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Gray

architecture
interiors
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fashion

THE
VANGUARD
ISSUE



LAST CALL

One more round of inspired design.



YONGJUN CHOI PHOTOGRAPHY

Toronto-based interior design firm Burdilek designed three retail floors of the Hyundai Seoul department store, as well as the all-white central atrium featuring a 40-foot-tall, sculptural waterfall garden.

Exceptional spaces to eat, play, work, and stay.

By Rachel Gallaher

CONCIERGE



HYUNDAI SEOUL

Korea's Hyundai Department Store Group has opened the largest department store in Seoul. A multilevel shopping experience, the Hyundai Seoul offers selections of avant-garde fashion and homewares set against a contemporary backdrop of bright color accents, mirrored surfaces, glass and marble installations, and unique architectural forms. Toronto-based interior design firm Burdiflek designed three of the retail floors, as well as the central atrium.

"The intent was to veer away from global retail trends," says Diego Burdi, co-founder and creative director of Burdiflek. "[We wanted to] design each space to be approachable, while providing visionary design elements that are inspirational and aspirational and that offer a unique cultural experience and a perspective on enhancing common experiences such as shopping."

For the second floor, which houses high-end women's fashion, Burdi and team opted for a soft, white-and-pale-pink palette that exudes a sense of elegance. The third floor, in contrast, displays edgier brands (many from emerging or young designers), so Burdiflek chose a bold palette of primary colors set against industrial materials.



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