

New York Report

March, 2024

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* Project 1: Genesis House

1. Genesis House

Project Overview

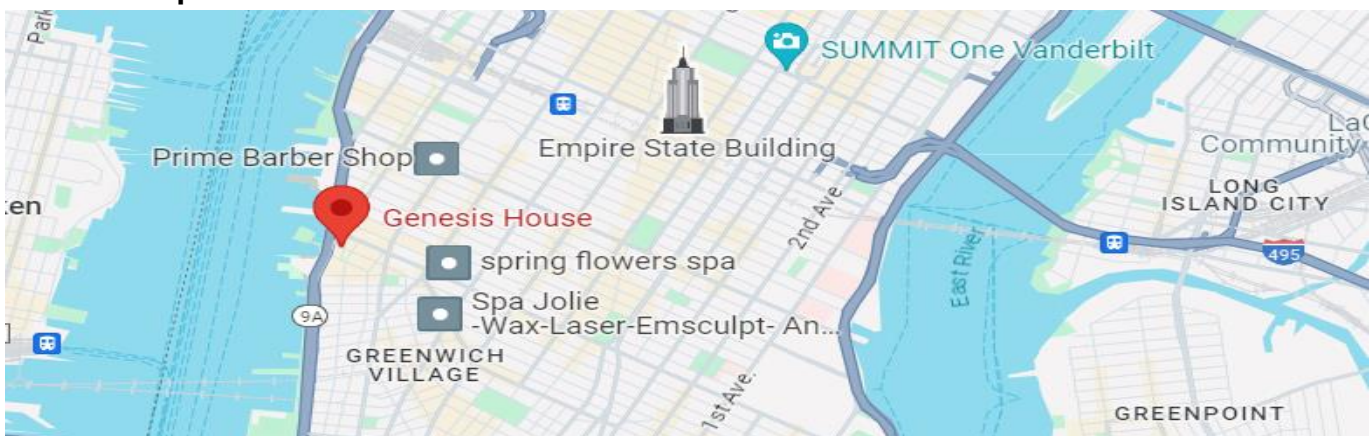
Genesis House is a complex that opened to the west of the Meat Market area, overlooking the Hudson River. Designed by Seoul-based SHU Architects, Genesis House is a spacious 46,000 square foot, three-story building that encapsulates the "now" and "traditions" of Korean culture.

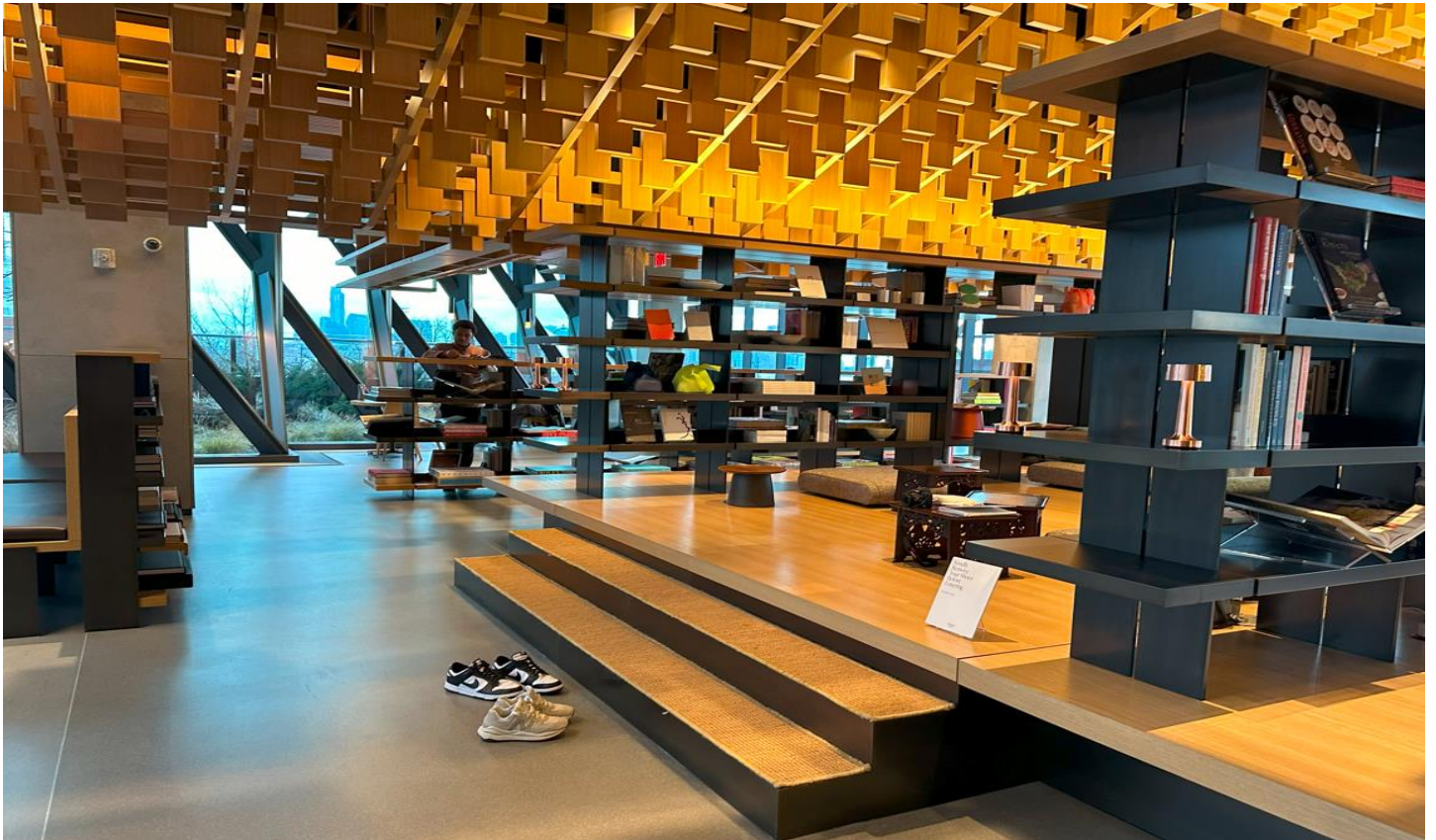
The first floor features a showroom for Genesis, Korea's first luxury car, while the second floor includes a sophisticated bar counter, restaurant, and tea pavilion. The theme of the pavilion is a New York-like immersive space with a sense of Korean tradition. In contrast to the first floor, which makes full use of the latest lighting and other technologies, the second floor has a three-dimensional oak roof inspired by the Unhyeong Palace in Seoul, a Korean village, with a tea pavilion in the middle, a library boasting a carefully selected collection of books, a restaurant, bar, and gift store. (In summer, the terrace is open to the public to enjoy the sunset over the Hudson River.) The third floor is an auditorium with a modern design combining different materials such as concrete, steel, and wood. The Onjium restaurant is the centerpiece of the building and has been awarded a Michelin star. It aims to create a new Korean culture based on traditional Korean clothing, food, and housing, and serves dishes derived from traditional recipes of the 14th century Joseon Dynasty. In the tea pavilion, visitors can enjoy selected Korean teas in accordance with the Korean tea ceremony using modern floor seating, an interesting feature that allows visitors to experience deep Korean culture without having to leave New York.

Project Details

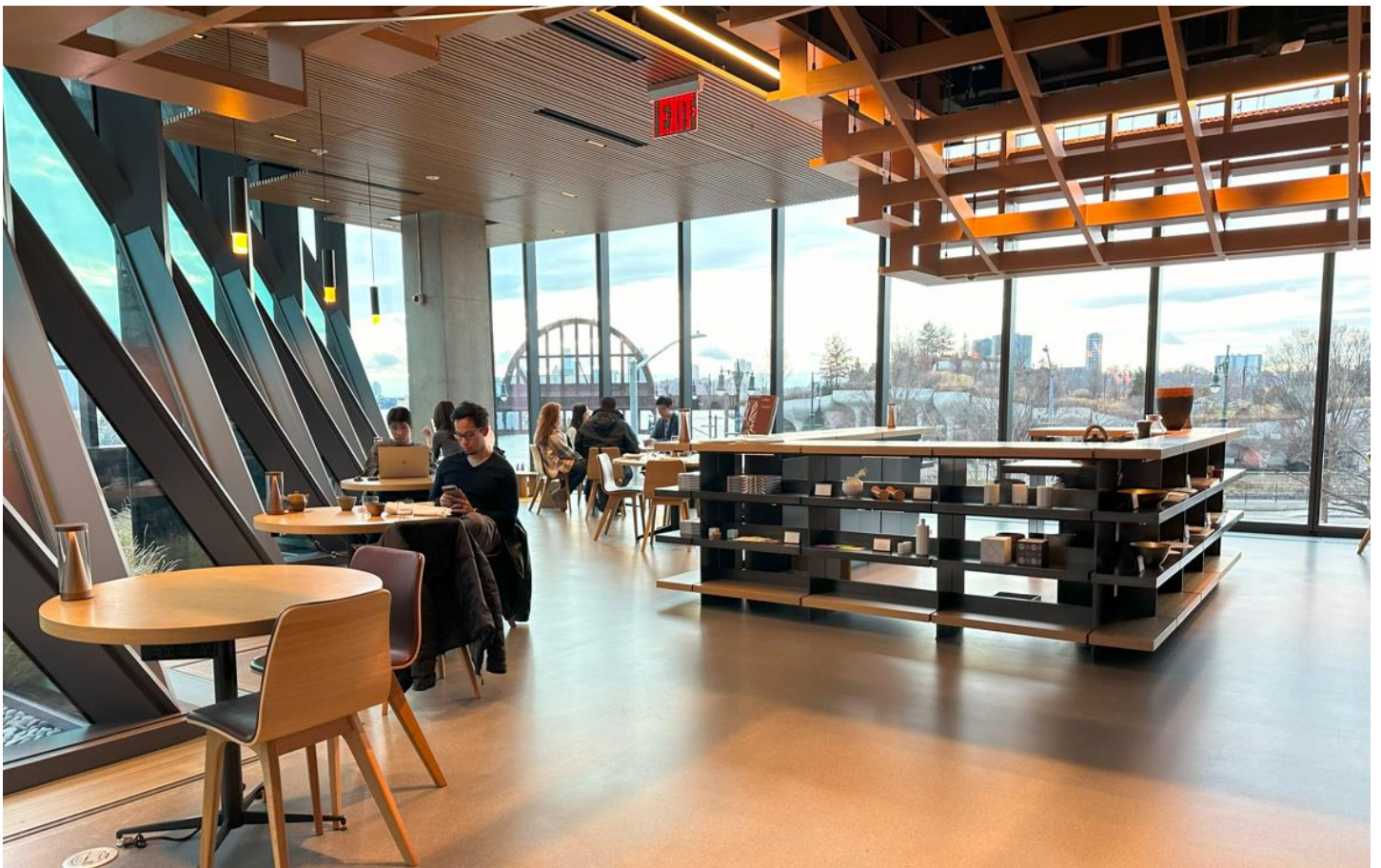
1. Genesis House
2. Showroom & Restaurant Complex
3. Open Date: November, 2021
3. Location: 40A 10th Ave, New York, NY 10014
4. Target Customer: All
6. Website: <https://www.geneshouse.com/>

Location Map

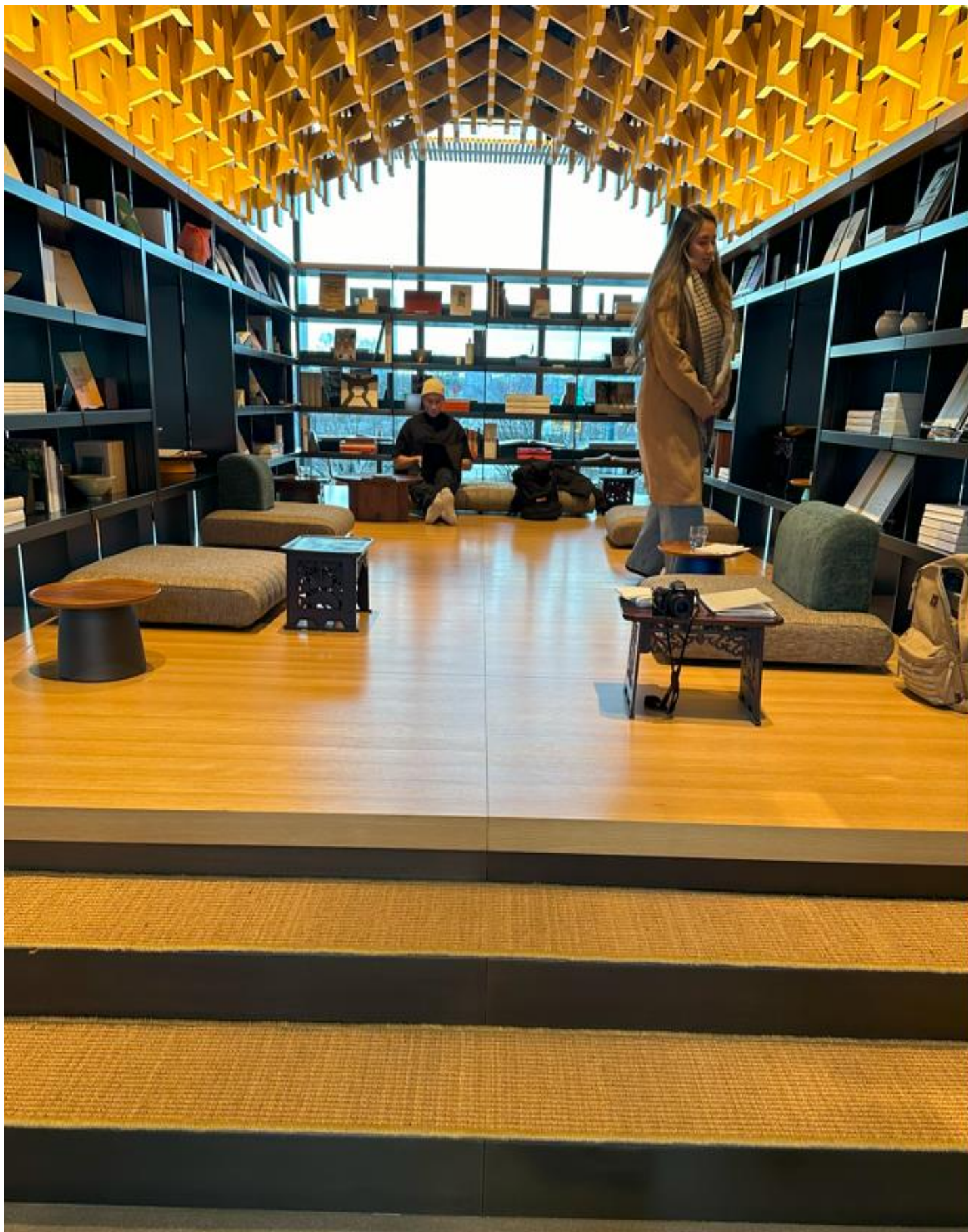




Modern Asian interior in zashiki style



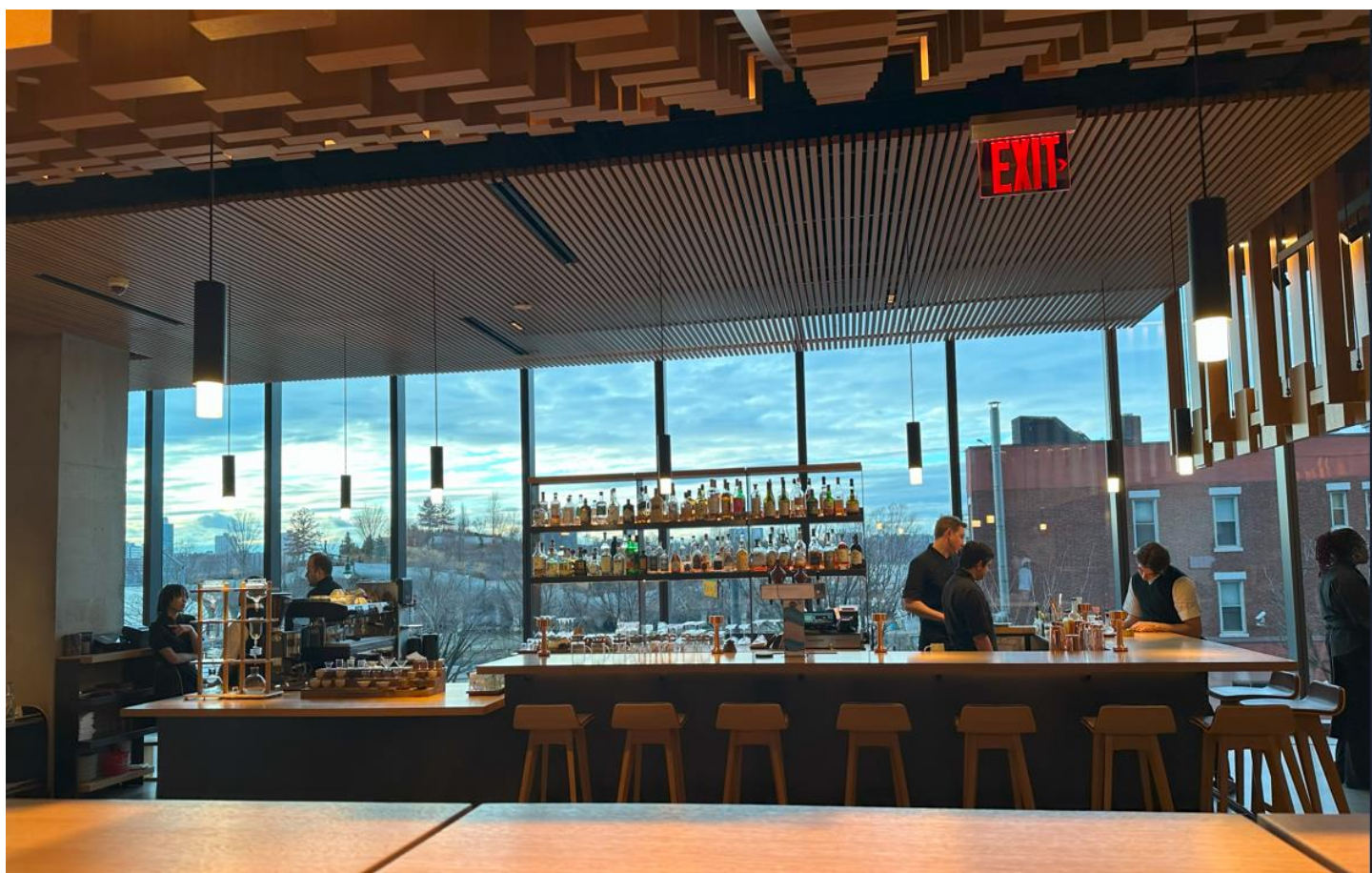
Cafe Corner with a view of the Hudson River



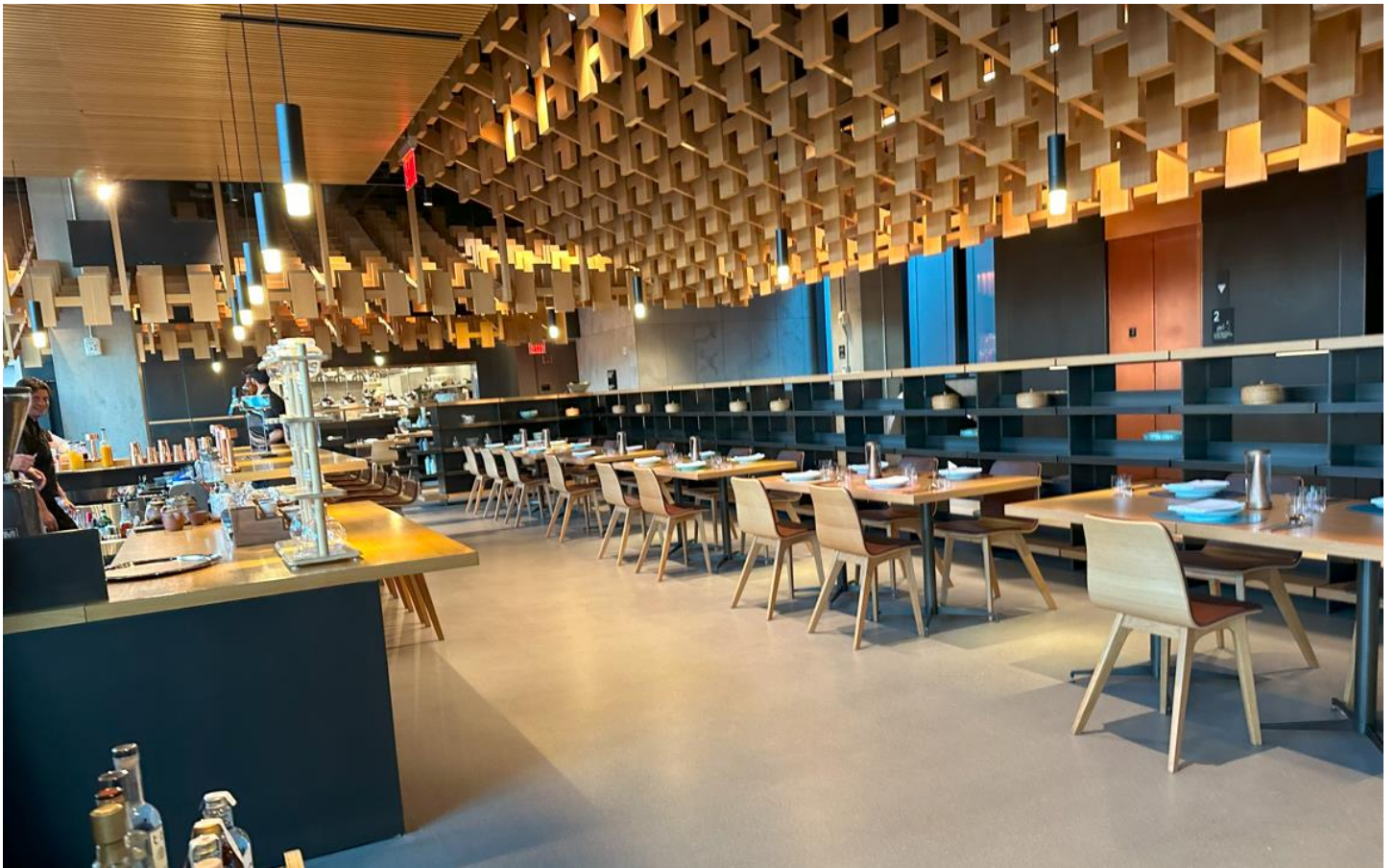
Open yet cozy library space



Korean crafts display and sales corner



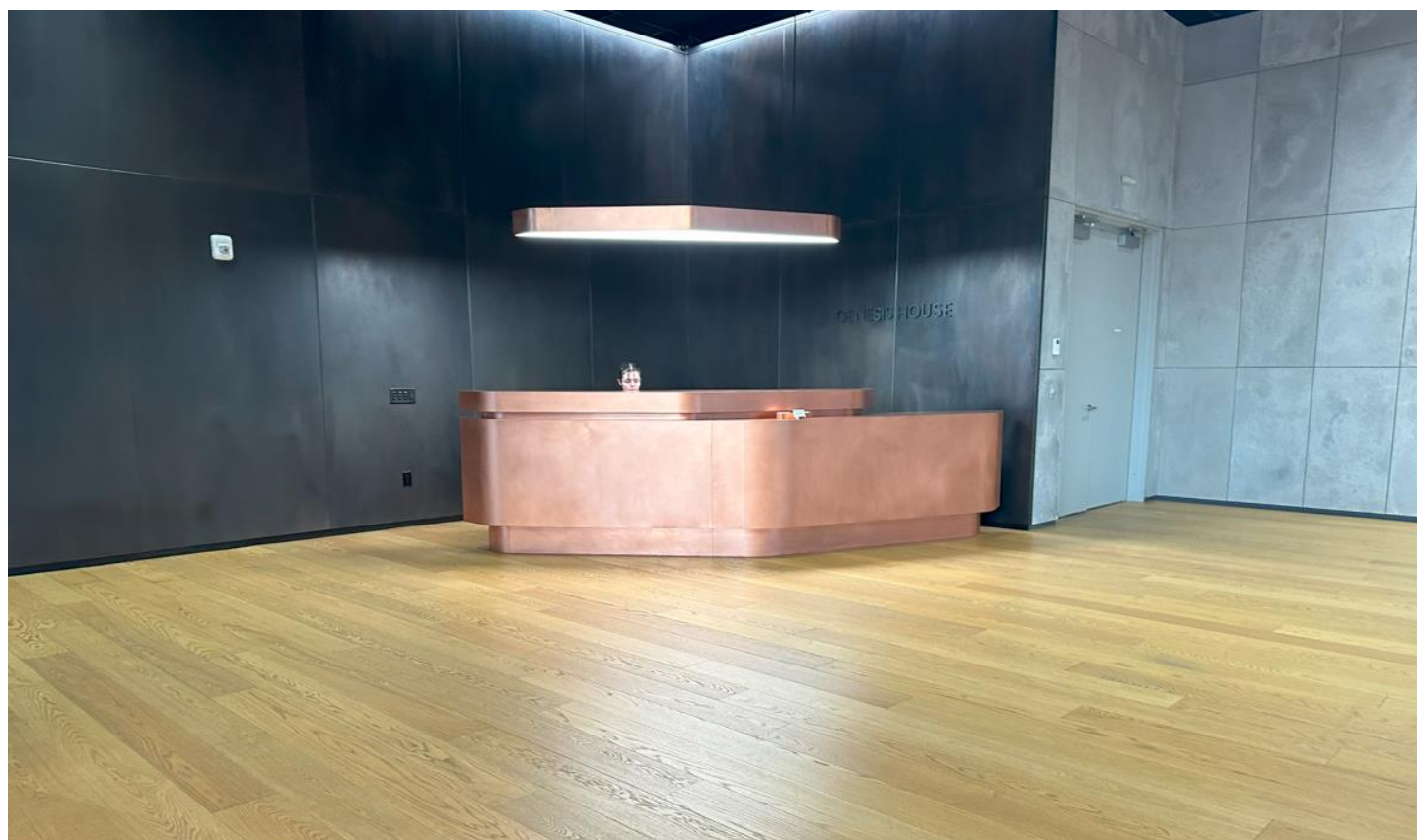
Bar counter is packed at sunset



Restaurant serving modern Korean court style cuisine.



Open-kitchens



Entrance



Minimalist design showroom space