crafted from granite, features traditional Korean patterns, while alterations in texture and tone enhance its natural appeal.

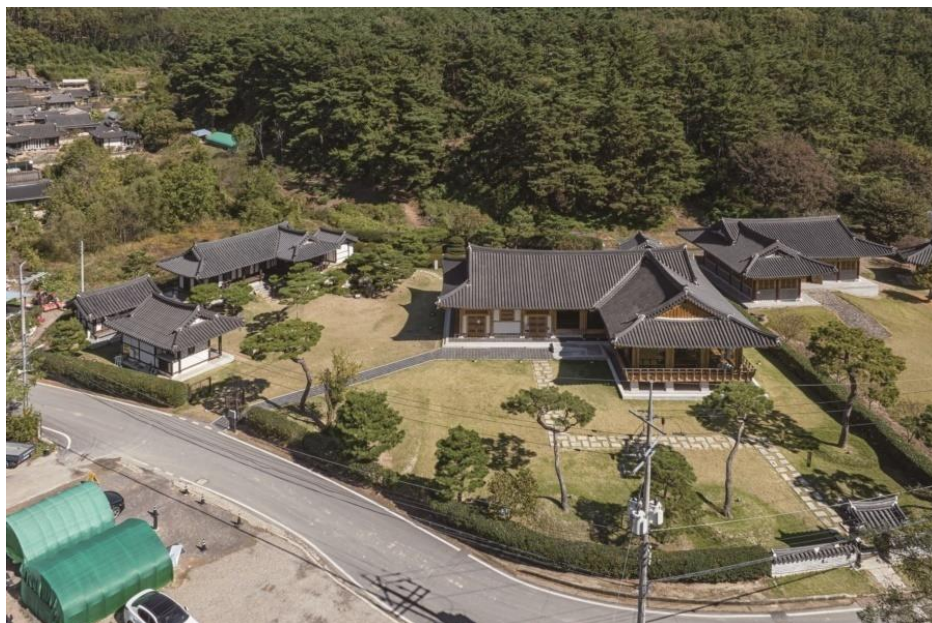
Visitors to MYOUN encounter Chinese characters, which can often be perceived as daunting. Recognizing this challenge, we aimed to demystify these characters, making traditional culture more accessible. By showcasing old books from the building and incorporating Chinese character poems throughout the space, our brand message emphasizes that tradition and history are not relics of the past but enduring legacies passed down through generations.

Project Details

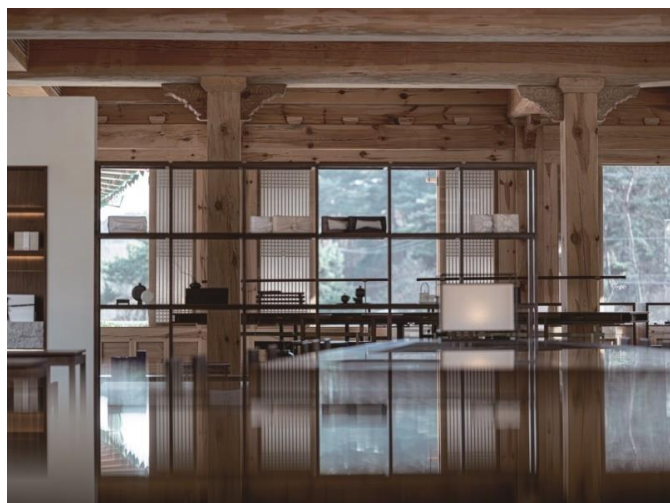
1. Brand: MYOUN
2. Type of Business: Cafe
3. Open Date: 01/2023
4. Size: Myoun_311 m², Chunghyodang_73 m², Sarangchae_29 m²
5. Location: 34, Yuksinsa-gil, Habin-myeon, Dalseong-gun, Daegu, Republic of Korea

Location Map









2. INSILENCE Pangyo

Project Overview

Insilence is a Korean domestic fashion brand known for its minimalist aesthetic, yet it harbors unique elements within its designs.

Rather than simply crafting an aesthetically pleasing environment, our priority lies in creating a space that encapsulates the essence of the brand's narrative. Within a compact setting, lighting plays a crucial role in illuminating structures and casting distinctive shadows, each imbued with its own personality, thereby conveying a sense of depth. The arrangement of clothing within the space is meticulously curated to accentuate their three-dimensional presence.

Reflecting the brand's serene identity, characterized by a preference for cool and pristine materials, stainless steel features prominently throughout the space, evoking a tranquil ambiance. Shades of black, silver, and gray are employed to evoke depth and subtlety within the environment. Even the seemingly minimalist garments in the store are replete with intricate details. Inspired by this attention to detail, finishing materials across each space are harmonized with similar tones, albeit with varying textures and embellishments. Upon entering the sales floor, one is greeted by floors delineated in light and dark grays, creating a delineated visual effect akin to drawn lines.

Project Details

1. Brand: INSILENCE Pangyo
2. Type of Business: Retail shop
3. Open Date: 08/2023
4. Size: 81 m²
5. Location: 20, Pangyoyeok-ro 146beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea

Location Map

