

KOREA Report

April 2024

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1. FACADE PATTERN Showroom

Project Overview

FACADE PATTERN is a clothing brand that centers on the fundamental concept of clothing with the slogan "Extend the Meaning of Clothes." The term "essence" refers to the inherent nature or appearance of something.

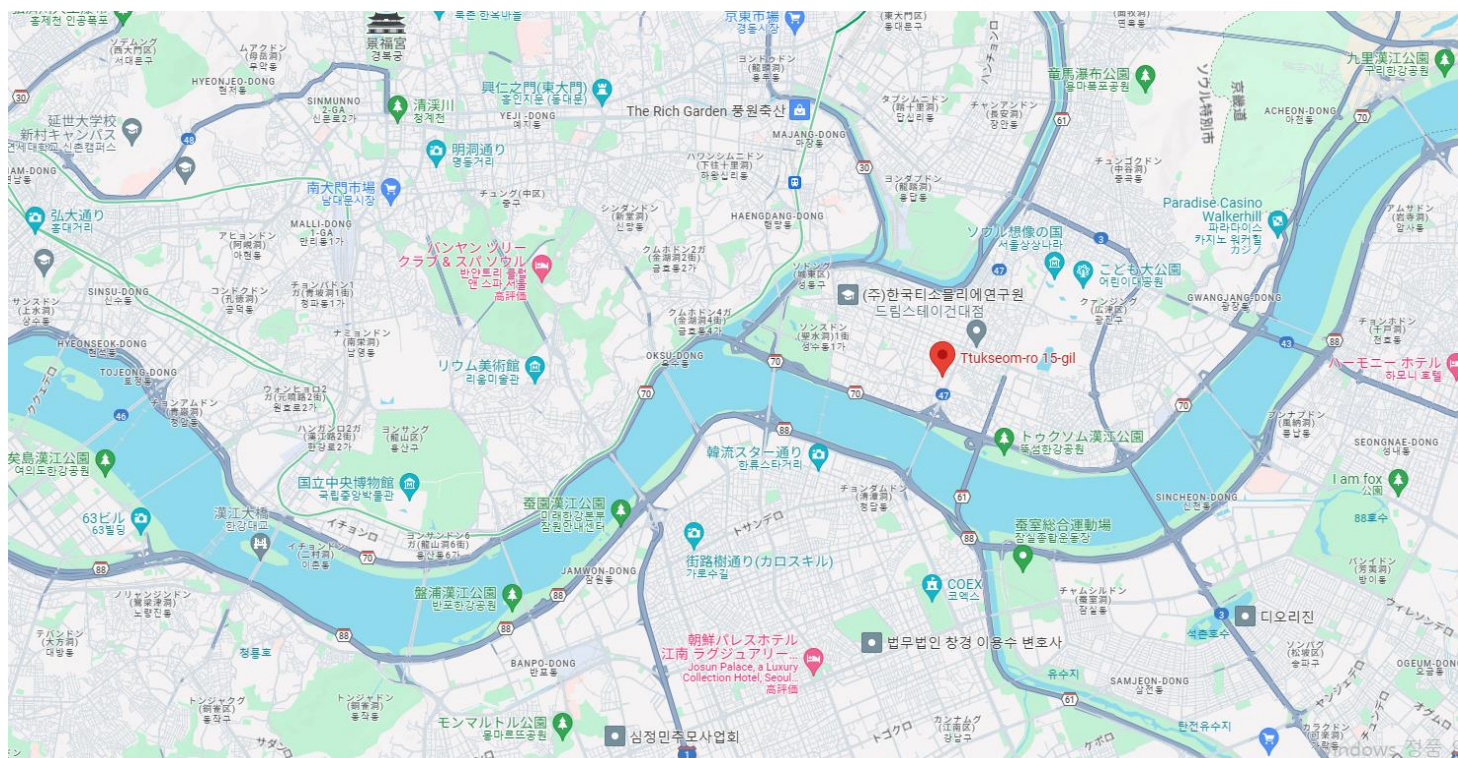
To utilize the essence of the space, conventional decorations were removed, and the area was organized meticulously. Paint was stripped away to reveal the concrete surfaces, and adjustments were made to the arrangement of exterior windows, with entrances and exits relocated inside the building. This design facilitates visitors to survey the space without immediately entering the interior. Furthermore, the ceiling finish exposes the existing structure, ensuring ample ceiling height. At the entrance and exit, the ceiling is deliberately lower to accentuate the spaciousness created by the lofty ceiling inside.

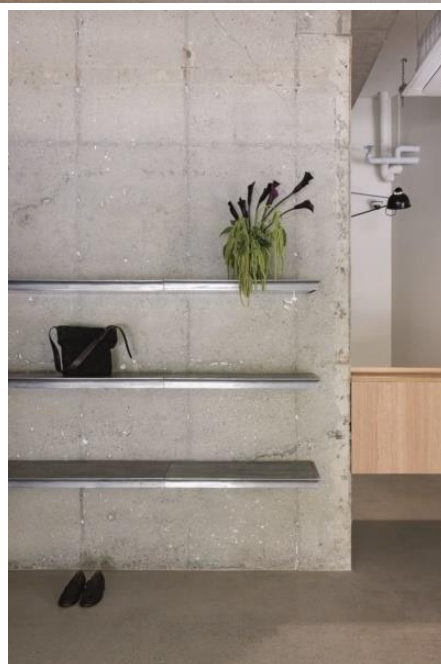
Upon entering, the elevated floor height enhances the sense of expansiveness. Subsequently, a lengthy hanger system was installed. Metal wire loops, holding the hanger hooks, are intricately inscribed with the words "Facade Pattern" using proton engraving, accentuating the system's details.

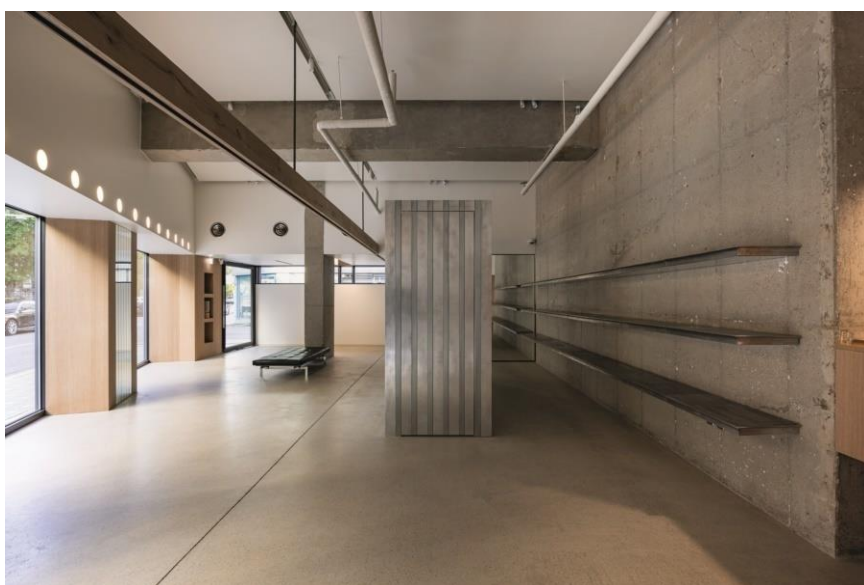
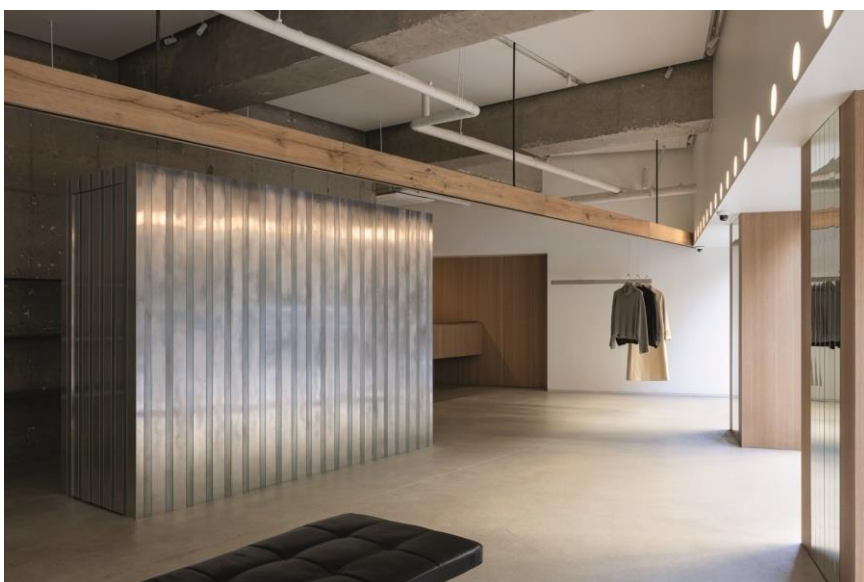
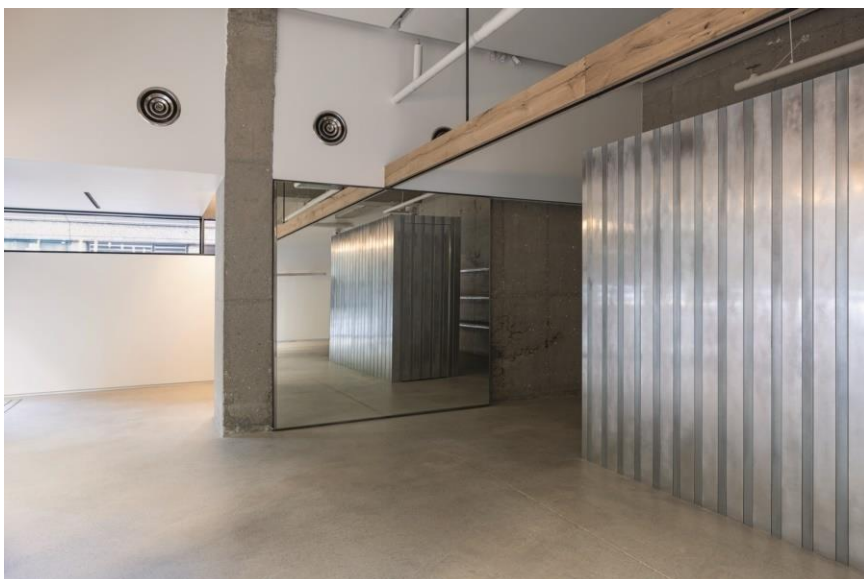
Project Details

1. Brand: FACADE PATTERN Showroom
2. Type of Business: Retail shop
3. Open Date: 11/2023
4. Size: Myoun_105 m²
5. Location: 15, Ttukseom-ro 5-gil, Seongdong-gu, Seoul, Republic of Korea

Location Map









2. INSILENCE SEONGSU

Project Overview

INSILENCE SEONGSU is a project centered around the theme of "Rebuild." Embracing an industrial aesthetic, the space harmoniously blends elements of the old and the new, evoking a sense of liberation.

Retaining the historical essence of its past as a clothing factory, sections of the walls and ceiling have been preserved, eschewing pristine cleanliness in favor of a raw, substantial appearance reflective of the brand's identity. The absence of pillars in the rectangular layout allows for a versatile arrangement of objects and furnishings, promoting an organic spatial composition. Certain fixtures have been designed to be movable, enabling flexible adjustments to the spatial configuration as required.

In contrast to the sleekness of black, silver, and stainless steel, rough zinc steel sheets are employed to impart a light yet substantial impression. The overall ambiance of the space is characterized by these distinctive features, with old concrete floors, walls, and carpets contributing to a cohesive gray palette. This achromatic color scheme serves as a symbolic representation of INSILENCE SEONGSU, encapsulating the essence of the building's concept.

Project Details

1. Brand: INSILENCE SEONGSU
2. Type of Business: Retail shop
3. Open Date: 12/2023
4. Size: 123 m²
5. Location: 5, Yeonmujaeng 17-gil, Seongdong-gu, Seoul, Republic of Korea

Location Map

