

Mass Studies

Ann Demeulemeester Shop
Seoul, South Korea 2007

マス・スタディーズ
アンドゥムルメステール・ショップ
韓国、ソウル 2007



The site is located in an alley, at a block's distance from Dosandae-ro – a busy thoroughfare in Seoul's Gangnam district – in close proximity to Dosan 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 m^2). The building defines its relationship between natural/artificial and interior/exterior as an amalgamation, rather than a confrontation.

Diverse interior spaces designated for its three main programs were made 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 artifice.

The parking lot/courtyard is at the center of the site, exposed to the street 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 other two programs are located on the eastern side. Landscaping of dense bamboo 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 ($11.2 \text{ m} \times 14 \text{ m}$). 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.

The restaurant's main entrance is a staircase that runs alongside the entire eastern side of the building. The shape of the ceiling below influences the restaurant space above, comprised of a three-level skip-floor formation. The two open-air spaces inside – a hidden terrace toward the rear of the building that extends from the top level, and a rooftop space accessible by stairs – form a restaurant with intimacy, varying in spatial characteristics. The stairs leading to the basement shop begin as a narrow, white, architectural space that gradually enlarges to become another organic shape – like a moss-covered subterranean cave – that serves as an entrance. This space is open to the outside, and at the same time is a composite garden buried 5.5 m below ground. The outside building material is primarily a geotextile planted with a herbaceous perennial to form a living facade, while the other three sides that face bamboo borders are clad in steel sheets are finished with propylene resin.

Credits and Data

Project title: Ann Demeulemeester Shop

Location: 650-14, Sinsa-dong, Gangnam-gu, Seoul, South Korea

Design period: January 2007–May 2007

Construction period: April 2007–October 2007

Architects: Minsuk Cho, Kisu Park

Design team: Mass Studies

Building scope: 3F, B1

Structure: RC

Finishing: Vertical garden (pachysandra terminalis), exposed color concrete

Site area: 377.60 m^2

Gross floor area: 220.66 m^2

Total floor area: 734.33 m^2

Building-to-land ratio: 58.44%

Floor area ratio: 119.76%

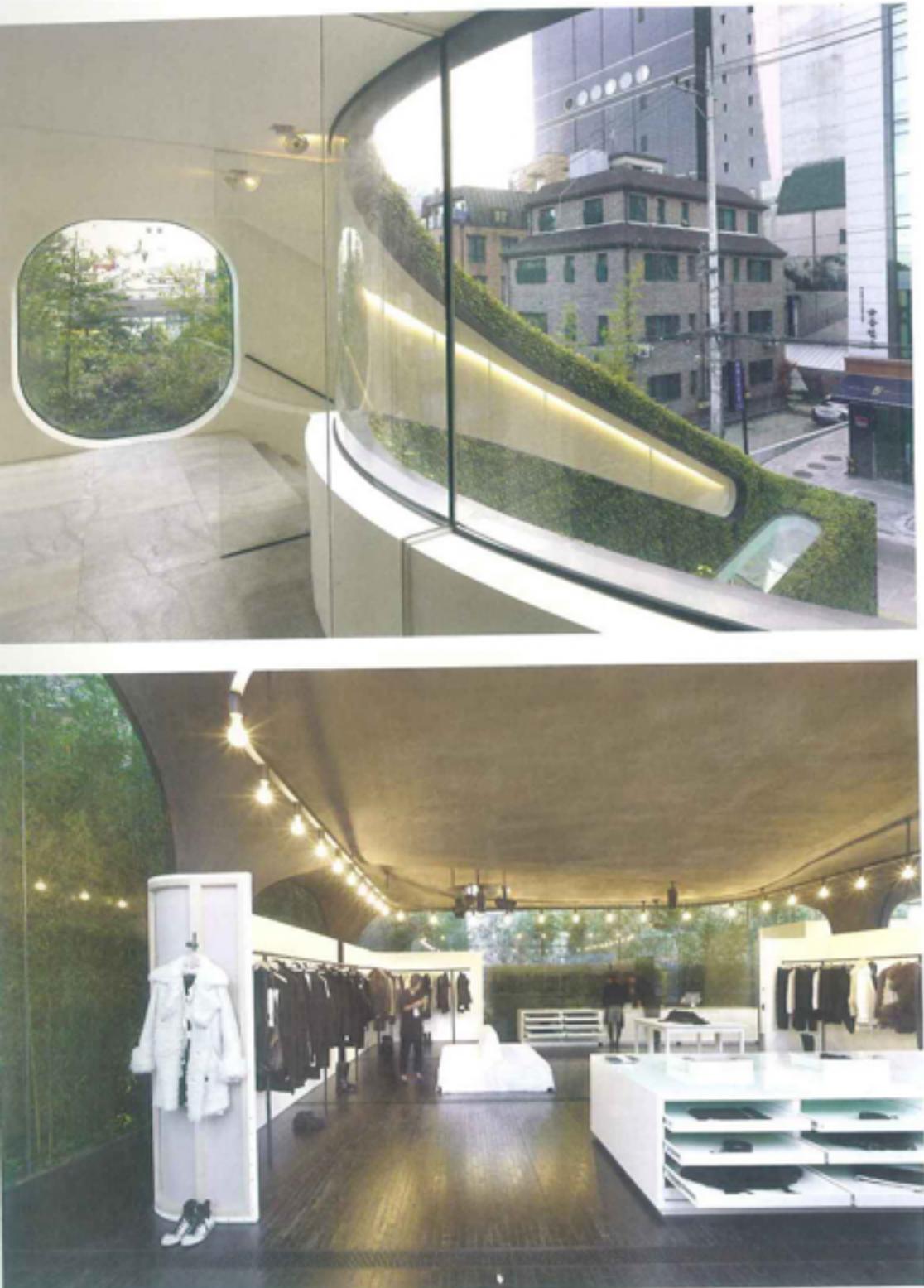
pp. 72–73: South facade. This page:
Distant view from the west. Opposite:
Exterior walls are a geotextile planted
with a herbaceous perennial. All
photos on pp. 72–79 by Yong Kwan
Kim.

72~73頁：南側ファサード。本頁：西か
らの遠景。右頁：外壁は多年性植物とジオ
テキスタイル。



Site plan (scale: 1/5,000) / 配置図 (縮尺: 1/5,000)

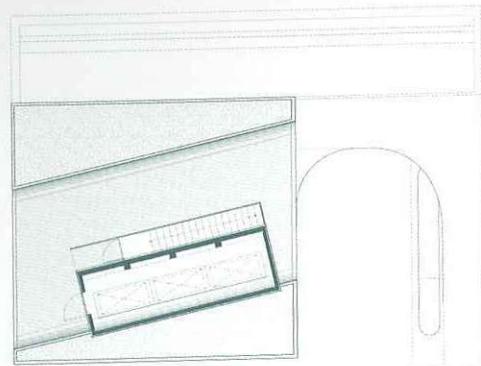




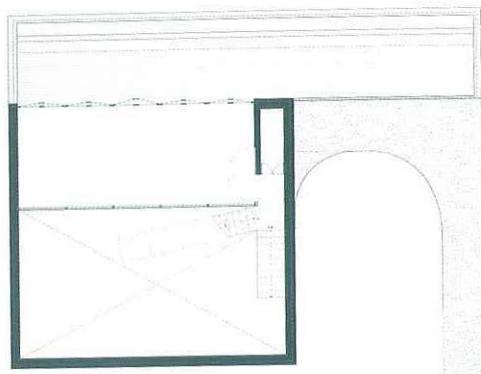
Above: View through a window. Below:
An Demelmeester Shop on the 1st
floor. Opposite: View of the staircase
leading to the restaurant's main
entrance.

上：開口部を通して外を見る。下：1階の
アンドゥムルメステール・ショップ。右頁：
レストランのエントランスに続く階段室。

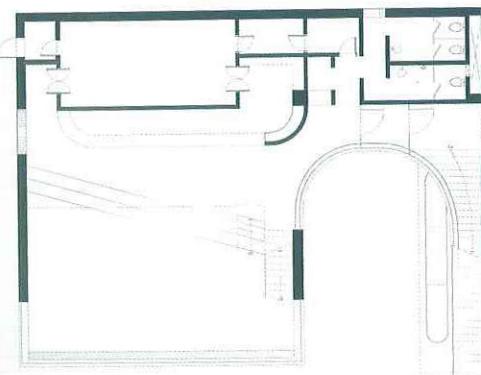




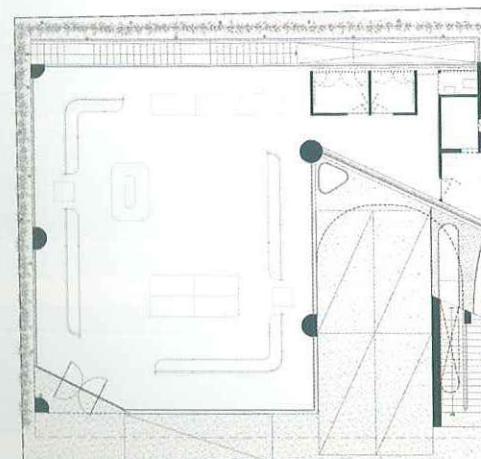
Roof plan／屋上平面図



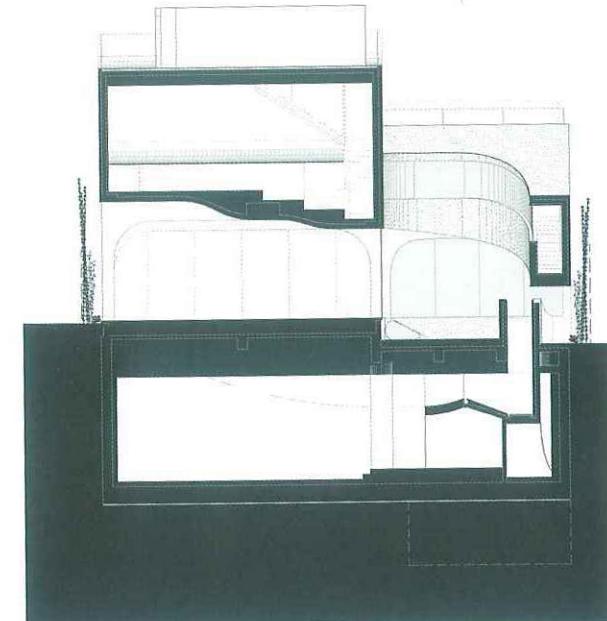
3rd floor plan／3階平面図



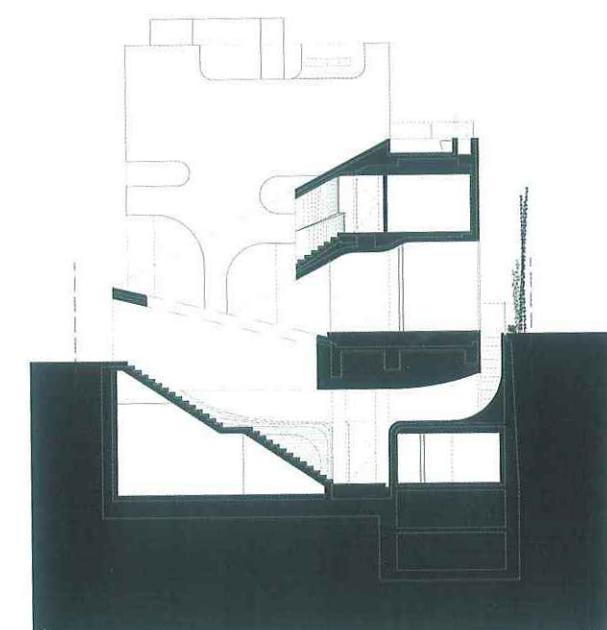
2nd floor plan／2階平面図



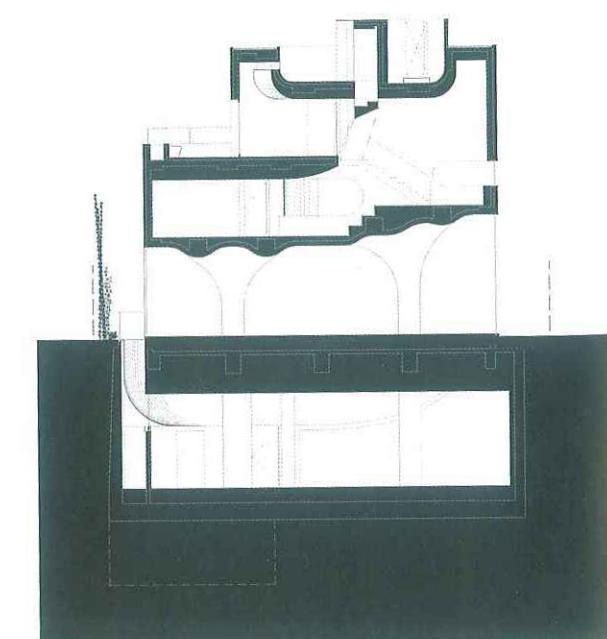
1st floor plan (scale: 1/300)／1階平面図（縮尺1/300）



Longitudinal section／長手断面図



Cross section／短手断面図

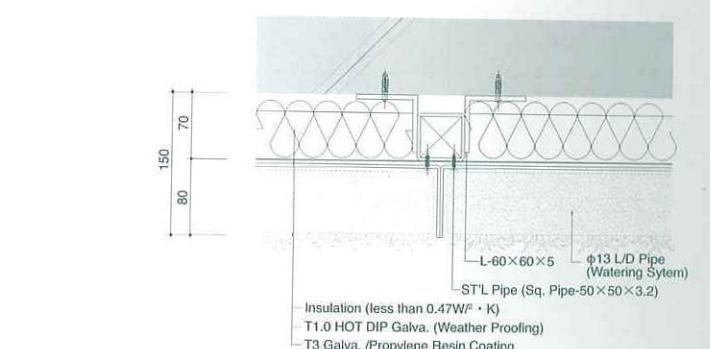
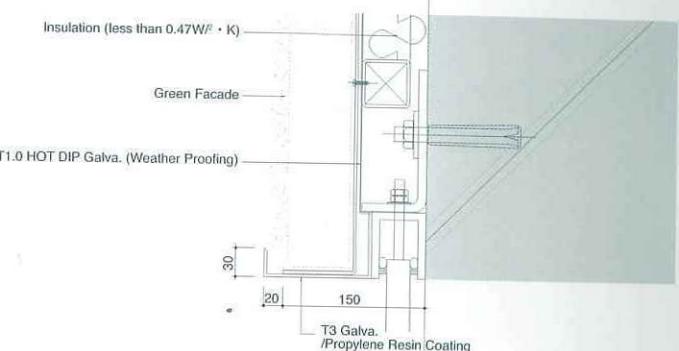
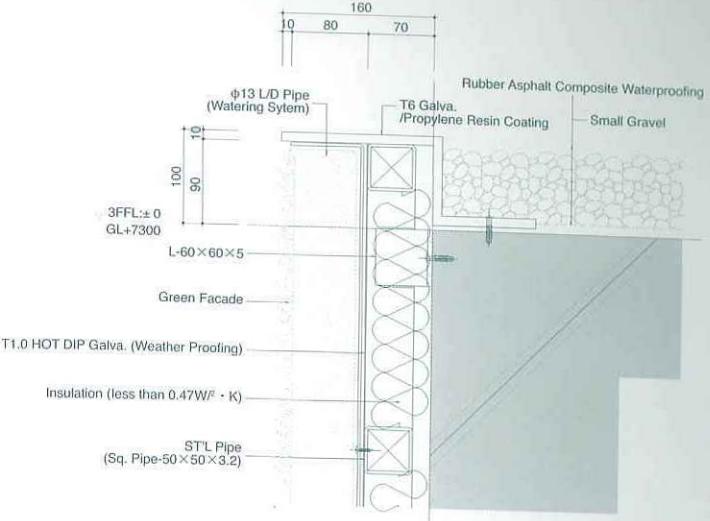


Cross section (scale: 1/300)／短手断面図（縮尺1/300）

敷地は島山大路——ソウル特別市江南区の賑やかな大通り——から1ブロック離れた島山公園のそばに位置する。この一体はかつては住宅地であったが、現在は一流ショッピングモールやレストランのひしめくハイランクな商業地区へと急速に変化しつつある。建物は地下1階、地上3階で構成される。アンドゥムルメステールのショッピングモールは地上1階にあり、さらに上層階にはレストラン、地下にはマルチショップが店舗を構える。限られた空間(378m²)における低層、高密度という都市環境の制約の中で建物内部に最大限の自然を取り込む試みが提案されている。

建物の東側全体に設置された階段はレストランのメイン・エントランスとなる。下層の天井部の形態は上層のレストラン空間に影響を及ぼし3つの高低差をもつスキップフロアを構成する。内部の2つのオープンエア空間、建物の背後に隠れて屋上から広がるテラス、階段からアクセス可能な屋上はレストランにくつろいだ雰囲気と多様な空間の特徴を与える。地下のショッピングモールにつながる階段は最初は白く狭い建築的空間であるが、次第にゆったりと広がり、苔むした地下蔵を思わせるまったく別の有機的形態のエントランスに変化する。この空間は外部に開けた地下5.5mのコンボジット・ガーデンとなる。

建物の外装材は多年生植物とジオテキスタイルを中心として生命感のあるファサードを形成しつつ、竹藪の境界に面するほか3面はプロピレン樹脂仕上げの鋼板でクラッディングされている。（友妻太朗訳）



Section detail (scale: 1/8)／断面詳細（縮尺1/8）

Below: Detail of the geotextile.

下：ジオテキスタイルの詳細。

