The site is located in an alley, at a block's distance from Dongdaemun - a busy thoroughfare in Seoul's Gangnam district in close proximity to Dongdaemun Park. Primarily residential in the past, the neighborhood is undergoing a rapid transformation into an upscale commercial district full of shops and restaurants. The building is comprised of one subterranean level and three floors above. The Ann Demeulemeester Shop is located on the first floor, with a restaurant above and a Multi-Shop in the basement. This proposal is an attempt to incorporate as much nature as possible into the building within the constraints of a low-elevation, high-density urban environment of limited space (378 m²). The building defines its relationship between natural/anthropogenic and interior/exterior as an amalgamation, rather than a confrontation.

Diverse interior spaces designated for its three main programs were to be perceived and utilized as a part of the outdoors in a variety of ways. This building is not meant to be just another 'object' to be experienced externally, but rather a synthetic organism of nature and architecture.

The parking kilo/courtyard is at the center of the site, exposed to the streets on the southern end. The entrance to the Ann Demeulemeester Shop is located on the western side of the courtyard, and stairs that lead to the upper two programs are located on the eastern side. Landscaping of dense hedge forms a wall along each of the remaining three sides that border neighboring sites. Inside the first floor shop, an organically shaped ceiling is formed by undulating, dark brown, exposed concrete. Round columns on the edges of the space continue the ceiling surface while providing the necessary structural support.

This structural system creates arched openings of varying sizes that are open and as exposed as possible to the outside road and the bamboo hedges. This organic formation is not only a dynamic space but a flexible rectangular one (11.2 m x 14 m). The additional wing on the eastern side contains support functions such as fitting rooms, storage, and a bathroom, efficiently divided and connected at the same time.

Civello and Data

Project title: Ann Demeulemeester Shop
Location: 600-11, Sinchon-dong, Gangnam-gu, Seoul, South Korea
Construction period: April 2007 - October 2007
Architect: Mass嗨, Cho, Kim Park
Design team: Mass Hiroki
Building scope: M, S1
Structure: RC
Finishing: Natural garden (pachyandra latifolia), exposed concrete
Site area: 377.69 m²
Gross floor area: 326.66 m²
Total floor area: 743.33 m²
Building to land ratio: 50.41%
Floor area ratio: 19.75%

上：窓から見る外を見える。下：1階のメンズショップ。左：レストランのエントランスの近くの階段を見る。