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AEDAS

**BAO'AN CULTURAL DISTRICT
PERFORMING ARTS CENTRE**
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**THE ARCHITECTURE OF
MALAYSIA'S UNIVERSITIES**

**IS THE INTERIOR DESIGN
INDUSTRY MERELY SURVIVING?**



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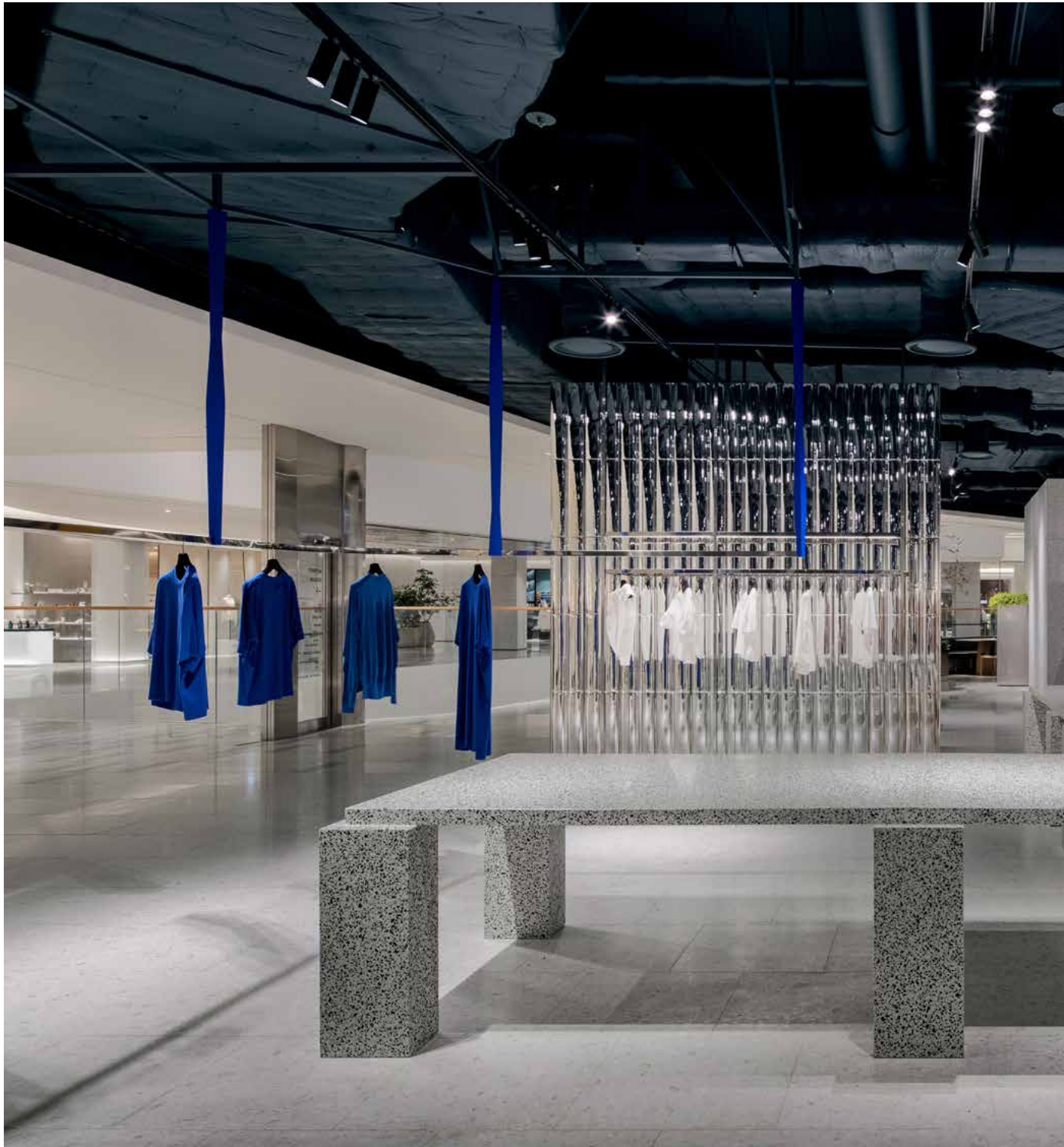
A LEISURELY SHOP

NATURE AND SCULPTURAL FORMS INTRODUCED
BY DESIGN STUDIO BURDIFILEK TURN SEOUL'S
LARGEST DEPARTMENT STORE INTO A WELCOMING
AND TRANQUIL PUBLIC SPACE.

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/

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PHOTOGRAPHY



01. The choice
of materials
played a
key role in
developing the
atmospheric
setting of The
Hyundai Seoul's
retail spaces.



01

Canadian interior design studio Burdiflek has completed The Hyundai Seoul – the largest department store in South Korea's capital.

The three-level retail space – part of a multi-use business, leisure, and retail complex – includes expansive floorplates, abundant greenery and a waterfall garden.

The brief called for a new concept in a retail environment that would blend retail innovation, technology, and stunning design to create a memorable experience for shoppers that goes beyond the simple act of shopping.

Burdiflek was commissioned to design three floors with each having its own programming, and to find a design solution for the many atriums around the edge of the building.

"The Hyundai Seoul is an important piece of architecture, probably the last piece of property of this scale left in Seoul," says Paul Filek, Burdiflek's Managing Partner.

"It is comprised of many voids around the building that needed to be addressed.

"The client's idea was to give back 50 per cent of these atriums to public spaces for people to have a good experience."

A GREEN BELT

Burdiflek has worked on projects in Seoul for the past decade, and the team is familiar with the abundant nature in the South Korean countryside.



02

02. Reflective surfaces create a sophisticated mood while visually expanding the interiors.

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03. The third floor includes bolder forms amidst a creative backdrop of shocking deep blue hanging systems.

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04. Along the inner edges of the ceiling planes are reflective borders that mimic tranquil water patterns, creating the visual effect of glancing up at a reflecting pond.

One of their goals with this project was to bring a feeling of being outdoors into the department store to soften the interiors and create a more tranquil experience for users.

They came up with the concept of a green belt to create an overall theme of tranquility and well-being.

This becomes a place of escapism, a runway for everyday life activities, from social interactions to art displays, and inspiring encounters.

In the atrium, they included a 12m-high sculptural waterfall with curving forms and floating islands to echo elements from nature.

"The soothing elements of the atrium are visible from all levels of the department store, nourished by abundant natural light drawn in through a skylight extending through the core of the building," says Diego Burdi, Burdifilek's Creative Director.

"Nature is evoked through various design elements, including greenery and the sound of water.



03

"The concept of nature is carried forward with reflective borders that mimic tranquil water patterns along the inner edges of the ceiling planes, creating the visual effect of glancing up at a reflecting pond.

"All these elements contribute to a much more experiential environment than the typical mall experience has to offer."

“

In this modern retail emporium, the worlds of art,
design and fashion collide to create a cultural experience
that goes beyond a mere shopping experience.

”





CUSTOMISED RETAIL EXPERIENCES

The department store occupies the second, third and fourth floor of the mixed-use complex.

The client had provided a programme, and Burdiflek's design team fine-tuned it to optimise space allocations for the feature design elements and merchandising capacities.

During the block planning phase, shaping of zones were further developed with simple and intuitive circulation patterns to help clearly define the zones.

The interiors of the second floor were compartmentalised into approximately 40 zones, which include high-end global womenswear, shoes, accessories, and a café.

The third floor, which has a café and



PAUL FILEK,
MANAGING PARTNER,
DIEGO BURDI,
CREATIVE DIRECTOR,
BURDIFILEK

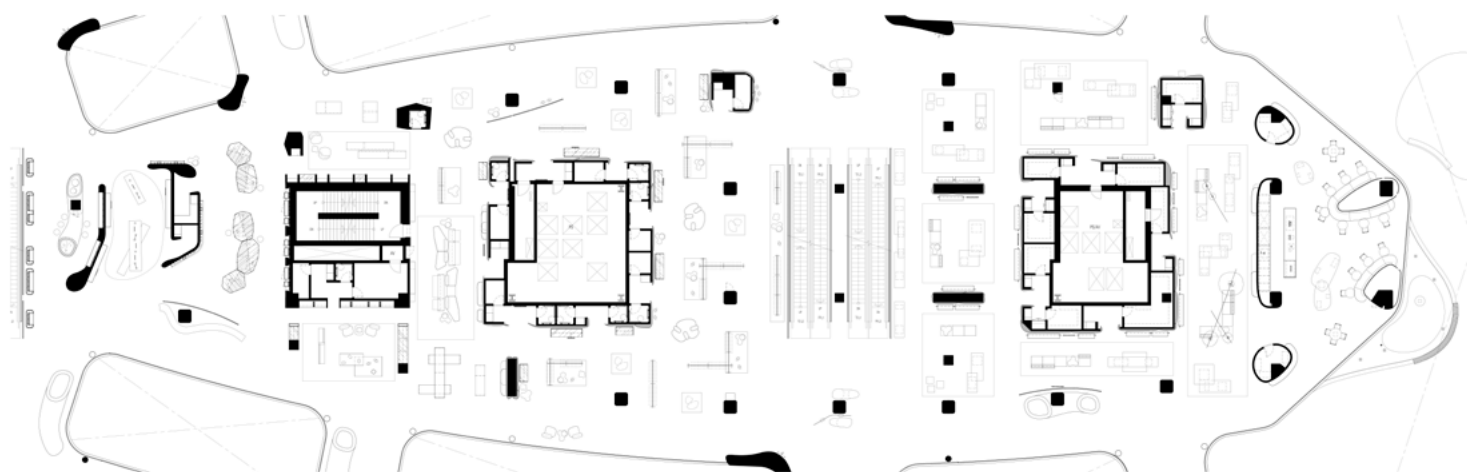
retail spaces for shoes and modern men and womenswear, has an edgier interior concept and is sectioned into 30 zones.

Home and activewear retail spaces are located on the fourth floor.

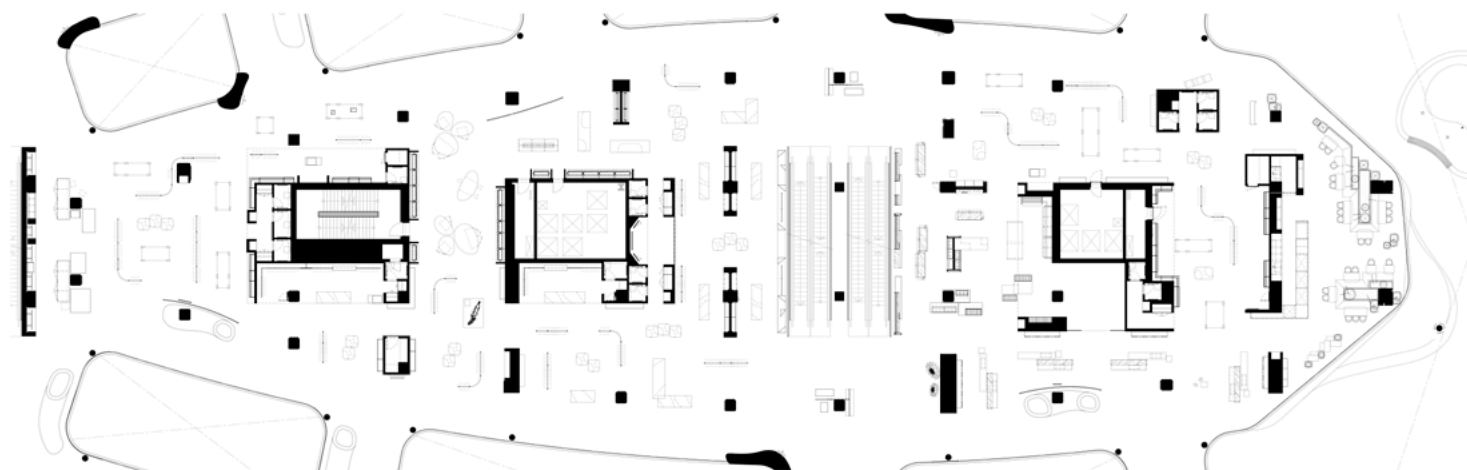
Burdiflek's goal was to create retail environments on each floor that would speak

05. Gentle lighting highlights the fluid forms on the ceiling.

FLOOR PLANS



2ND LEVEL



3RD LEVEL



06. Custom hanging fixtures evoke a sense of lightness while providing a cohesive language for curated brands to shine.

07. The mall includes cafes on the second and third floor.

to a specific demographic with a different design language while evoking nature in various ways, so each floor had different programmes and were created with a different look and feel.

"We also strove to create some commonality through sculptural elements that will resonate with the guests and give a physical experience of wandering and exploring," says Burdi.

Material choice played a big role in developing the atmospheric settings.

The second floor is anchored by iconic forms, with an emphasis on textures and sculptural tonality.

It offers a gallery-like space for shoppers to meander around and explore.

Here, use of gentle, indirect lighting accentuates fluid forms on the ceiling.

Custom hanging fixtures with refined detail evoke feelings of lightness, while providing a cohesive language for curated brands to shine.

Terrazzo finishes, custom handcrafted wall textures, and a subdued colour palette with layers of reflectivity and translucency further boosts the sophisticated mood here.

On the third floor, the team expanded the nature theme with a sculptural garden concept.

While maintaining a degree of commonality with the second floor in terms of sculptural elements, this floor expresses





08

08. A 12-metre-high sculptural waterfall with curving forms and floating islands echo elements from nature.

them in bolder forms amid a creative backdrop of a shocking, deep-blue hanging systems.

"Aggressive materiality with an emphasis on the contrast of natural and man-made materials, unfinished open ceiling, custom built, vacuum-formed sculptural walls, and a simple colour palette speaks more directly to the featured brands.

"In this modern retail emporium, the worlds of art, design and fashion collide to create a cultural experience that goes

beyond a mere shopping experience," says Filek.

"Because we partnered with a client that has a future-oriented vision towards retail and technology innovation, from beginning to end, this project went extremely well, without any major challenges.

"The Hyundai Seoul transcends traditional retail philosophy to offer a unique perspective on how common experiences like shopping can be greatly enhanced," concludes Burdi.

THE HYUNDAI SEOUL

LOCATION

Seoul, South Korea

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COMPLETION

2021

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BUILDING AREA

89,100m²

/

GROSS FLOOR AREA

9,552m²

/

ARCHITECTURE

Richard Rogers

/

INTERIOR DESIGN

Burdifilek

/

LEAD DESIGNERS

Diego Burdi, Paul Filek

/

CONTRACTOR

Donguey & Daewon SD

/

MECHANICAL CONSULTANT

MKG

/

ELECTRICAL CONSULTANT

Keunwoo

/

LIGHTING CONSULTANT

Marcel Dion Canada

/

LIGHTING CONSULTANT

be:Che (South Korea)