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Urban Apparatus Sequence As Event

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URBAN APPARATUS EQUENCE AS EVENT

considering the nature of the social-cultural public domain

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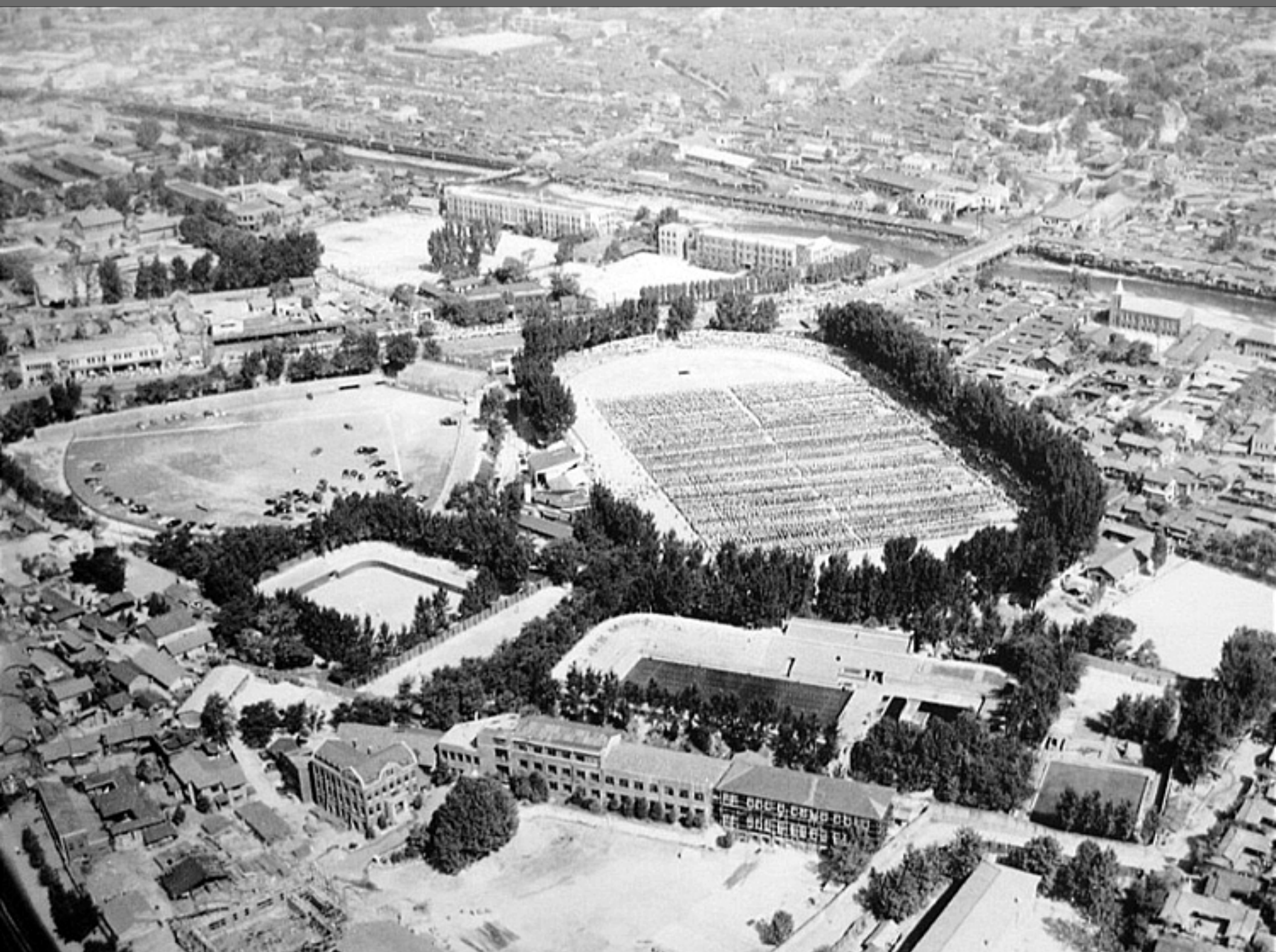
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carpenter center
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prada



1

INTRODUCTION

Thesis proposal: SITE- BASED

CONTENTION

If architecture is able to engage and activate two distinct and underutilized urban conditions, then the city and public life of the area would mutually benefit by their interaction. My thesis intends to explore this idea thru the intervention of a new cross programming urban fabric. Intersecting the urban paths and spaces with the isolated built condition is the opportunity to reconsider the singular identity of each as the device to reconstruct social activities and to initiate the idea of “sequence as event.” Implementing new urban connections can initiate conditions of transition sequence that address the complex synthesis of various problems in space and time, thus become a social- cultural apparatus of urbanism that can effectively blur the visual disengagement of city section and respond to changed architectural conditions.



Glossary

Apparatus [ap-uh-rat-uhs, -rey-tuhs] :

–noun, pl -ratus, -ratuses

1. a collection of instruments, machines, tools, parts, or other equipment used for a particular purpose
2. a group or system of organs that collectively performs a specific function or process

Catwalk [kat-wawk] :

–noun

1. 1885, "long, narrow footway," from cat + walk; in ref. to such narrowness of passage one has to cross carefully, as a cat walks. Originally of ships and theatrical back-stages. Application to fashion show runways is mid-20c.

Event [ih-vent] :

–noun

1. something that happens or is regarded as happening; an occurrence, esp. one of some importance.
2. something that occurs in a certain place during a particular interval of time.

Hybrid [hahy-brid] :

–noun

1. a person or group of persons produced by the interaction or crossbreeding of two unlike cultures, traditions, etc.
2. anything derived from heterogeneous sources, or composed of elements of different or incongruous kinds: a hybrid of the academic and business worlds

Synthesize [sin-thuh-sahyz] :

–verb

1. to form (a material or abstract entity) by combining parts or elements (opposed to analyze): to synthesize a statement.
2. Chemistry . to combine (constituent elements) into a single or unified entity

Typology [tahy-pol-uh-jee] :

–noun

1. a systematic classification or study of types

HISTORY/BACKGROUND/SITUATION

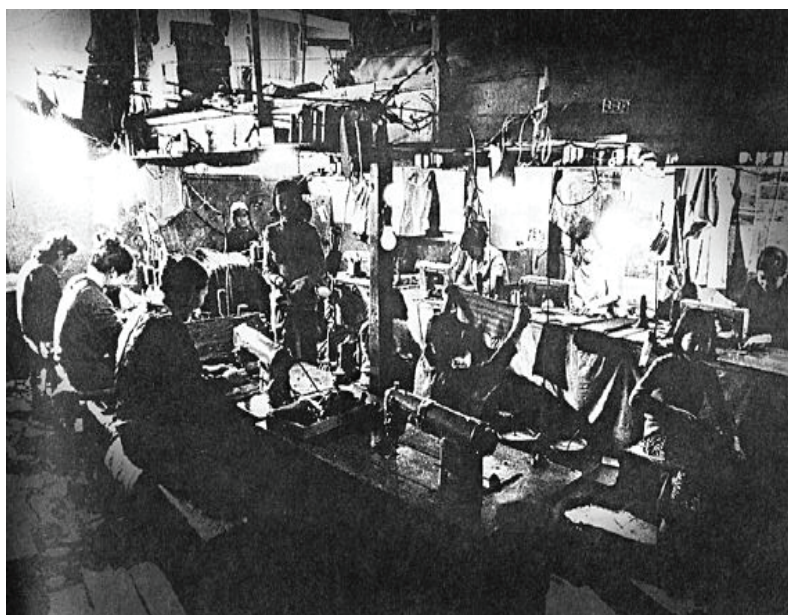


In 1950, only five years after Korea was freed from the control of Japan, it was split into two by the 38th Parallel. Despite that time of oppression, Korea has become one of the world leaders in design. The most well-known area of fashion in Seoul, Korea, is called 'Dongdaemun,' where the famous fashion district is and has always been packed with young shoppers.¹ Pyoung-Hwa market in Dongdaemun has been the landmark of this area since it was formed in 1953 by North Korean refugees after the Korean War. The first garments sold were made from US army uniforms. The establishment of this market space was the first architectural manifestation of historical and economical change in a freed Korea.²

However, this market has been threatened by modern shopping malls. People have become ignorant to the historical value of this space. The market mostly runs as a wholesaler and serves as a supplier to local shopping malls. There are retail shops in the market as well. Due to the inadequate conditions of the space, such as narrow walkways between stores and poor lighting, people choose to shop at malls. With technological improvement, many wholesale buyers want to contact wholesalers online to order the merchandise in order to save time and avoid traffic jams in Dongdaemun.



These phenomena naturally reduce the physical interaction between buyer and seller. Moreover, most malls in this fashion district run for 24 hours. It is easy to see bright neon signs and is common place to go shopping late at night. Many foreign visitors are surprised by this unusual experience as a result, but most stores on the street level of Pyoung-Hwa market close early. Therefore the pedestrian road next to the stores becomes inactive and lightless in night. People only come to the site to park cars. Its long linear shape parallel to Chunggye stream is treated as an unapproachable object and the stream draws attention away from the market.



I believe that architecture has an opportunity to challenge this dormant public area to re-connect and re-activate it by connecting the fashion district and people. The market should respond to two main conditions of the site which are Chyunggyechon Stream and changed fashion district. The stream used to be a road with a highway above. After the road was turned into the stream, the existing market had lost its major means of communication with current surroundings.



Architecturally, the main program of the market was stores which consisted of retail and wholesale spaces and need to be reconsidered with new programs to create better circulation in the space and interaction between people. The market needs to catch up with the fast-moving fashion trends by means of the cat walk zone to highlight the program of the new market and invite people to inform them of these new trends. By creating internal connection to the fashion market, people will naturally permeate to the site allowing it to serve as a threshold to connect the upper and lower level. The street level will be turned into public space which corresponds to the recent aim for Dongdaemun's diet on car road. As a result the new fashion market will become an apparatus to welcome people to the Dongdaemun fashion district in a pleasant manner.

Transition of Chunggyecheon Stream



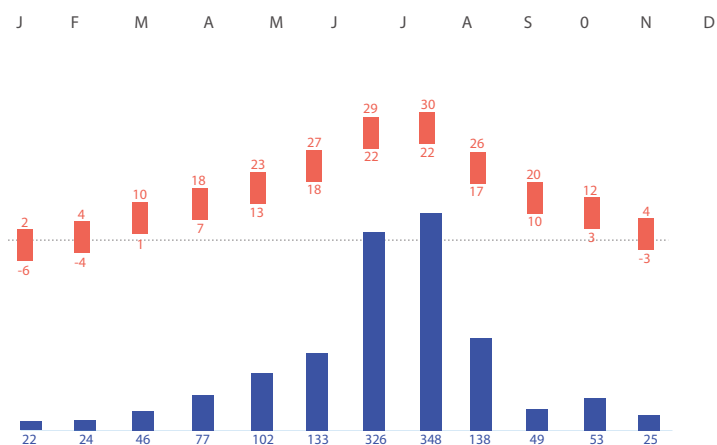
After demolition of highway, 5.3km long Chunggyecheon Stream is constructed



View of the Sewoon Plaza which had built in 1962
One of the first modern plaza in Seoul which
connected between two districts, Jongro-3 and
Thaegae-3. It is under demolition process to replace
the area as park

Republic of Korea

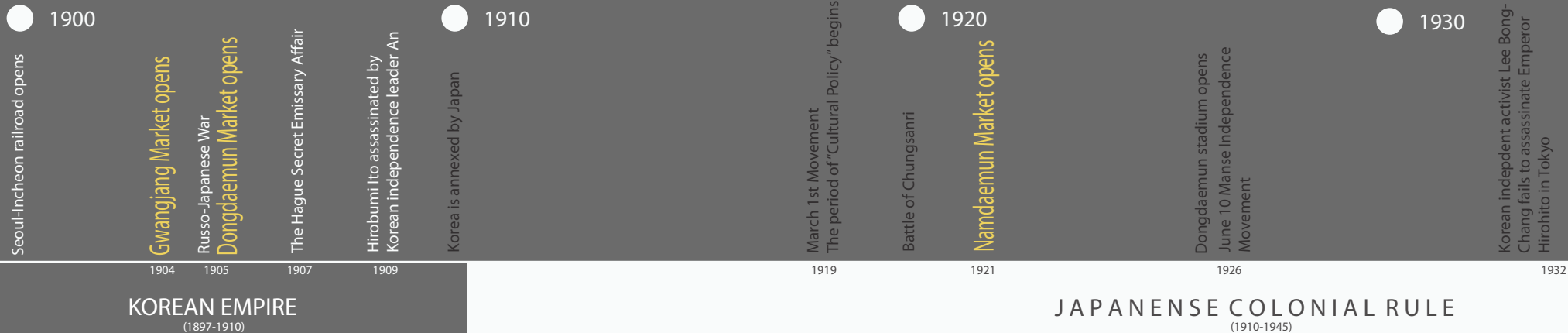
- Capital: Seoul
- Government type: republic
- Gross domestic product (GDP): \$983.3 billion on a purchasing-power-parity
- GDP per capita: \$20,300 on a PPP basis (2005)
- Population: App. 48.4 million (2005)
- Population growth rate: 0.38% (2005)
- Median age: 34.51 years
- Labor force: 23.65 million (2005)
- Total area: 98,480 km²
- Land use: arable land 17.18%, permanent crops 1.95%, other 80.87% (2001)
- Natural resources: coal, tungsten, graphite, molybdenum, lead, hydropower potential
- Exports: \$277.6 billion free on board (2005)
- Export partners: China 19.7%, U.S. 17%, Japan 8.6%, Hong Kong 7.2% (2004)



average max. and min. temperature in °C

precipitation totals in mm

“The total area of the peninsula, including the islands, is 22,154 square kilometers of which about 45 percent (99,313 square kilometers), excluding the area in the Demilitarized Zone (DMZ), constitutes the territory of South Korea. Mountain ranges have traditionally served as natural boundary markers between regions. Because these natural boundaries inhibited frequent interactions between people living on either side of the range, subtle, and sometimes substantial, regional differences developed in both the spoken language and customs of the people.”



Korean independent activist Yun Bong Gil bombs Japanese Military gathering in Shanghai

1938

Beginning of Soshi-kamei policy begins



1940

The Empire of Japan surrenders to the Allies

Korea becomes independent (Potsdam Declaration)

Korea divided into US and Soviet occupation zones along 38th parallel

President Truman's National Security Act creates US department of defense

After supervised elections, US military government turns over power to Republic of Korea



1945

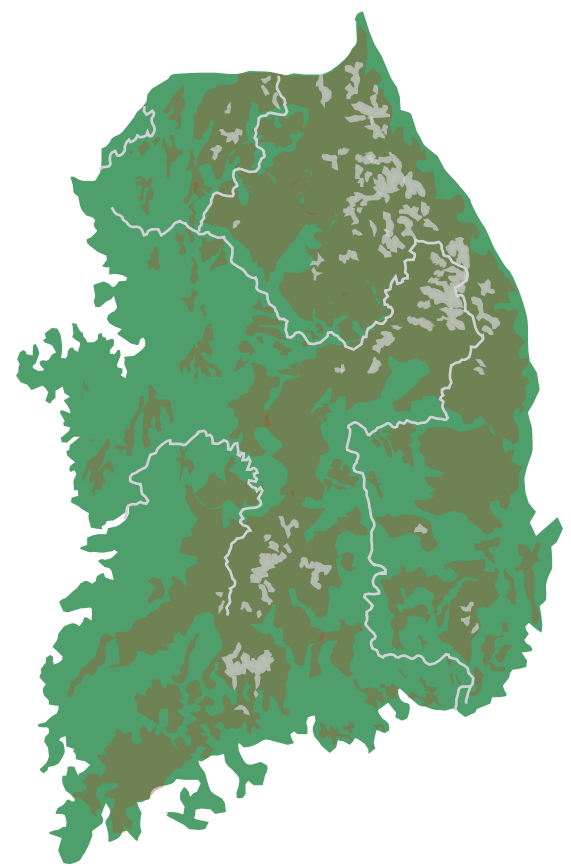
1947

DIVISION OF KOREA (1945-1948)

North Korea invades Korea UN calls for an end of aggression UN decides to aid South Korea **Busankookjae Market opens**

Truce talks begin at Kaesung and Panmunjom

North Korean and Chinese leaders agree to POW exchange Communists returns to negotiations Cease fire signed



1951

1953

KOREAN WAR (1950-1953)

Joongbu Market opens

Kyoung dong Market opens

Pyounghwa Market opens

1960

Dongaemun stadium in first expansion

1961

1962

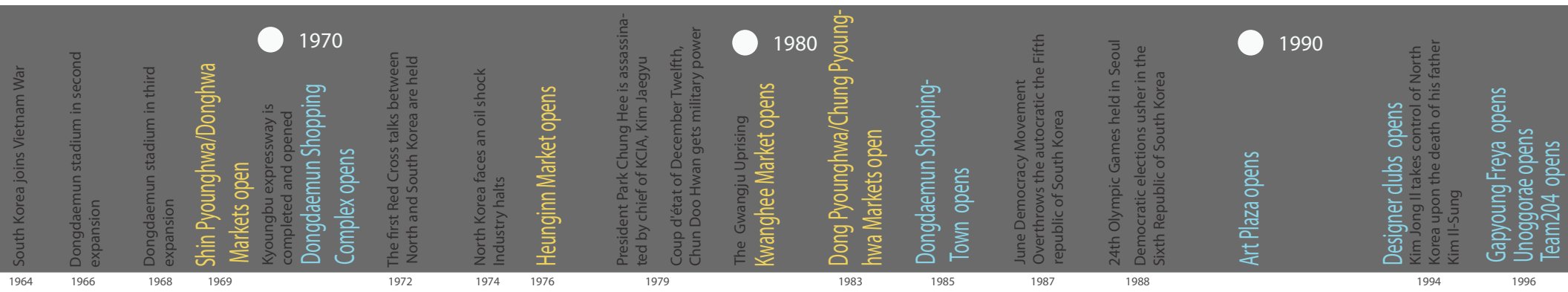


major provinces of S. Korea

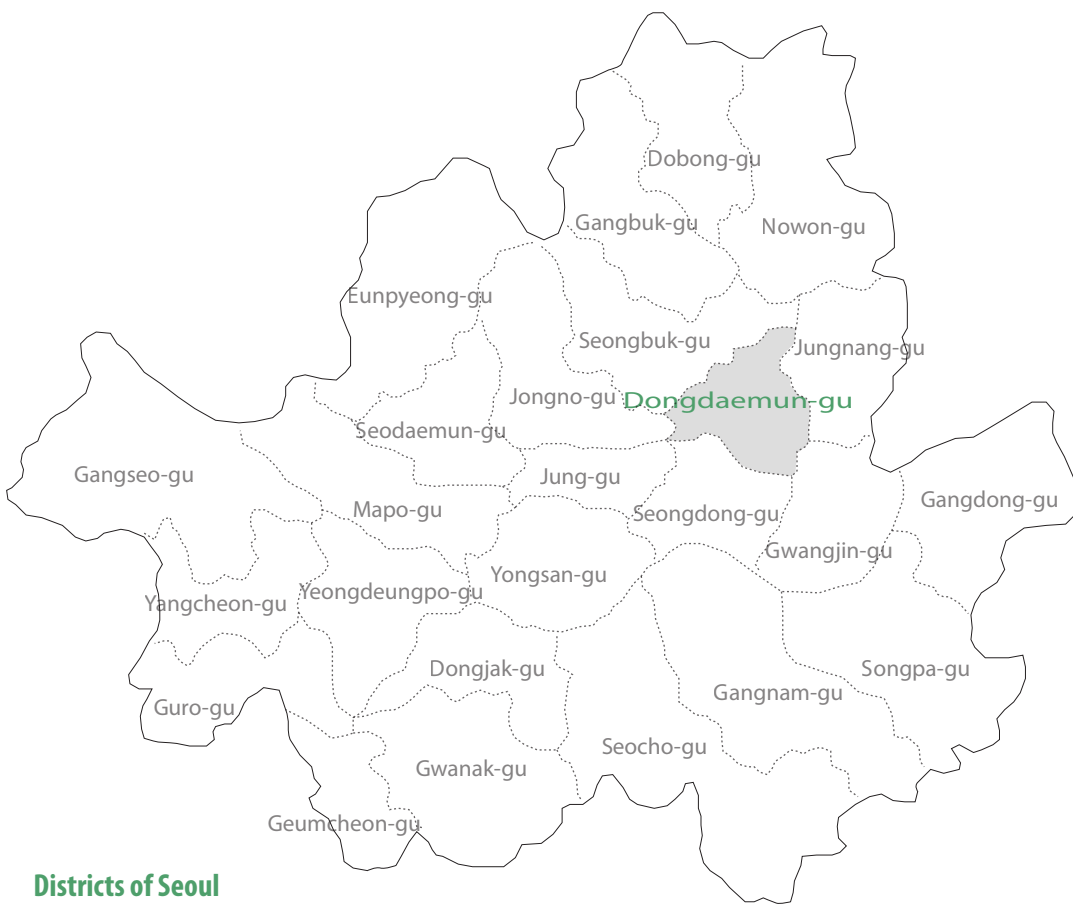


population density

Seoul and Gyunggido province are the capital region of South Korea. They are the center of all political, economic and cultural activity in South Korea. Especially Seoul is the megacity with a population over 10 million, it is one of the largest city in the world. The city is very crowded with heavy car traffic and most districts are well connected with transportation such as subway and bus.



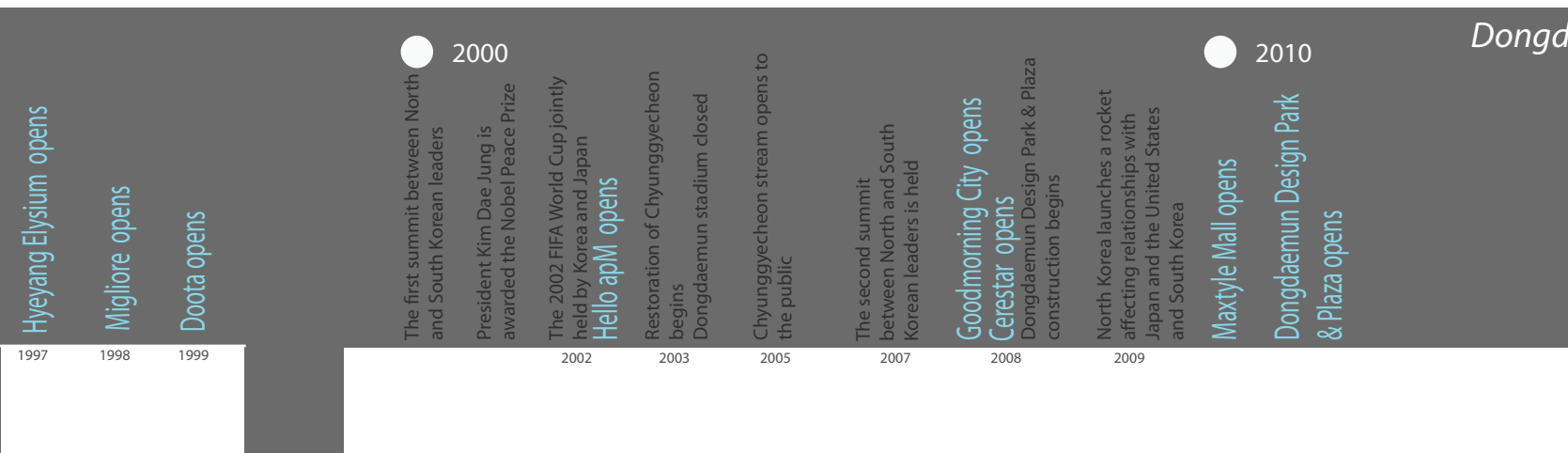
KOREA DIVIDED INTO SOUTH/NORTH (1950 ~)



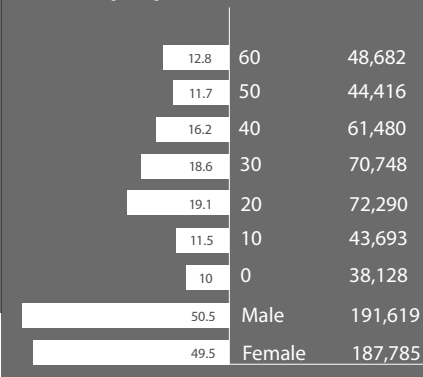
Districts of Seoul

“Seoul is currently transforming itself into a “soft city” where culture and design play equally pivotal roles in its identity.”

“While the early of Seoul’s design journey focused on the visual aspects of design, now the focus is on “livability”- improving people’s lives through design.”



Dongdaemun population (%)



Total 379,404

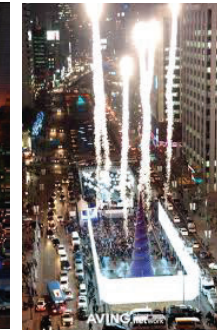
DEOKSU PALACE



CHUNGGYE PLAZA:

OPEN SPACE FOR DIFFERENT SOCIAL ACTIVITIES SUCH AS PROTEST, DEMONSTRATION, EVENT, AND PERFORMANCE.

STARTING POINT OF CHUNGGYE STREAM



HEUNGINJIMUN (DONGDAEMOON):

"GREAT EAST GATE," IS A LANDMARK IN CENTRAL SEOUL. IT WAS THE MAJOR EASTERN GATE IN THE WAR THAT SURROUNDED SEOUL DURING THE JOSUN DYNASTY

SEOUL CITY HALL AND PLAZA:

THIS ANOTHER PUBLIC SPACE IN FRONT OF CITY HALL IS COVERED WITH GRASS. FOUNTAINS ARE INSTALLED AND DURING THE WINTER PLAZA IS USED FOR ICE SKATING. DIFFERENT SOCIAL ACTIVITIES LIKE CHUNGGYE PLAZA TAKE PLACE HERE BUT MORE FOR CULTURAL AND ART.





1. Kyongbok Palace



2. Changduk Palace (UNESCO World Heritage)



3. Jongmyo Shrine (UNESCO World Heritage)



4. Kyounghee Palace



5. Deoksu Palace





2

SITE



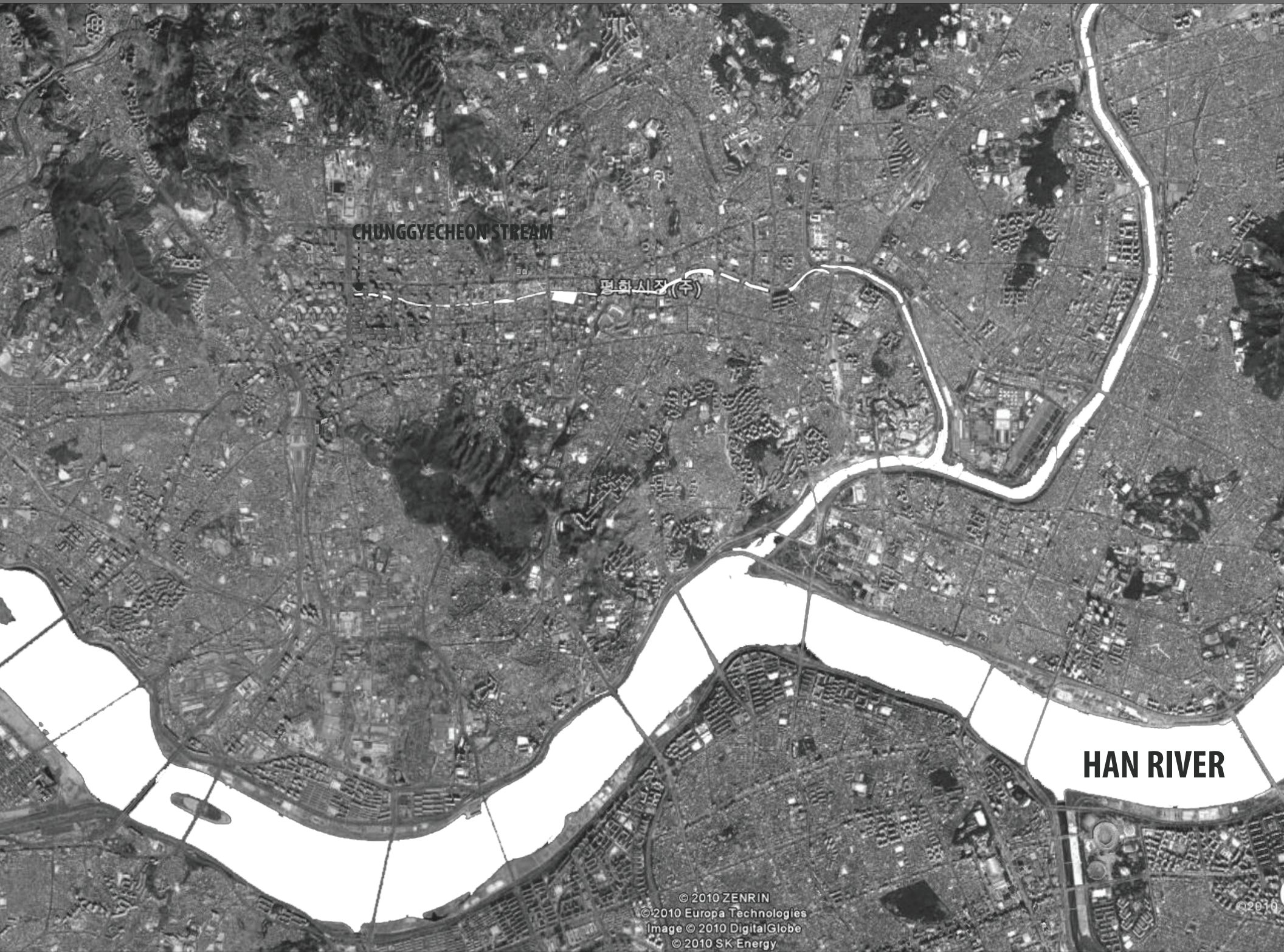
Seoul
서울특별시

SITE
화시장(주)

HAN RIVER

© 2010 ZENRIN
© 2010 Europa Technologies
Image © 2010 DigitalGlobe
© 2010 SK Energy

37°33'01.35" N 127°01'28.40" E elev. 161 ft

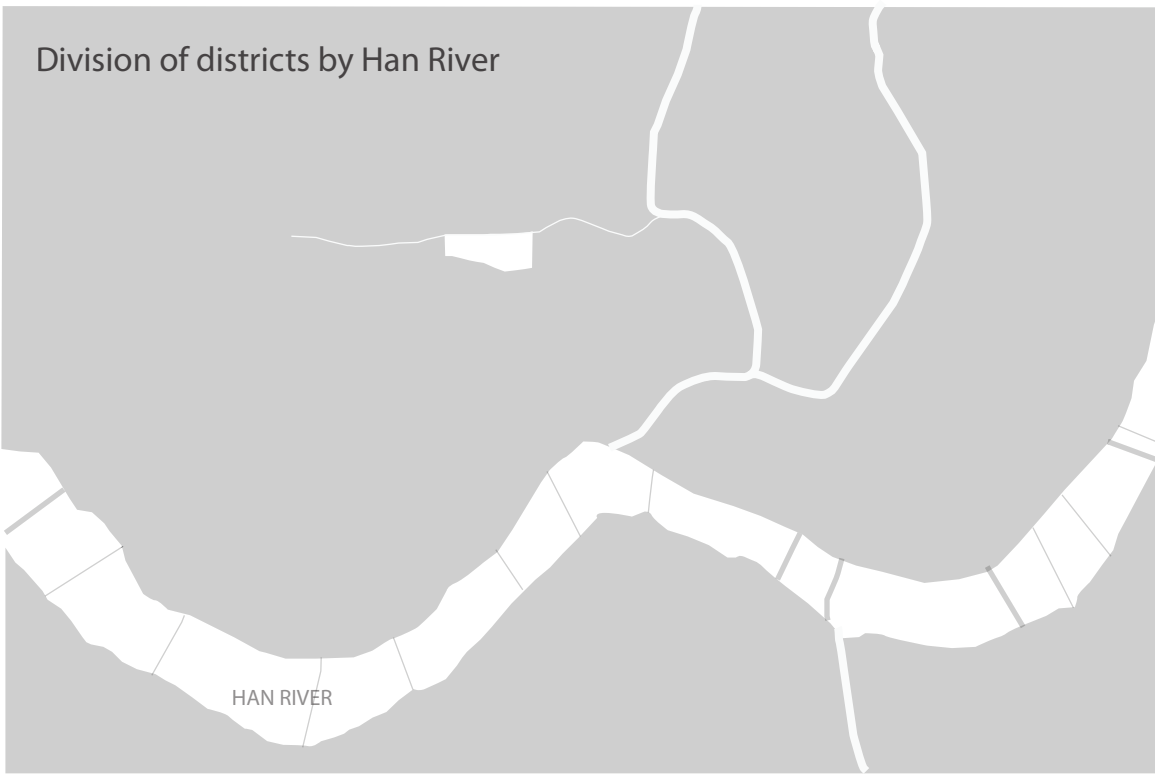


CHUNGGYECHON STREAM

평화시장 (수)

HAN RIVER

Division of districts by Han River



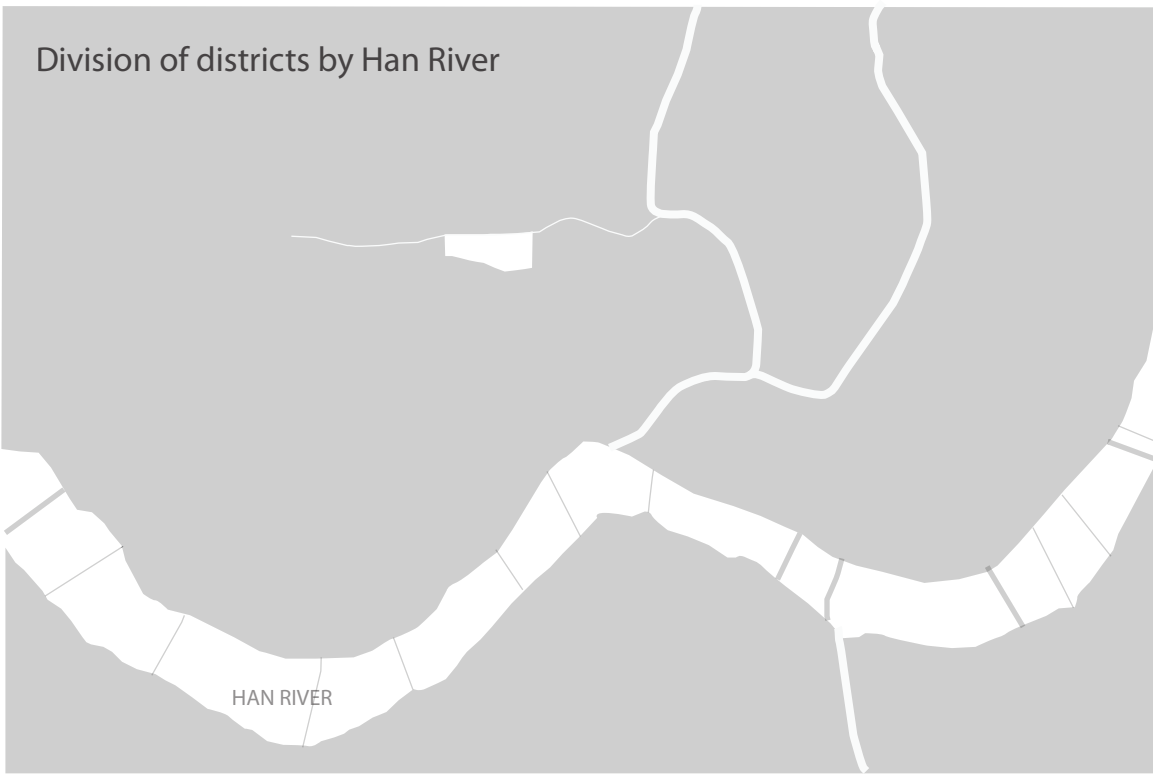
Density of high-rise apartment along the river



Despite of the dynamic aspects, the site is underutilized and does not effectively interact with current urban conditions. Henri Lefebvre noted that "rhythms are not simply those we can see, smell and feel, but also others which 'present themselves without being present.'" ³ Amin states that the rhythms of the city can highlight neglected temporalities. A relationship between the site and the stream is socially disconnected and visually disengaged. After the highway next to the site was demolished, the wide road has shrunk with two one way streets and the stream has constructed for friendly urban public space on the lower level.

However, this bold action aggravated the traffic problems of the district and people's attention had shifted to the stream from the market. Especially the U.S. army base currently share the lands with the site. This creates unfriendly atmosphere to people. The spatial activities of the site is not formulated functionally in subject to time as well. Most shops on street level close at night so people avoid exploring around it. In contrast to the mall area where tons of people still occupy the streets till late night. Malls and the site are only far away from each other in 10-15 minute by walking. Major transportations such as bus and subway are also in walkable distance.

Division of districts by Han River



Density of high-rise apartment along the river



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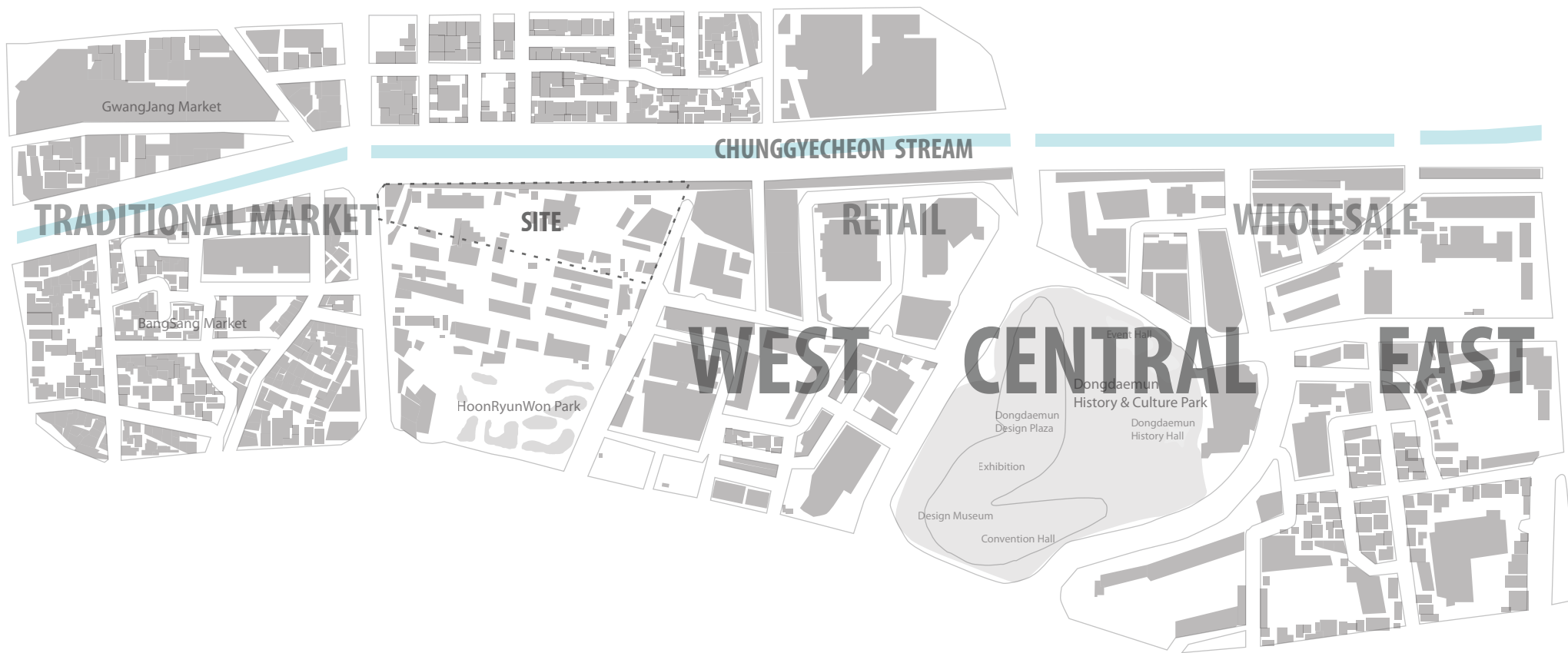




SITE

평화시장





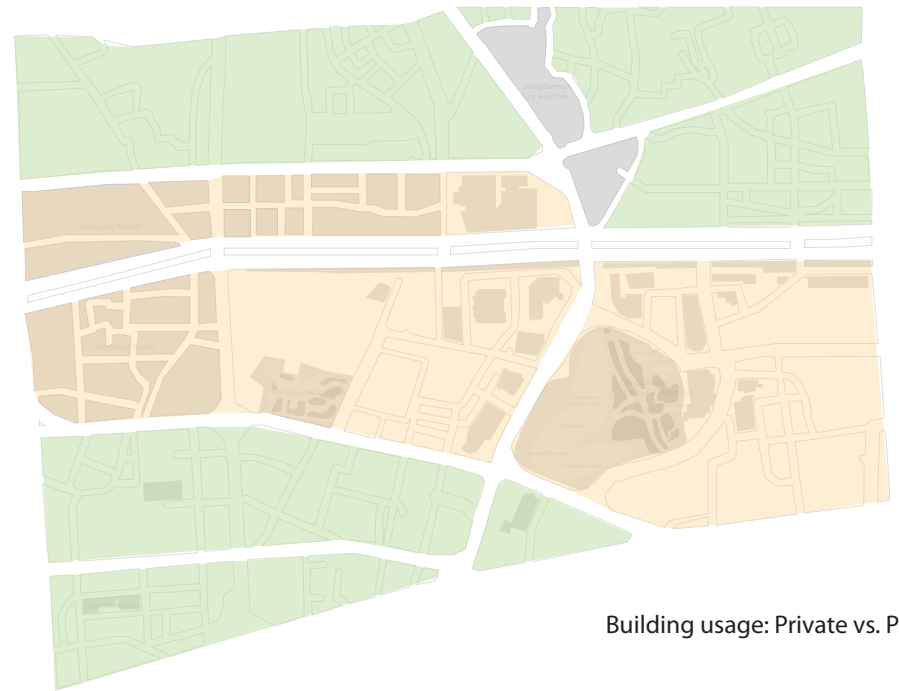
WEST ZONE: FOCUS ON DOSAN TOWER, MIGLIORE WHICH OPENED IN 90s, AREAS FOR RETAIL

CENTRAL ZONE: FOCUS ON HEUNGIN/DEOKUN MARKET(NOW REPLACED WITH MAXSTYLE MALL), NAM PYOUNGHWA/SHIN PYOUNGHWA, JAIL PYOUNGHWA MARKET WHICH OPENED IN 70-80s, AREA FOR RETAIL/WHOLESALE

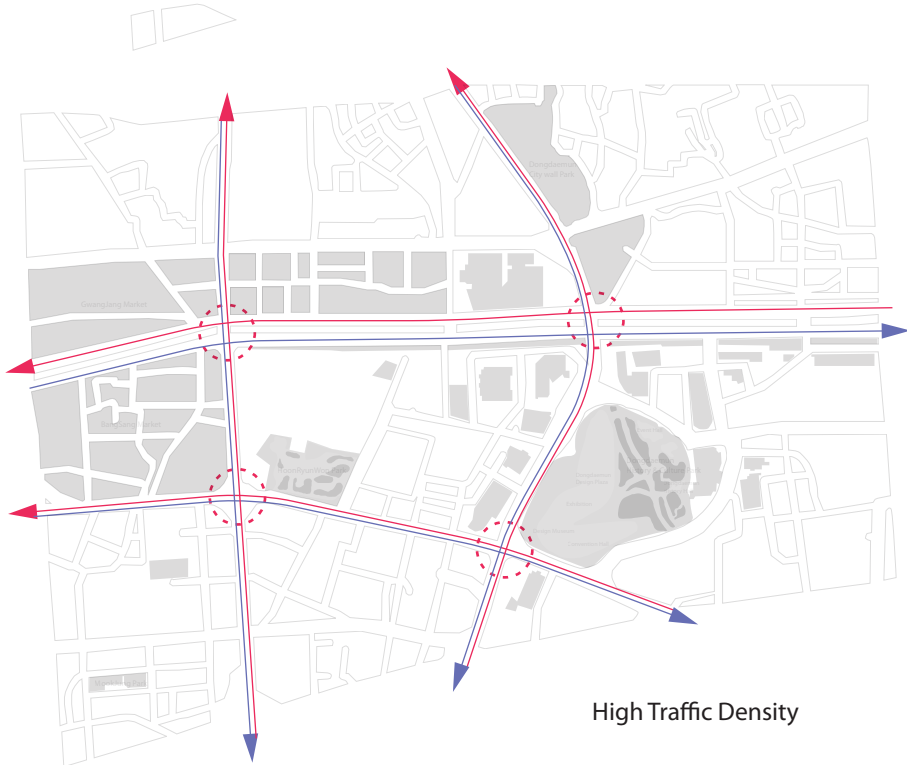
EAST ZONE: MODERN STYLE BUILDINGS WITH DESIGNER SHOPS, AREA FOR WHOLESALE



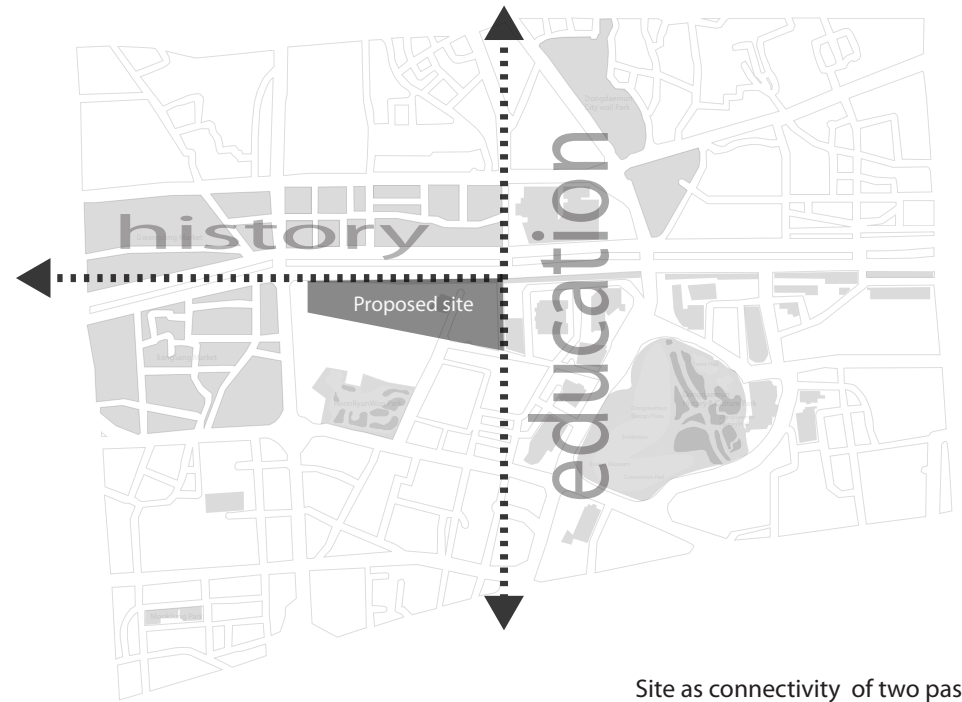
Building heights



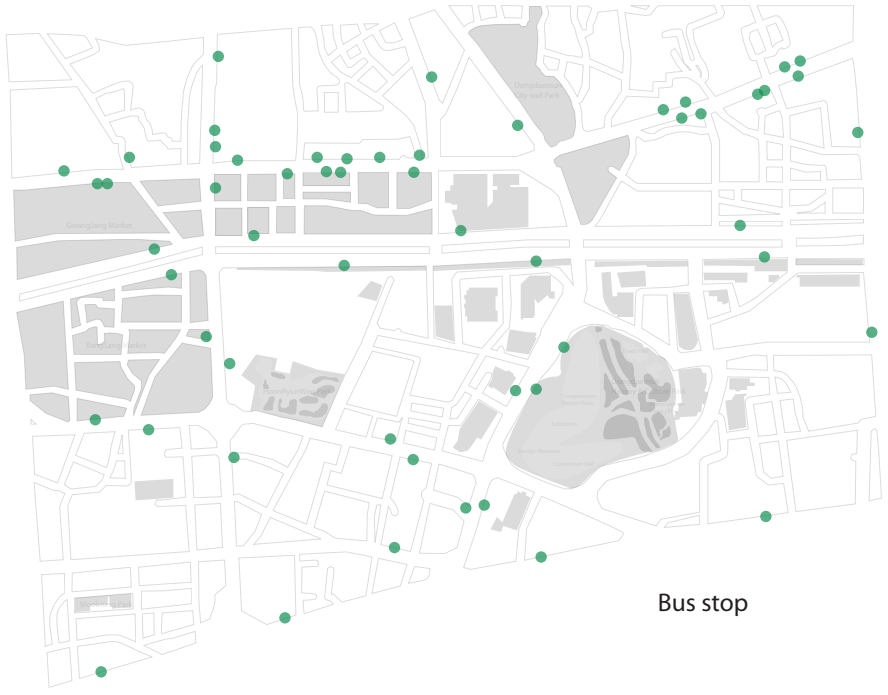
Building usage: Private vs. Public



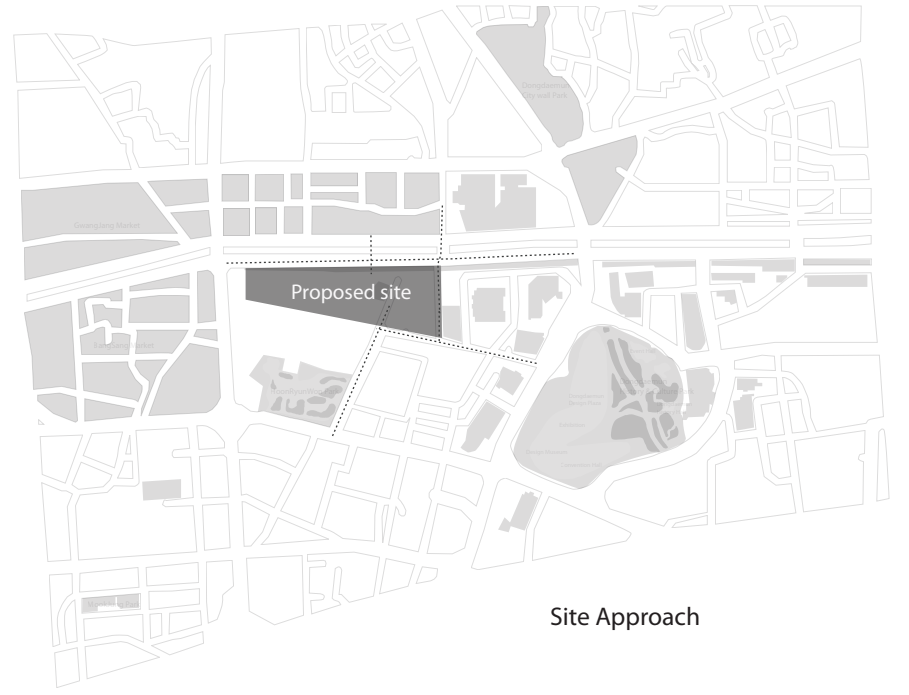
High Traffic Density



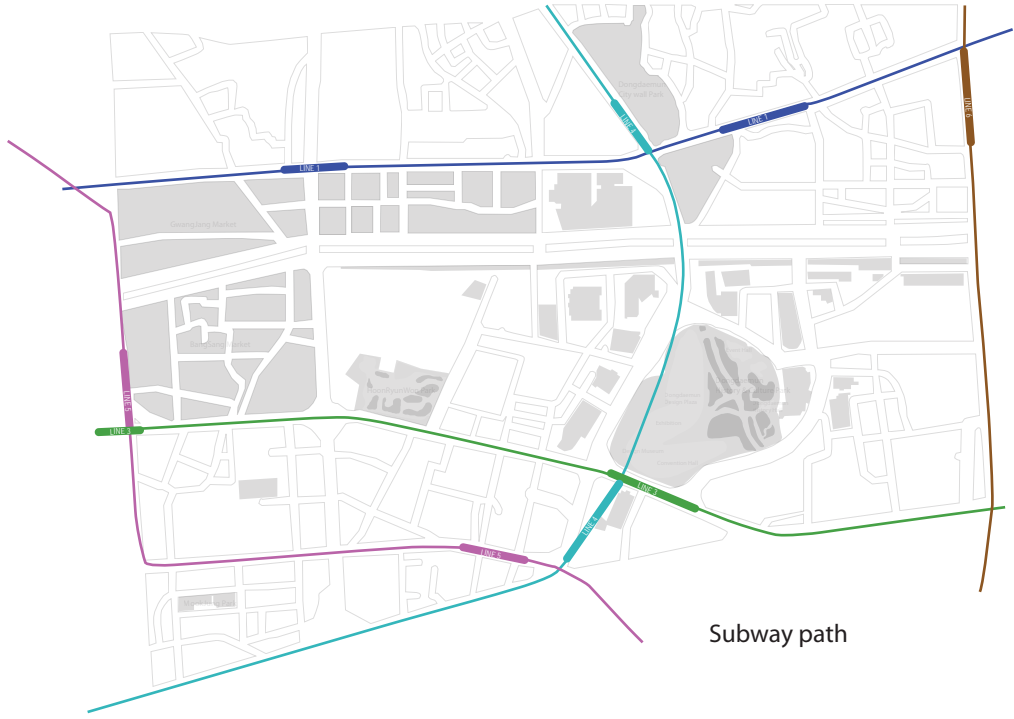
Site as connectivity of two passages



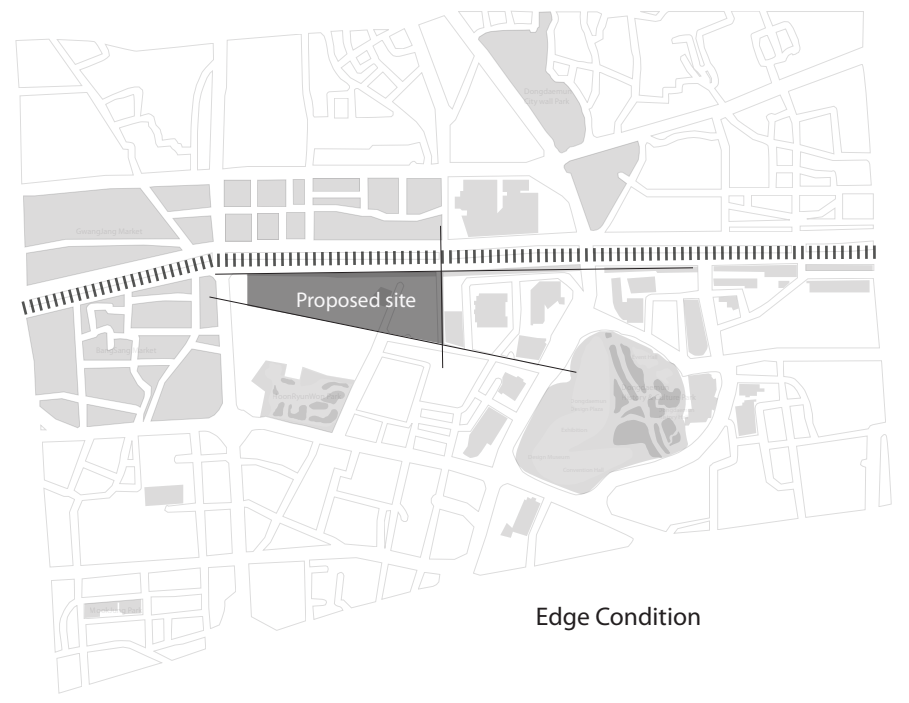
Bus stop



Site Approach



Subway path

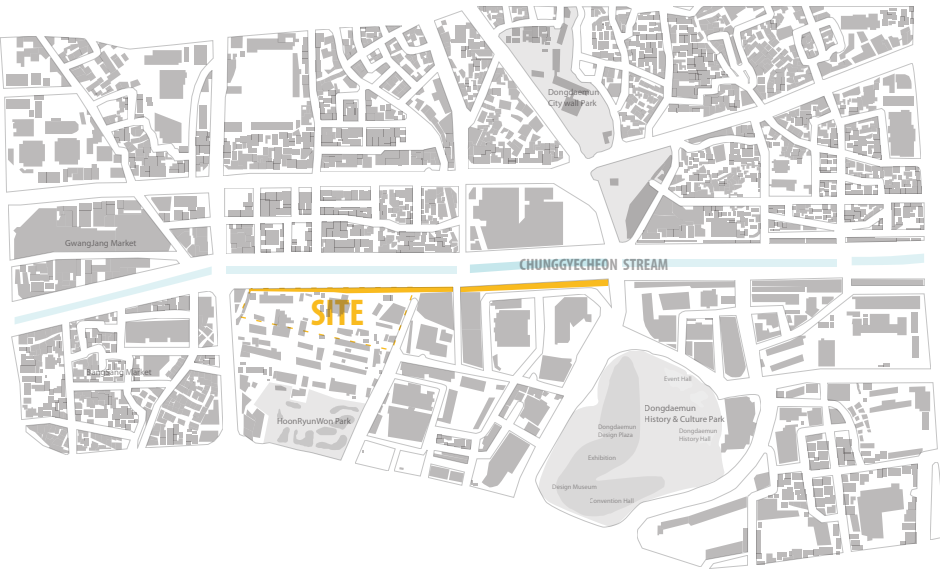


Edge Condition

3

ISSUE/PROBLEM

URBAN CONDITIONS



Narrow street in front of stores

Street becomes inactive and lightless at night

Lack of parking spots and green space

Cramped space inside the building

Poor lighting and circulation

INTERACTION



Mostly built after 90's

Uses streets as public space

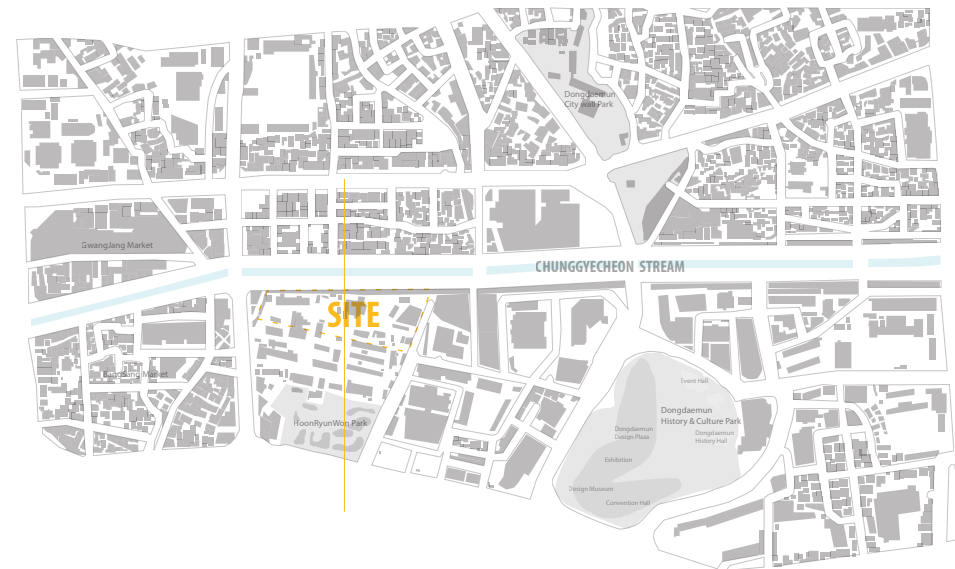
Vibrant social activities

Shopping / events - 24/7

BUT, the site losing social/economical interaction



CITY SECTION

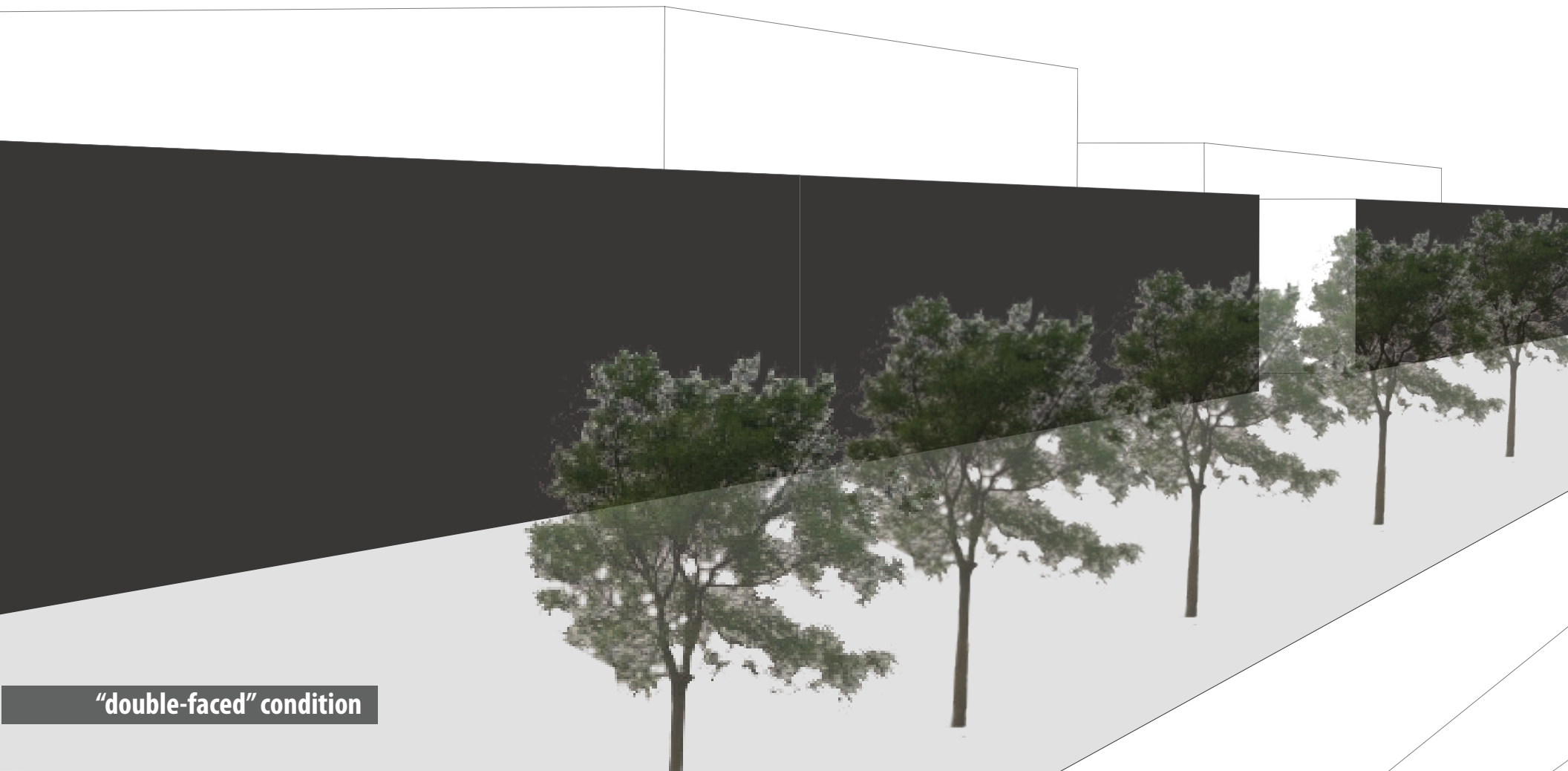


Due to the city's aim to create friendly environmental public space, the overpass was demolished and Chunggyecheon stream was constructed. Now the site sectionally faces to two urban conditions, the public walkway on the lower city level and the shopping zone on the city level. The communication with front faced buildings have visually disconnected as well.



City level vs. Stream level





“double-faced” condition



4

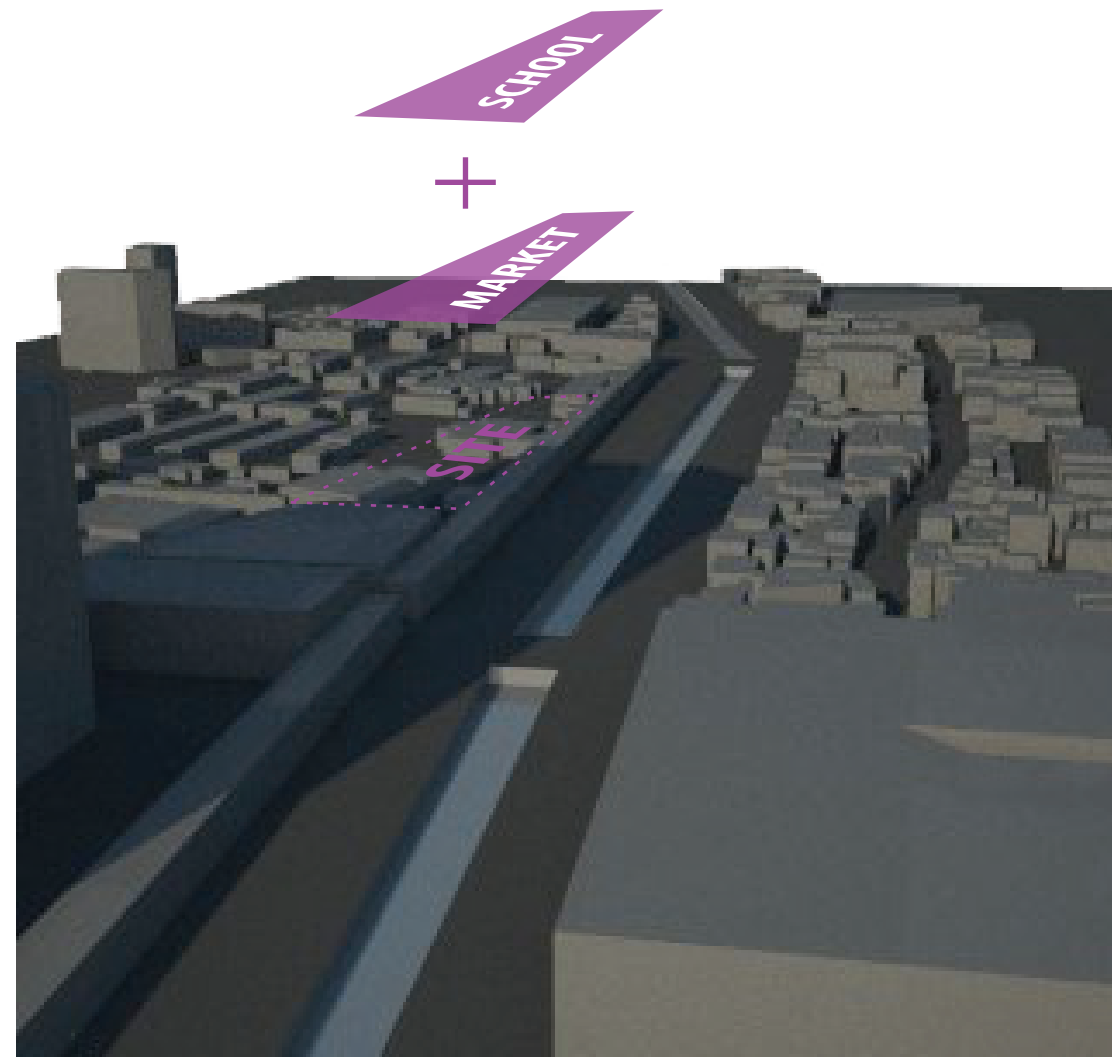
PROGRAMS/

APPROACH

PROGRAMAS: Fashion school/ Market

Through the steps of unraveling site conditions, I propose a new typology that synthesizes conditions of school and market. Rafael Moneo describes an appearance of a new type as the most intense moments in architectural development. "One of the architect's greatest efforts, and thus the most deserving of admiration, is made when he gives up a known type and clearly sets out to formulate a new one."⁴

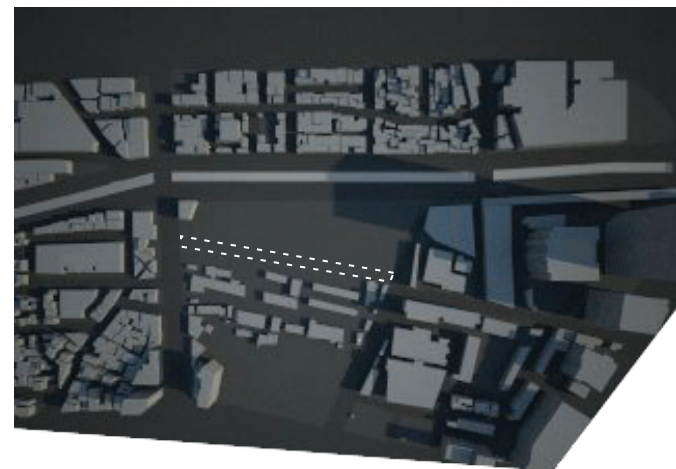
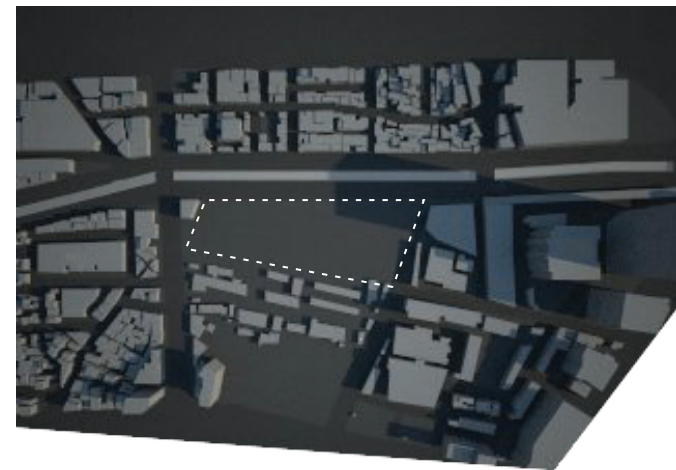
Usually the notion of 'school' as an educational building is treated as individual element in the city and used by a defined group of people every day. People who come to school have clear intentions by learning. This educational space is meant to be inhabited mostly by the students and the instructors. Different types of activities also take place. Regulations and restrictions are applied in the school and the users are expected to behave in certain level. Market is one of the necessary places for people to get their basic needs and it is an infrastructure of the city and social life. People come to market not only for selling or buying but to interact with diverse people in many ways. It is delineated as an urban thread to unify people on different social status. Market and school are the economic and social image of the city.



These two unlikely related programs intend to link disconnected city elements and refamiliarize urban environments. My site is surrounded by malls, tiny shops, and traditional markets. Residential and business areas embrace the fashion district. Architecture has the opportunity to vacate the site to reconsider and reconstruct it as a connective tissue of the city; the site fosters social interaction by attracting people through this new architectural fusion of market and school.

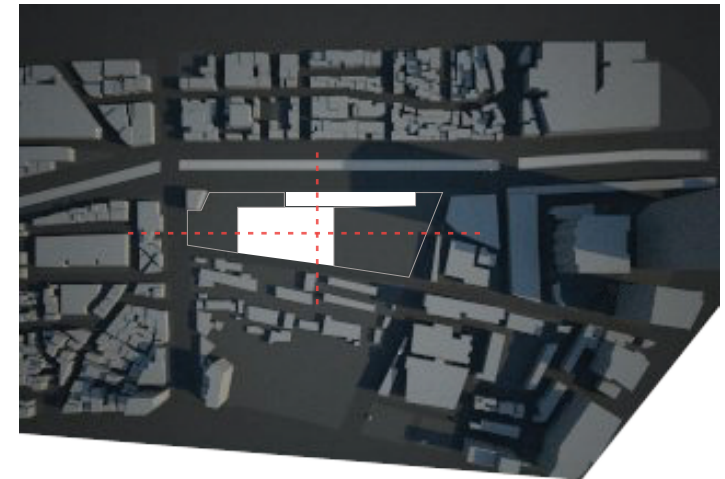
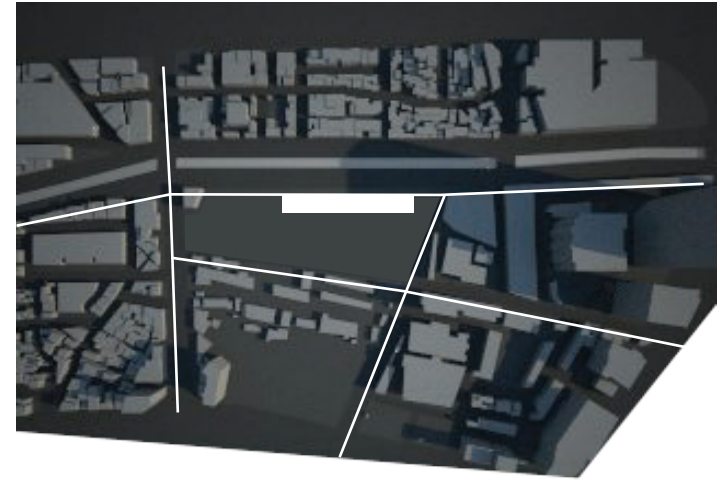
It is the second architectural manifestation in subject to time and urban change. Whoever on the site becomes an event who can gift spectacle to others by appealing their passion in fashion and the site becomes as an event maker which offers unexpected pleasure in the space. People achieve their desire and imagine of fashion through traveling the space.

According to Crawford, new approach to urbanism is “to domesticate urban space, making it more familiar, more like home. So the urban environment, instead of being a relatively brutal and not very pleasant place, becomes more like the interior; it becomes a softer place that is more habitable.”⁵



Currently the traditional market is enclosed by surrounding building blocks and people reach through narrow streets. Bringing along the idea of market to the site, the huge vacant square turns to new social-friendly market space where I anticipate diverse people to mingle.

Synthesizing commercial and academic programs initiates new hybrid condition of city section by inviting people on the lower level to city level. Circulation interweave separated two urban conditions with programs and assist people to perceive a language of fashion in the city by their own terms and to react through interacting with spaces.

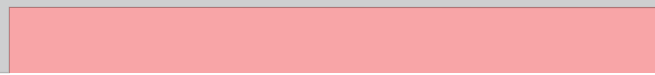


LOWER



+

UPPER



+

OLD



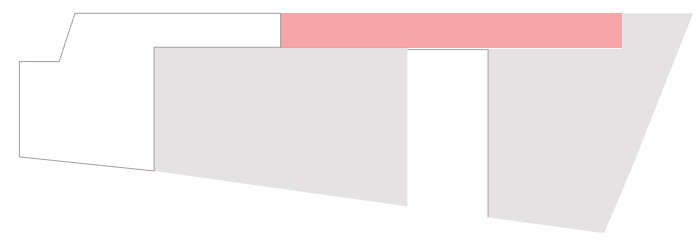
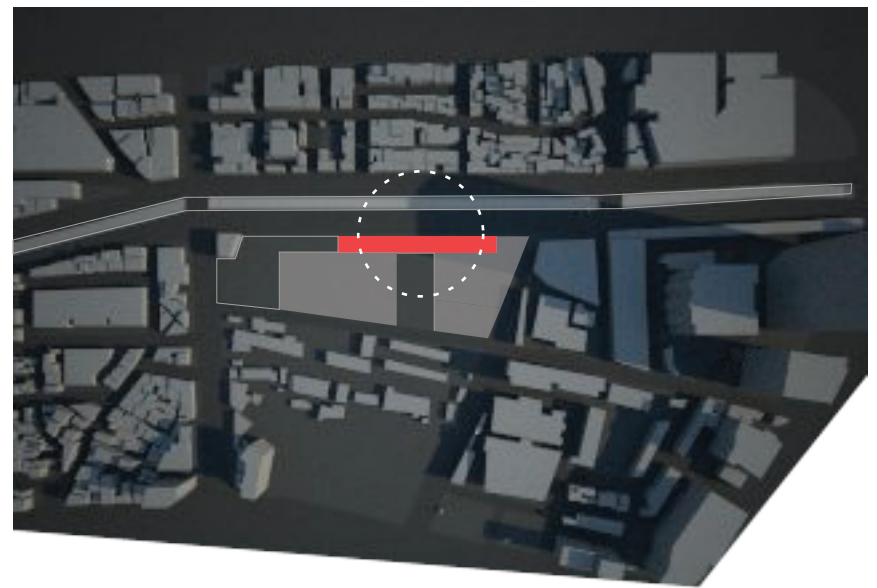
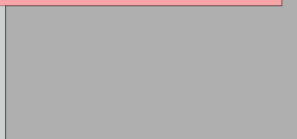
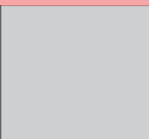
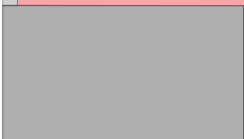
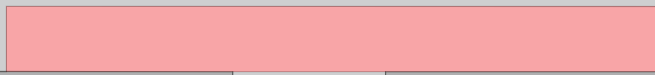
How can the programs dissolve the gap existing in city section and invite users from isolated public zone to the site

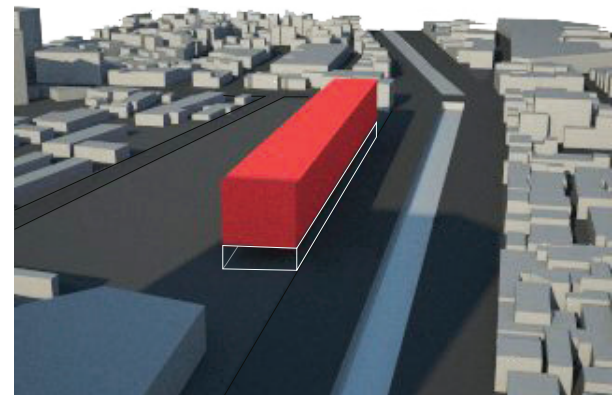
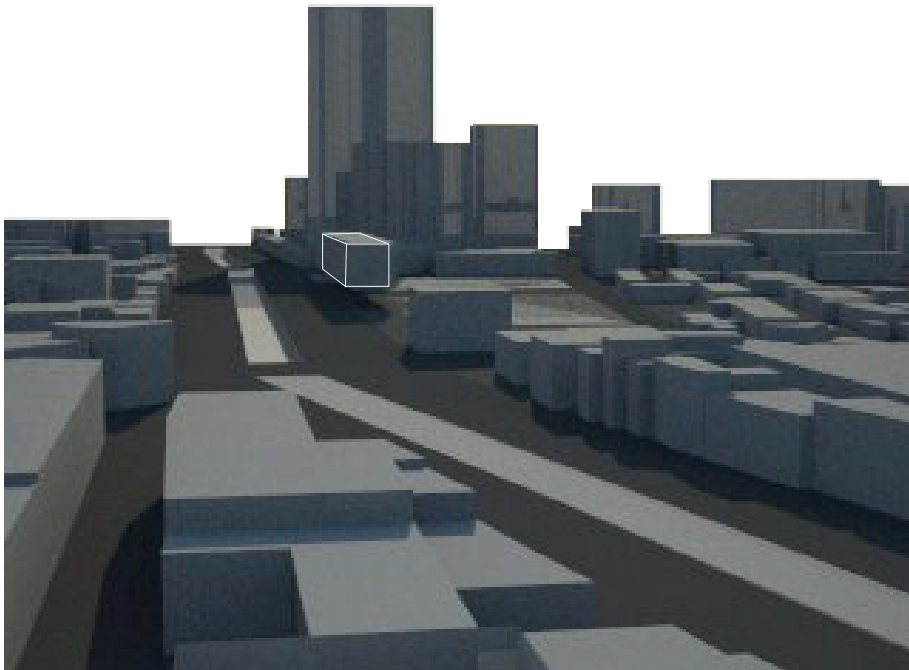
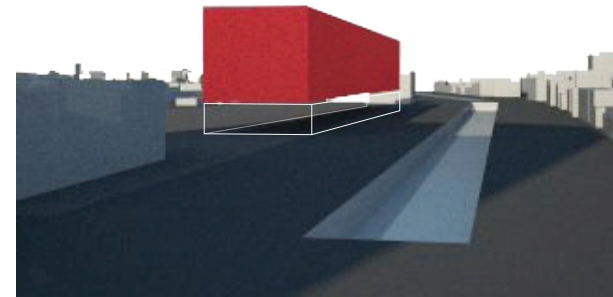
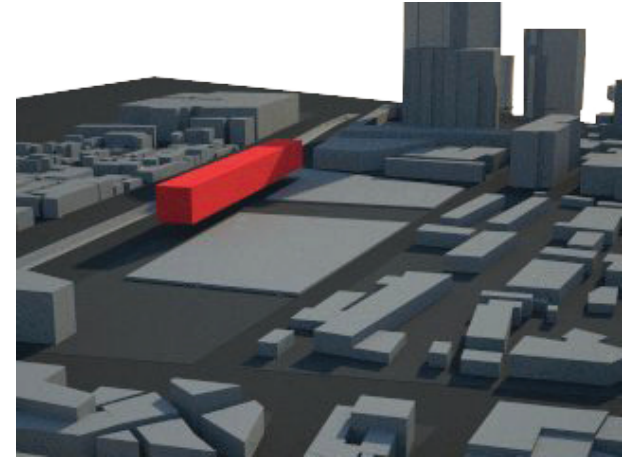
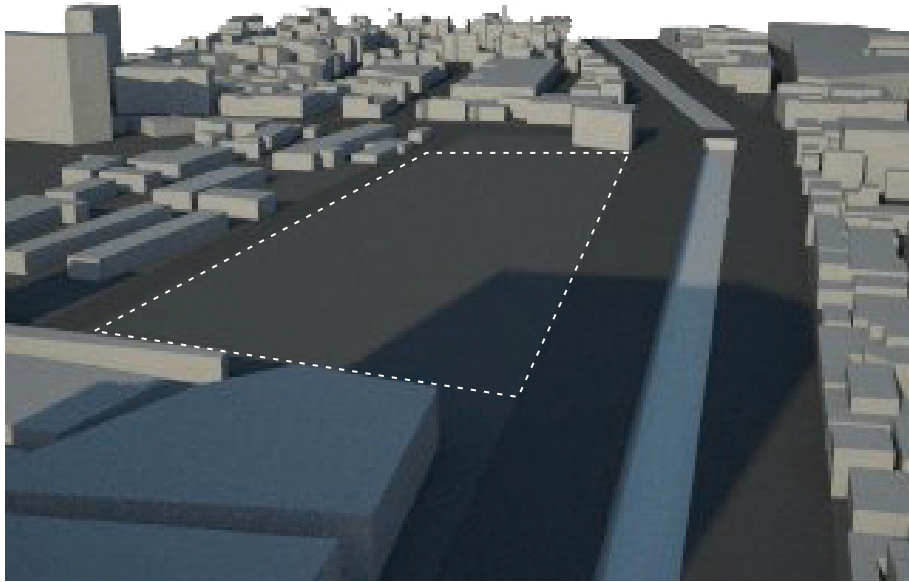
Relationship between street and the programs.
Interaction between people inside and outside.
Dealing with edge condition

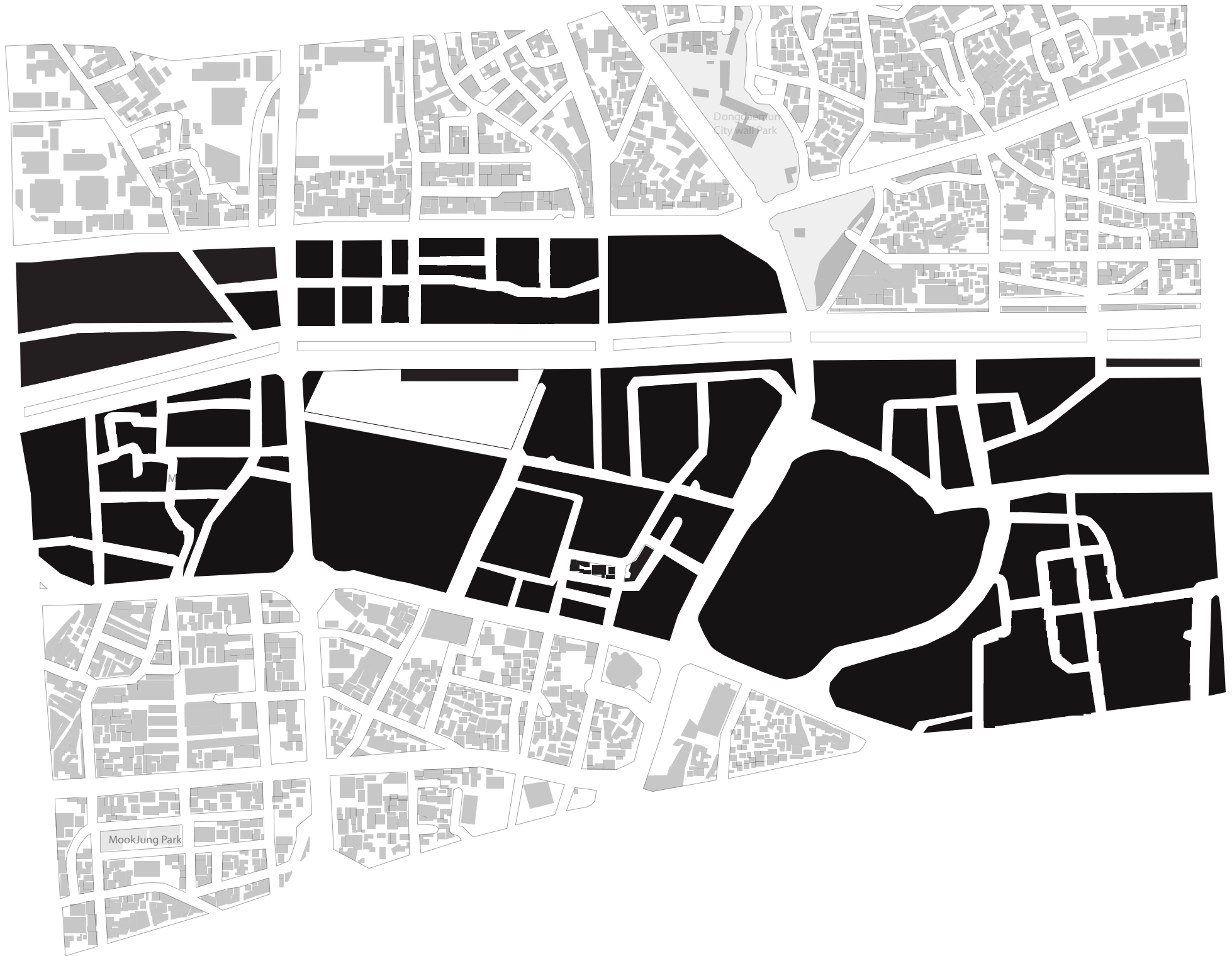
Transition from street to market.
(OLD/NEW)
How can the school maximize its function as a device to deliver people to the site.

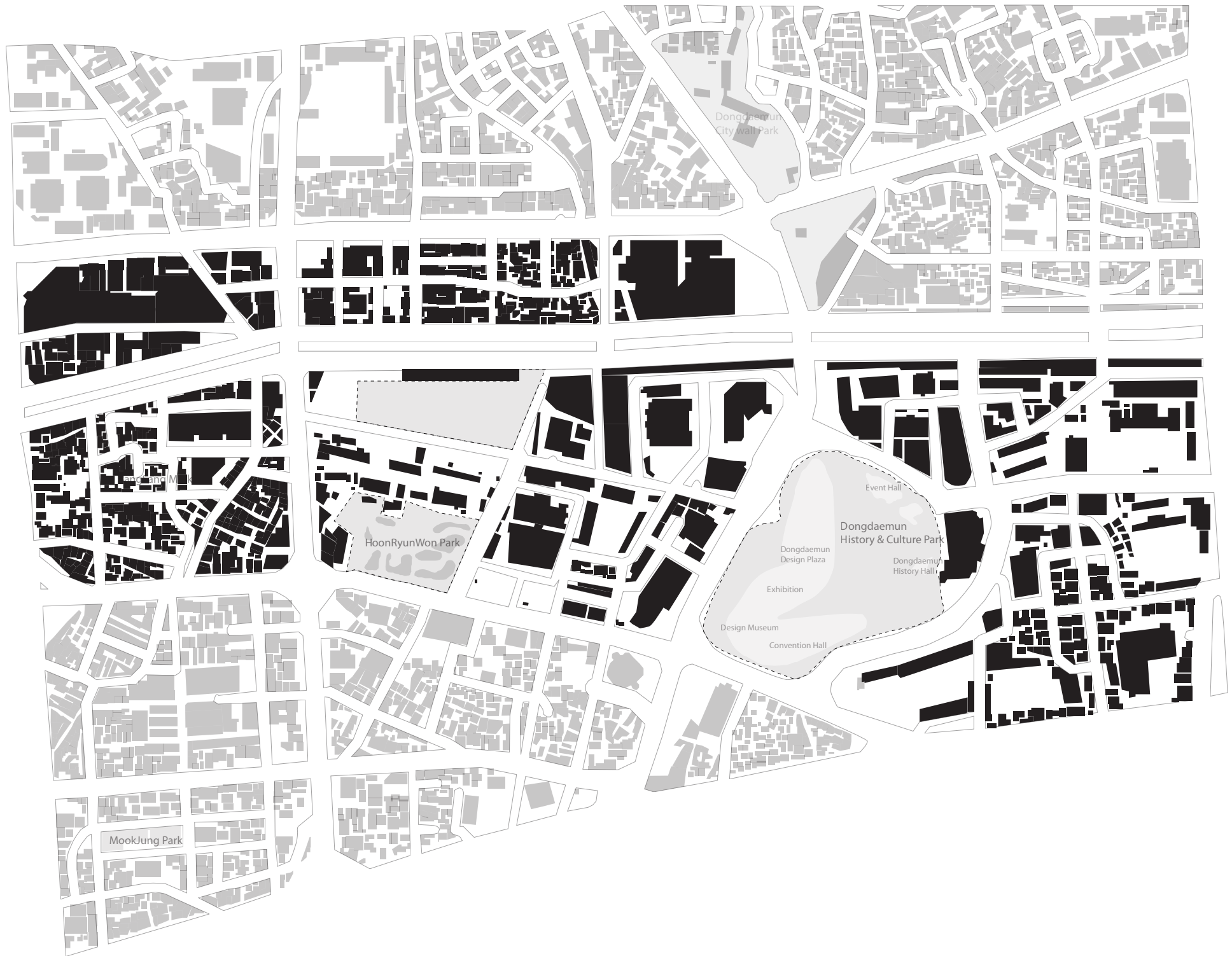
LOWER

UPPER





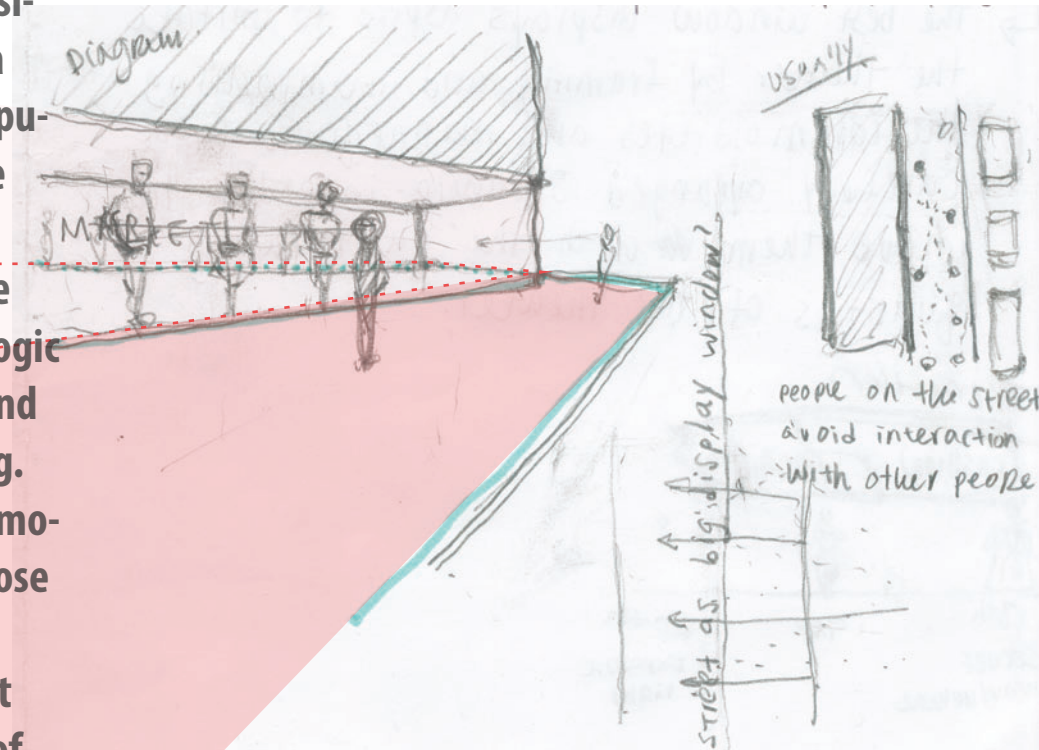


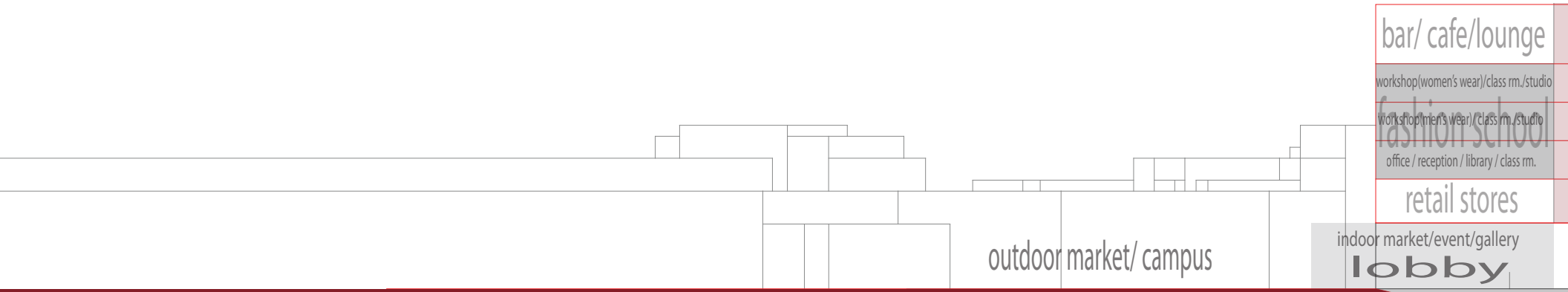




I categorize users in terms of purpose of visiting the district. Shoppers and visitors are the temporary users. The students and residents are the constant users. From the morning to afternoon, various users occupy the spaces. Then, from the afternoon till evening, the spaces are mostly filled with shoppers and visitors as the events and performance begin. The site becomes a junction to link the temporary/constant users. Condensed population from the malls can spill into the site for another leisure activity. Haussmann's renovation of Paris had replaced tiny streets with broad, clean avenues and wide pavements. These wide avenues were linked with the great train stations. The logic behind his plan was to effectively decongest the city centre and to designate open spaces for commerce, leisure, and shopping.

I specifically design school for fashion which will accommodate different levels of public spaces for various users but whose interest lies in fashion. Lobby level performs as threshold to invite people to outdoor market, school, underground concert hall, and stream walkway. Catwalk transforms to circulation of the site and functions as new infrastructure introducing people to inside of the building. Most people in fashion district dream of themselves on the catwalk as models or mannequins. Mannequins creates interaction between artificial body and prospective consumers and they are displayed through well-designed window.



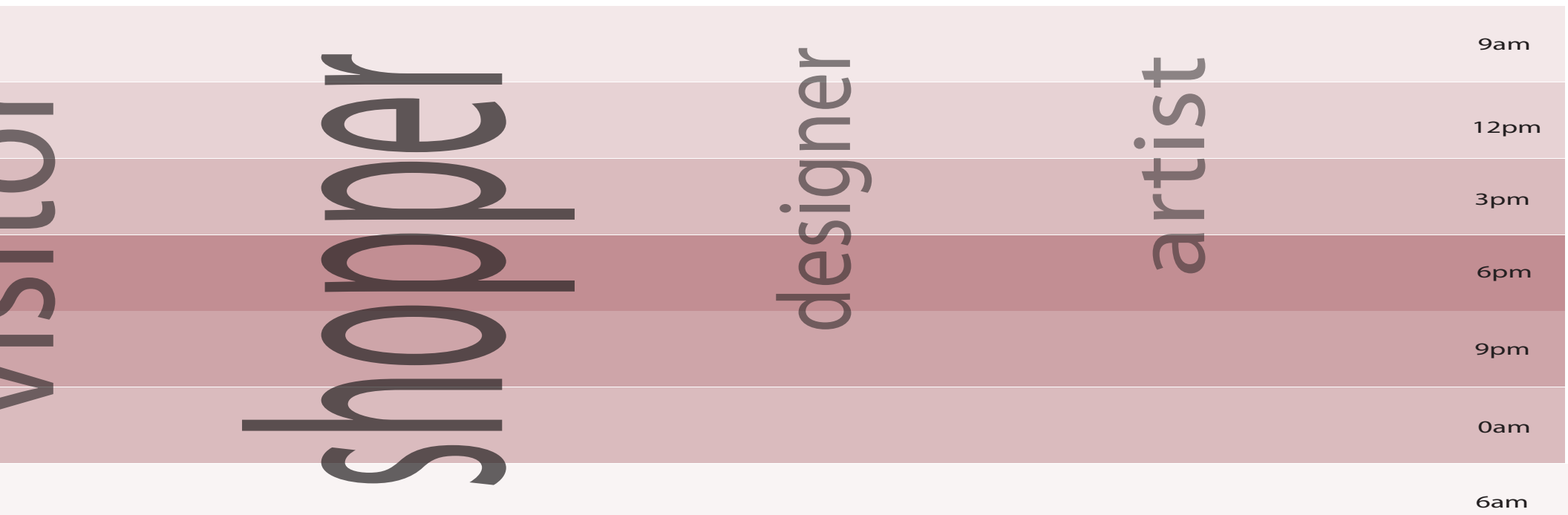
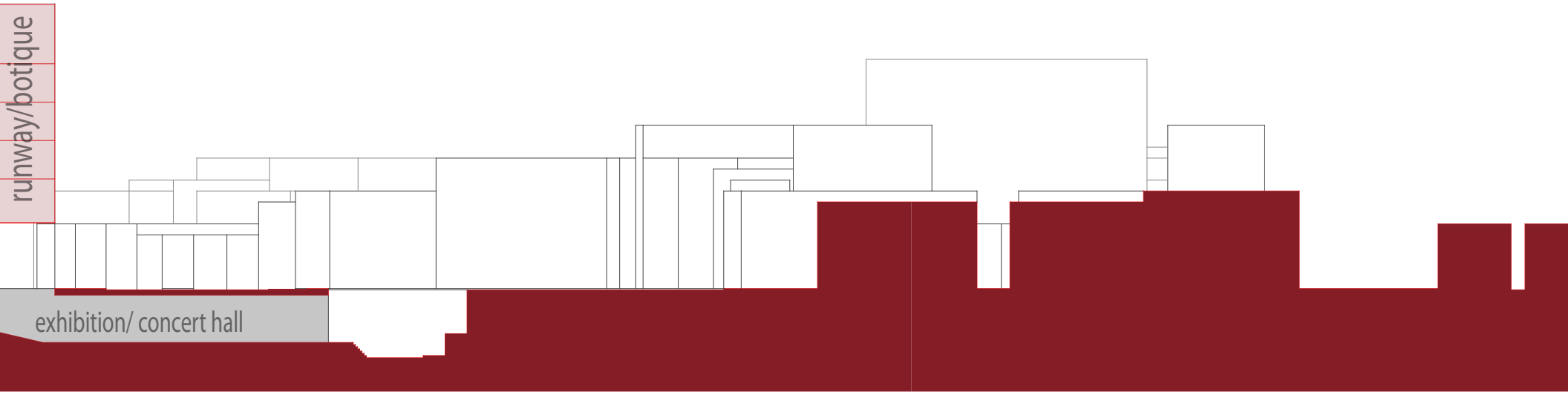


student

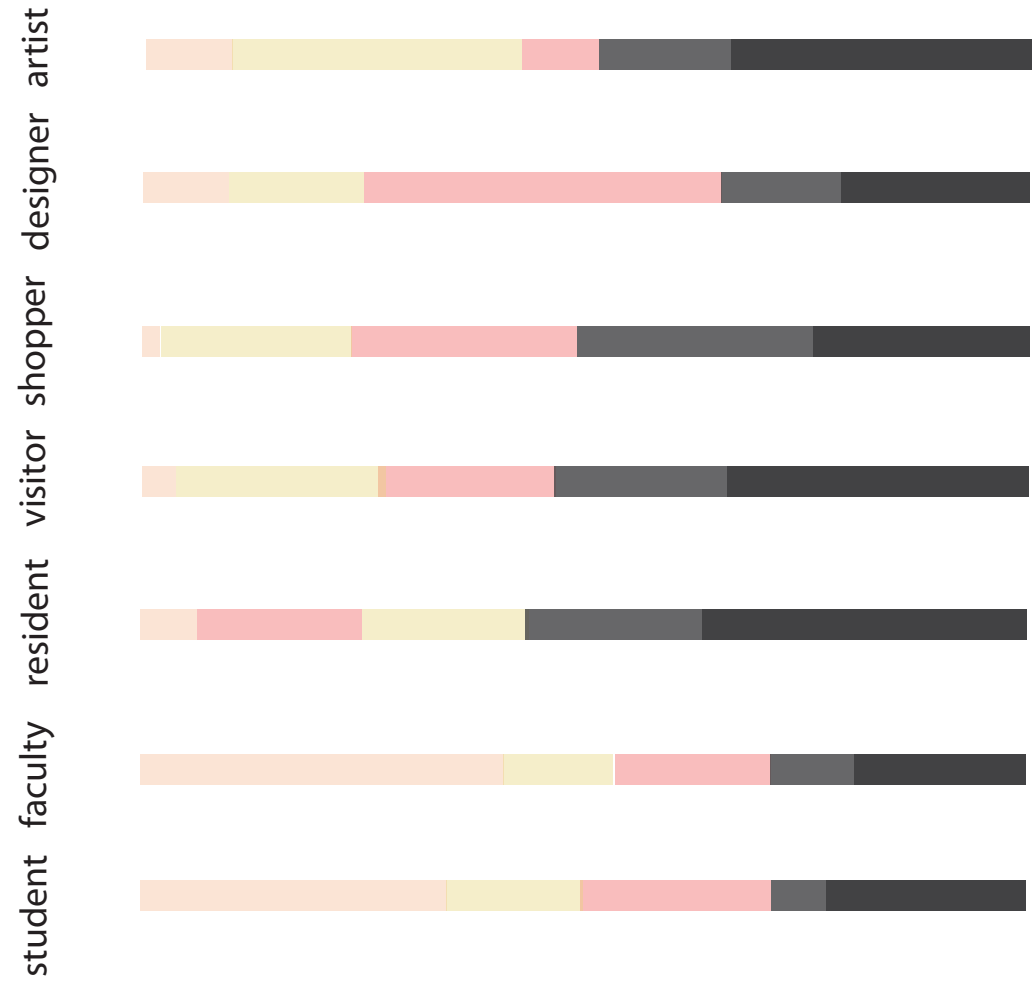
faculty

resident

visitor



program diagram



outdoor market/ campus

bar/ cafe/lounge

workshop(women's wear)/class rm./studio

fashion school
workshop(men's wear)/class rm./studio

office / reception / library / class rm.

retail stores

indoor market/event/gallery

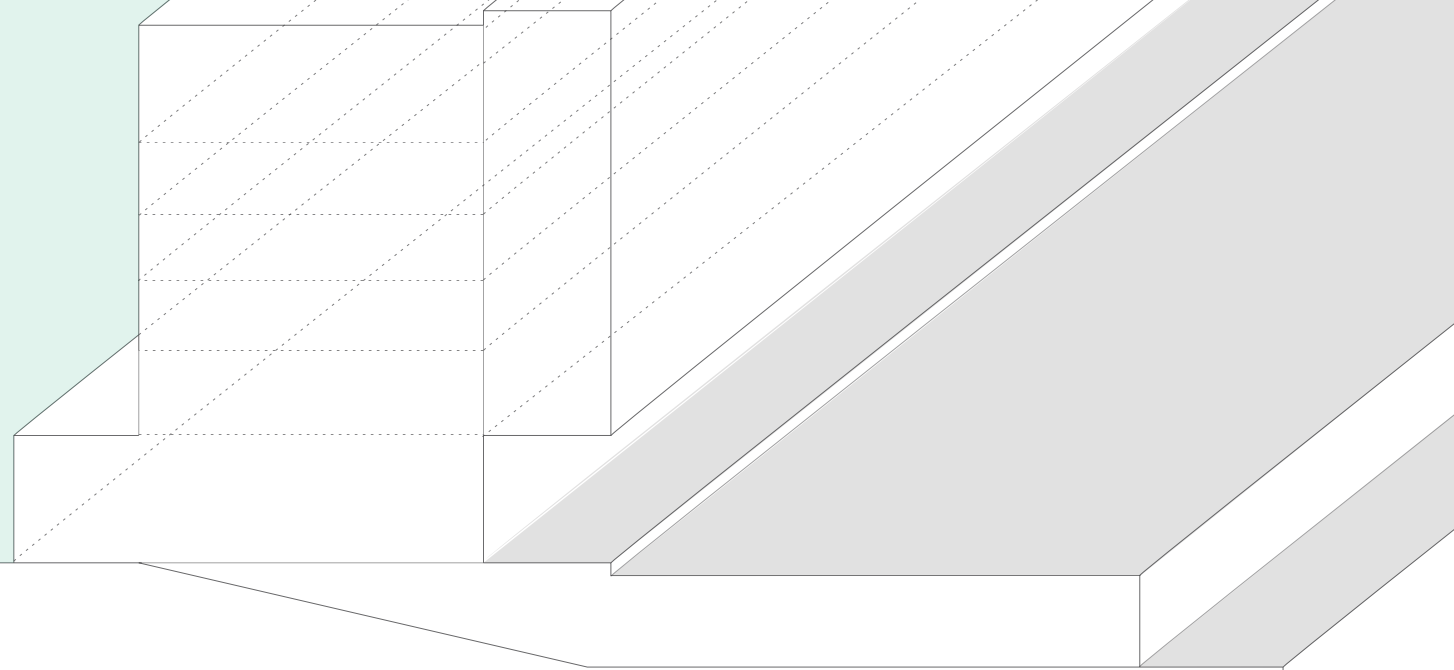
lobby

runway/botique

exhibition/ cinema

If usual people, not only the models are allowed to be on the catwalk and the spaces serve as huge displayed box, wouldn't it be more fascinate to the prospective visitors?

"Fashion space is a synthesis between fiction and realism. In the fusion between them, the act of shopping and forming social identities is constructed and performed. Building is designed to predict and anticipate the effects of the contrasts and linkages through which the individual must pass as garments anchor the space around them, they become signifiers of the body's connection to the spatiality of lived experience." ⁶



COMMERCIAL

RETAIL (15): 800ft² / per
 DRESSING ROOM (MEN/WOMEN)
 COUNTER
 STORAGE
 DISPLAY AREA

CAFE: 600ft²
 KITCHEN

BAR/LOUNGE: 1000ft²

MARKET: 4000ft²
 DAY: GREEN/ART MARKET
 NIGHT: FASHION MARKET

CONCERT: 2100ft²
 BACKSTAGE
 STUDIO(2)
 DRESSING ROOM
 KITCHEN
 STORAGE

PARKING: 4000ft²
 BIKE
 CAR

TOTAL: 95700ft²

ACADEMIC

CLASSROOM(5) - 500ft² / per
 LIBRARY- 450ft²
 BOOKSTORE- 400ft²
 OFFICE- 800ft²
 RECEPTION- 250ft²
 MEN'S WEAR STUDIO- 1000ft²
 WOMEN'S WEAR STUDIO- 1000ft²
 KNITWEAR STUDIO- 1000ft²
 PHOTOGRAPHY STUDIO- 800ft²
 COMPUTER LAB- 350ft²
 DISPLAY+EXHIBITION- 2000ft²
 SKETCHING ROOM(2)- 350ft² / per

TOTAL: 11250ft²

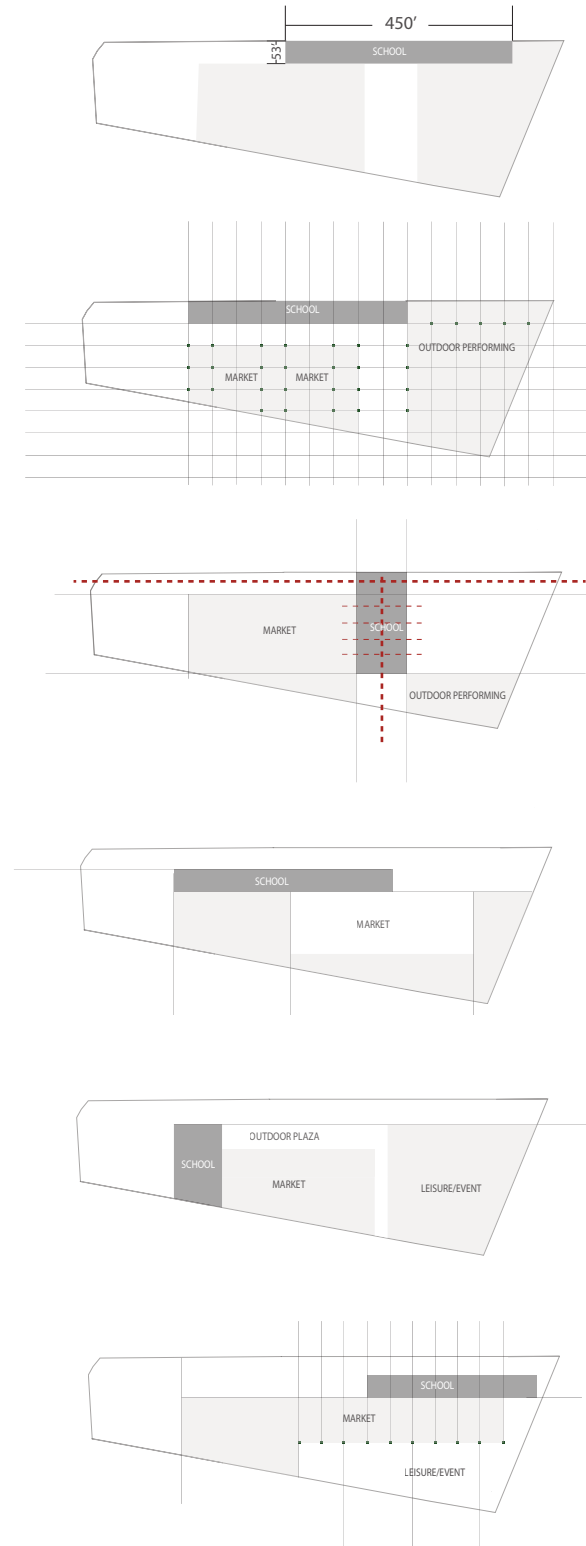
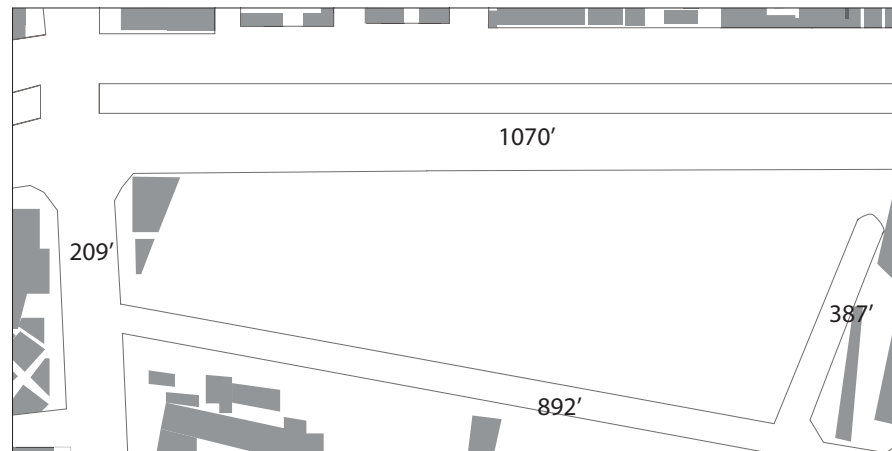
EVENT/LEISURE

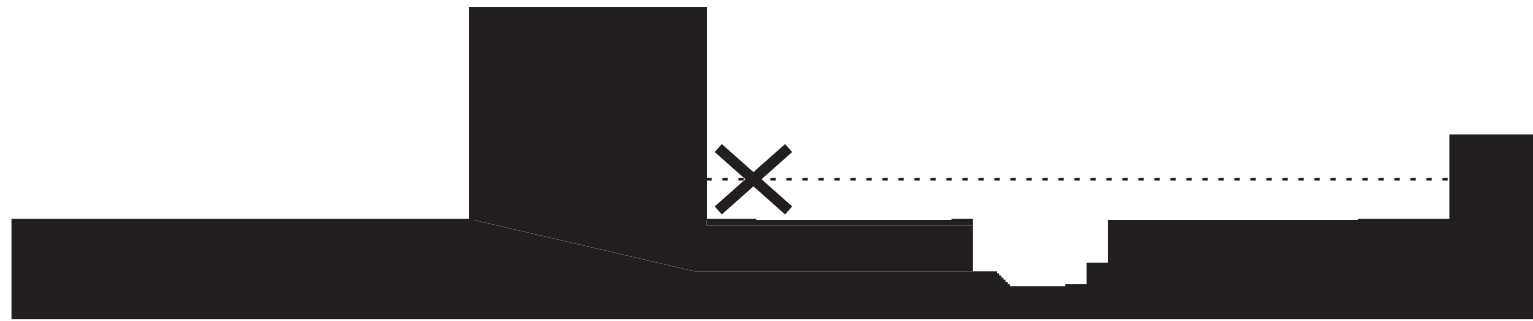
CATWALK
 RED CARPET
 REFLECTING POOL
 PERFORMING STAGE

FASHION WEEK/ SAMPLE SALE

Architecture in an urbanism acts as a catalyst to induce reactions between different activities of both human and nature. Therefore the synthesized phenomenon is an integration of urban actions that cannot be developed by one singular condition. Within the broad context of the urban environment, activities, sequences, and events occur simultaneously which lead to interaction of the personal and collective with surroundings.

DESIGN PROPOSALS





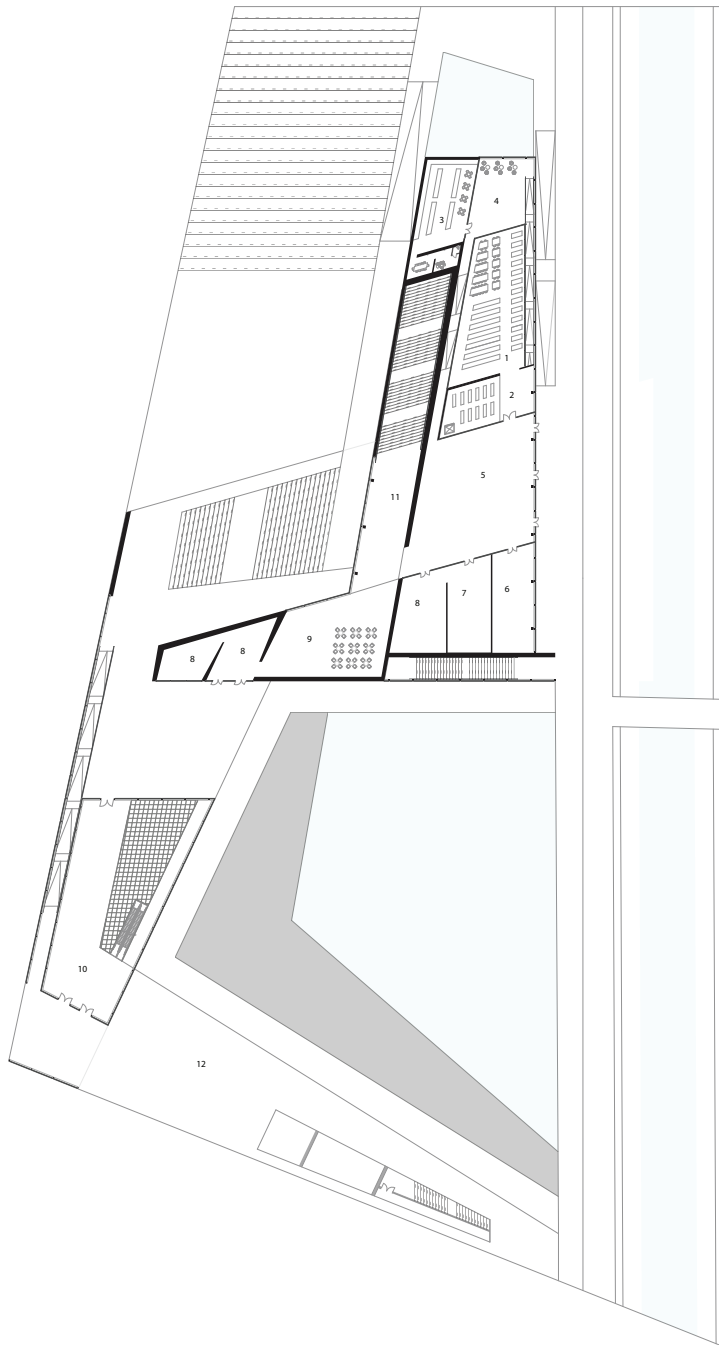
school as icon of the city



LEVEL -1: 1/32" = 1'-0"

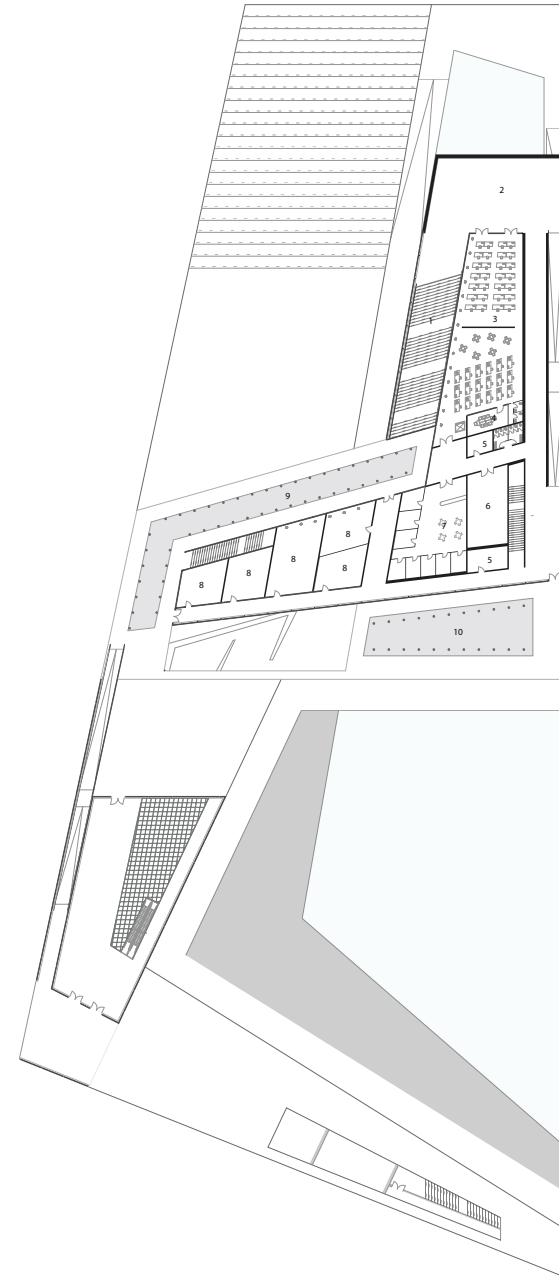
1. URBAN THEATER
2. REFLECTING POOL
3. FASHION MUSEUM
4. LOBBY/ OUTDOOR EXHIBITION
5. SHOW ROOM/ POP-UP RETAIL
6. FAST FASHION STORES
7. DESIGNER CLOTHING RENTAL BOUTIQUE
8. BAR
9. REHEARSAL SPACE
11. PROMENADE
12. PLAZA/ EVENT SPACE





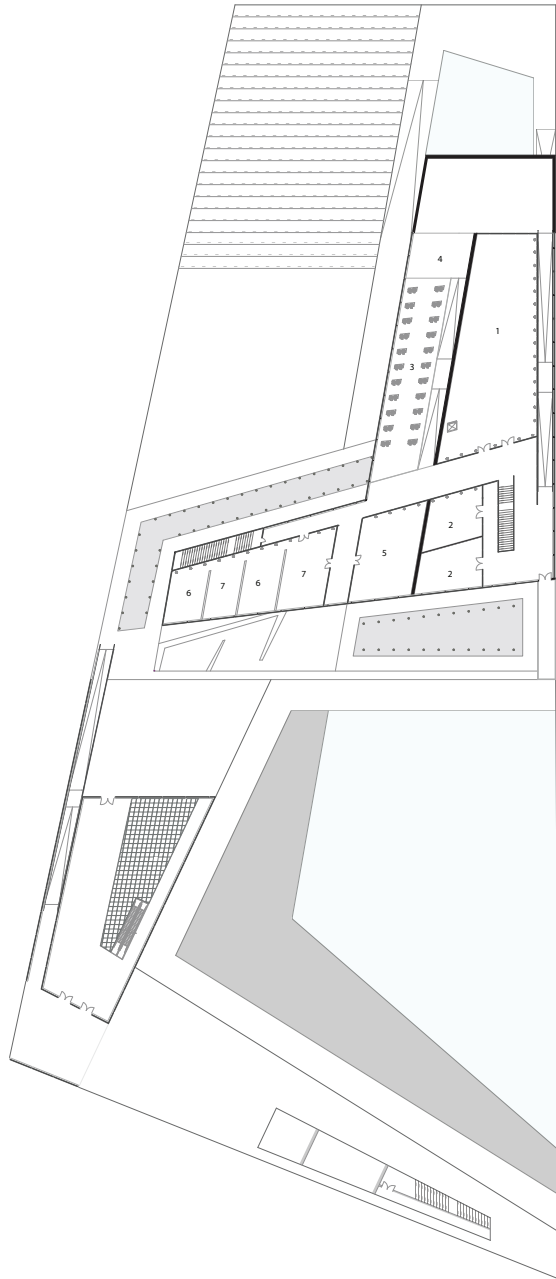
LEVEL 0 :

1. LIBRARY
2. BOOKSTORE
3. FASHION ARCHIVE
4. LOUNGE
5. LOBBY
6. FABRIC STORE
7. TAILOR SHOP
8. ATELIER
9. CAFE
10. GALLERY
11. CRIT SPACE
12. ART INSTALLATION SPACE



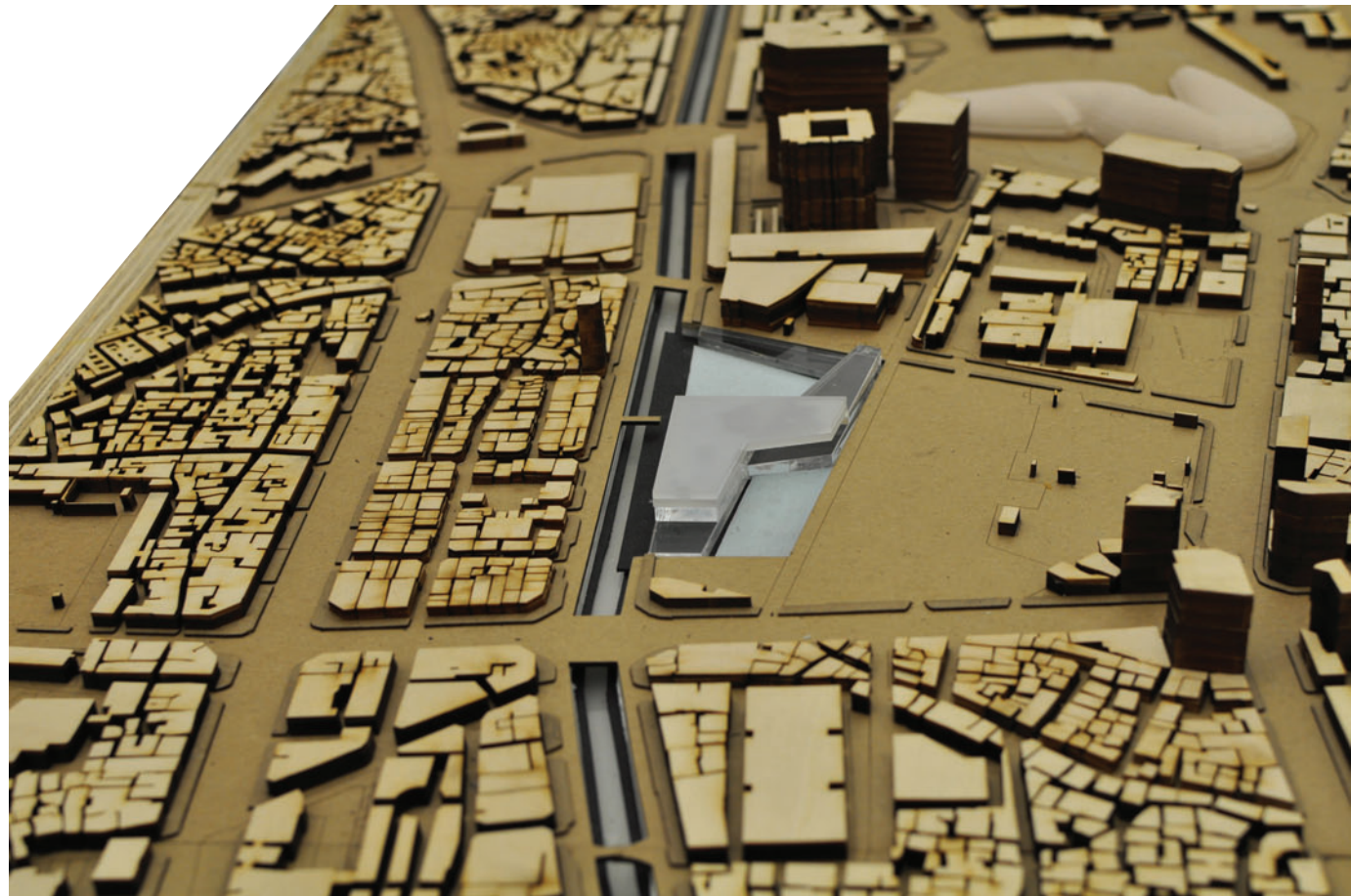
LEVEL 1 :

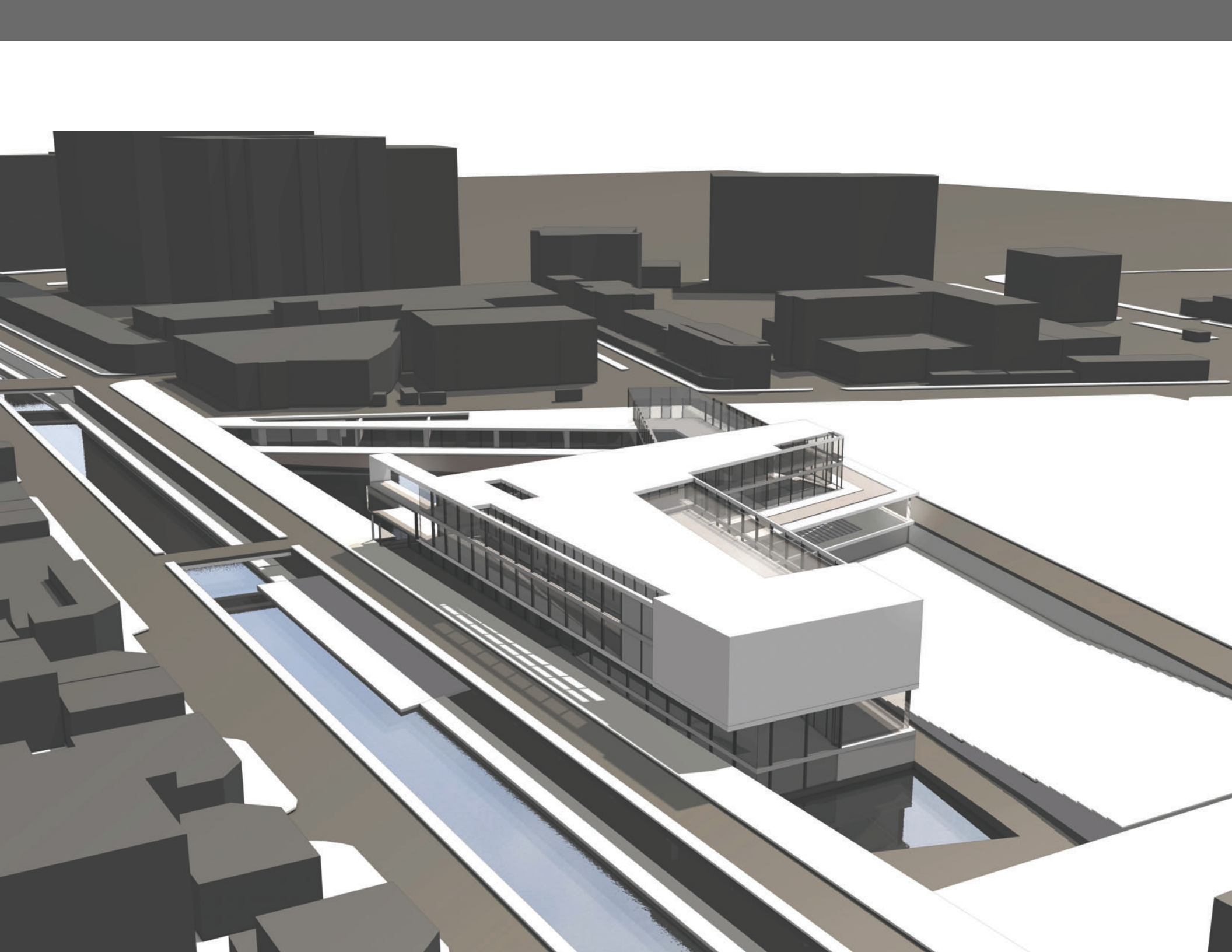
1. GRAND STAIRS
2. PROJECTING SPACE/EXHIBITION
3. STUDIO
4. MEETING RM.
5. STORAGE
6. WORKSHOP
7. FACULTY OFFICE
8. CLASS RM.
9. TERRACE
10. PRIVATE PERFORMANCE STAGE

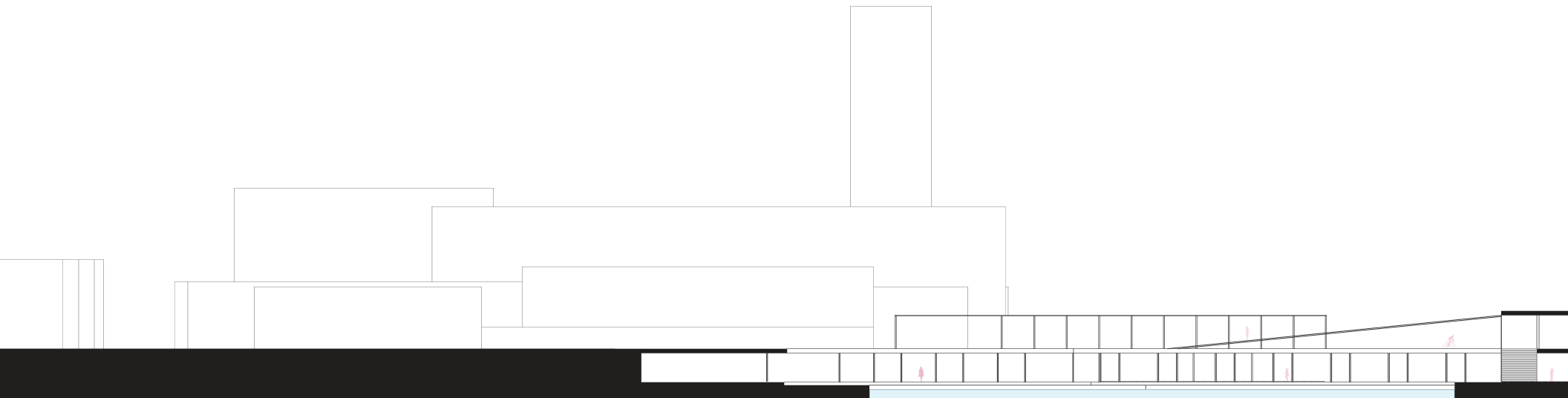
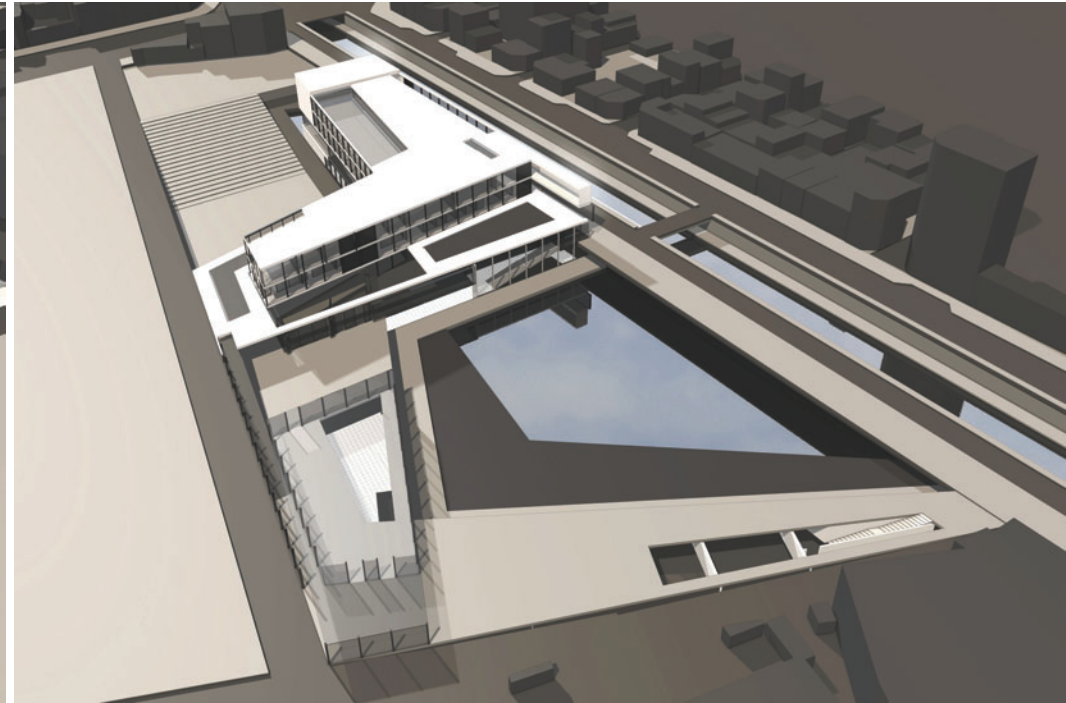
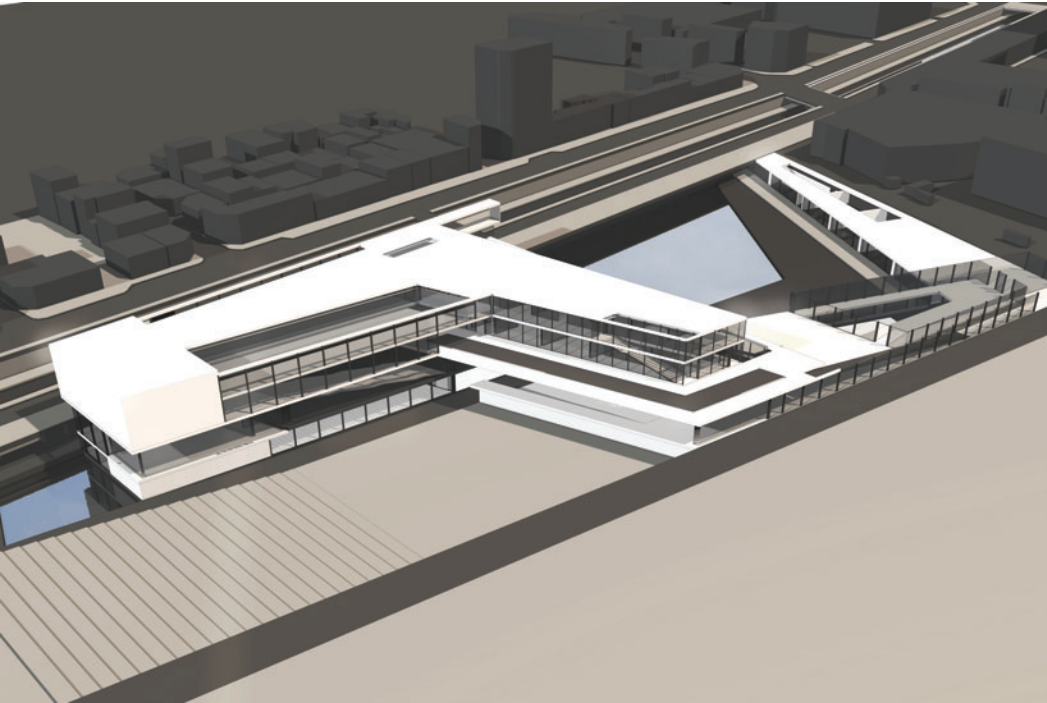


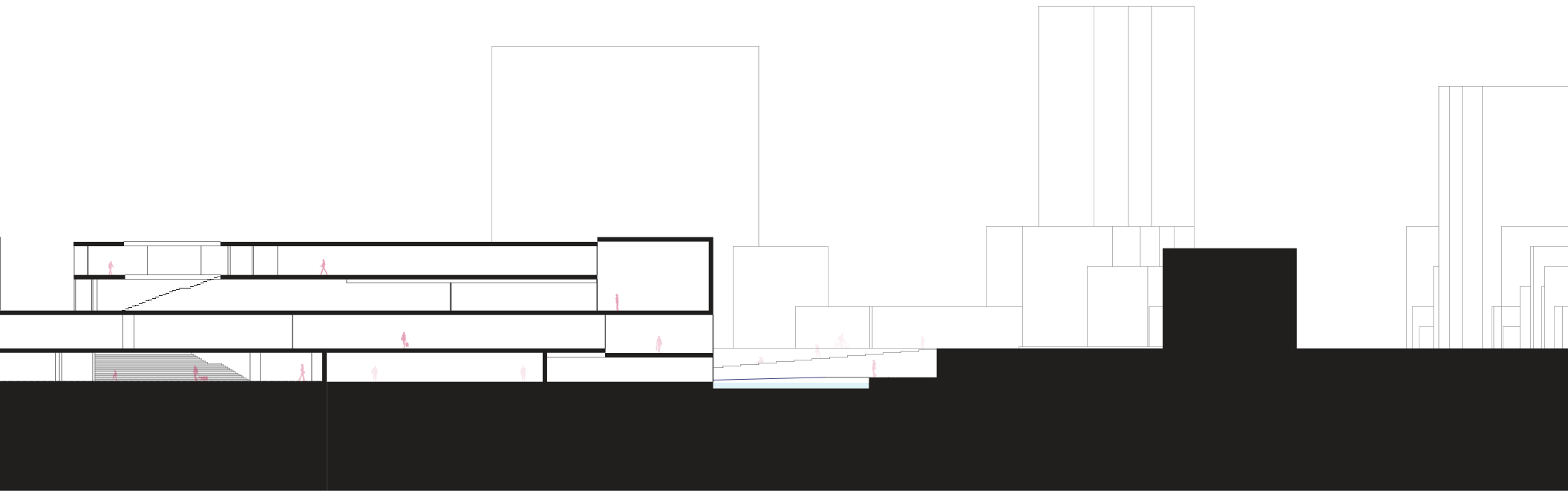
LEVEL 2 :

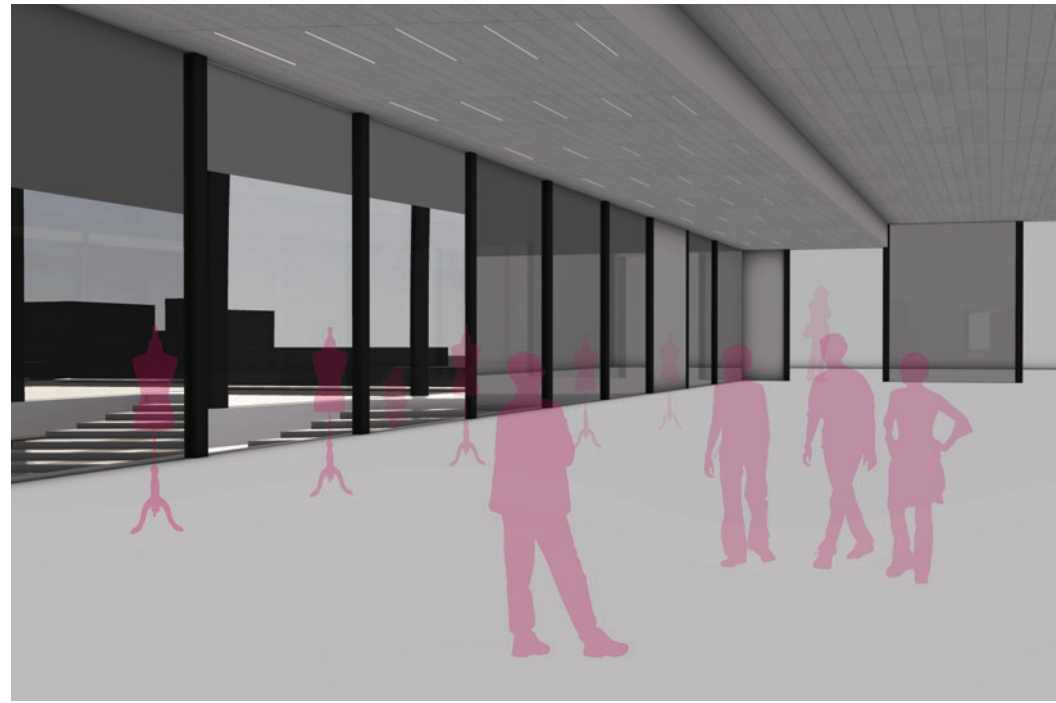
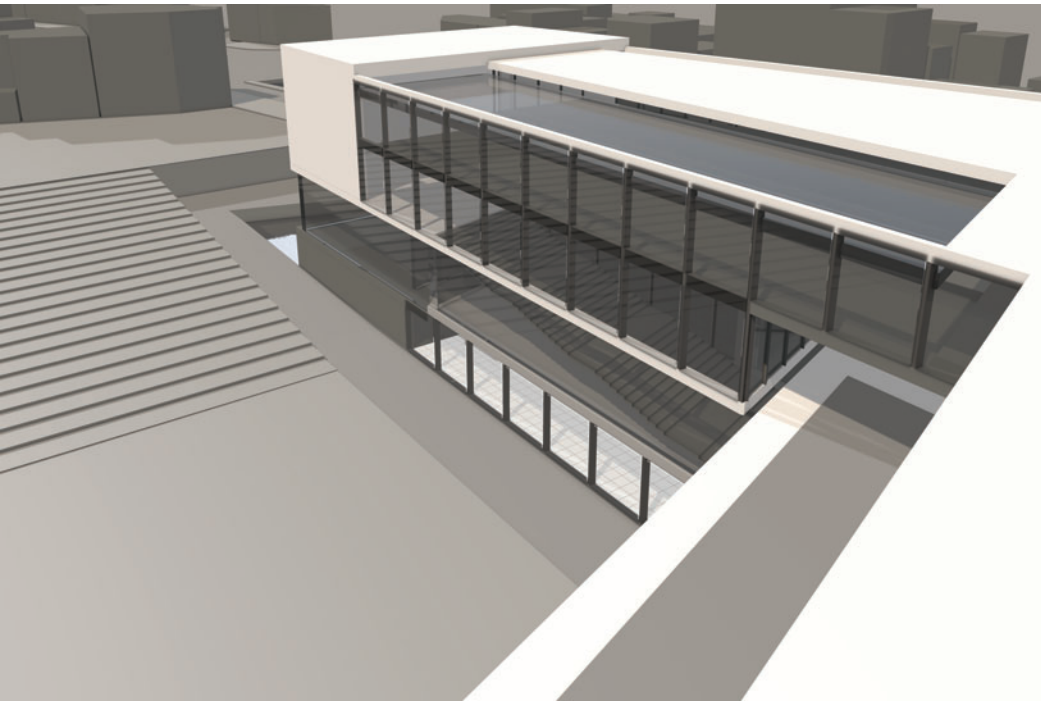
1. STUDIO
2. CLASS RM.
3. COMPUTER LAB
4. LOUNGE
5. CONFERENCE RM.
6. REVIEW RM.
7. FASHION DISCUSSION RM.

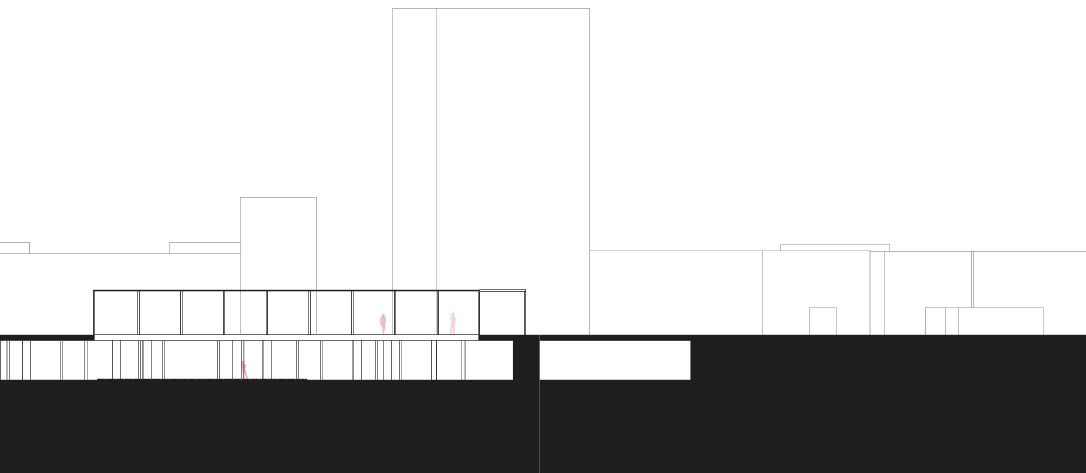
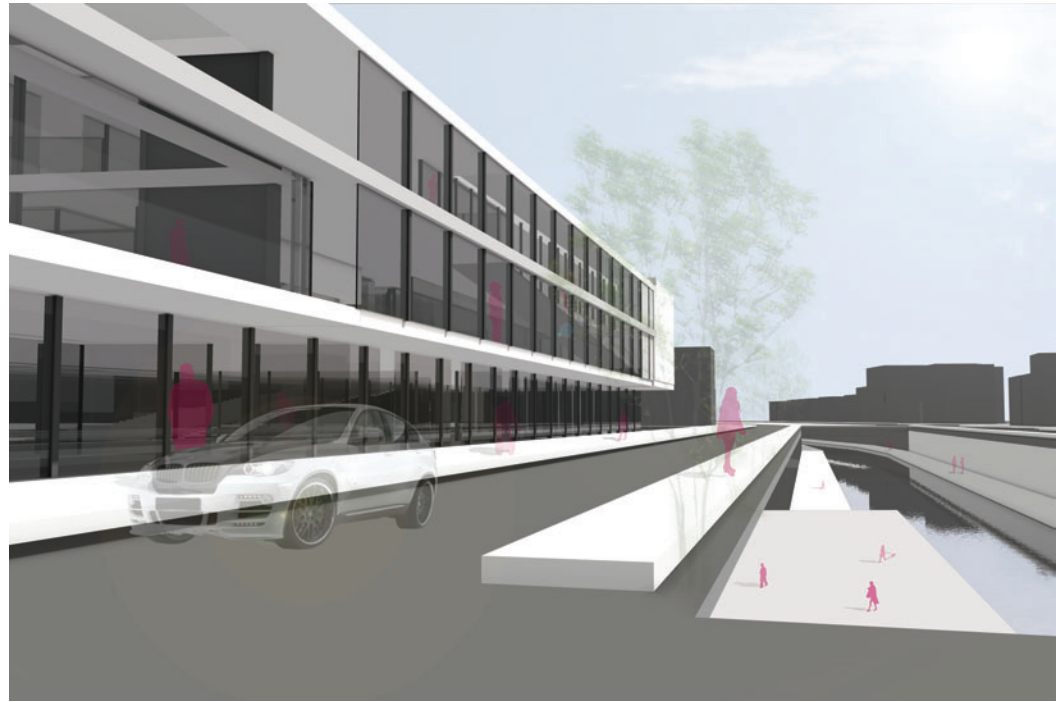


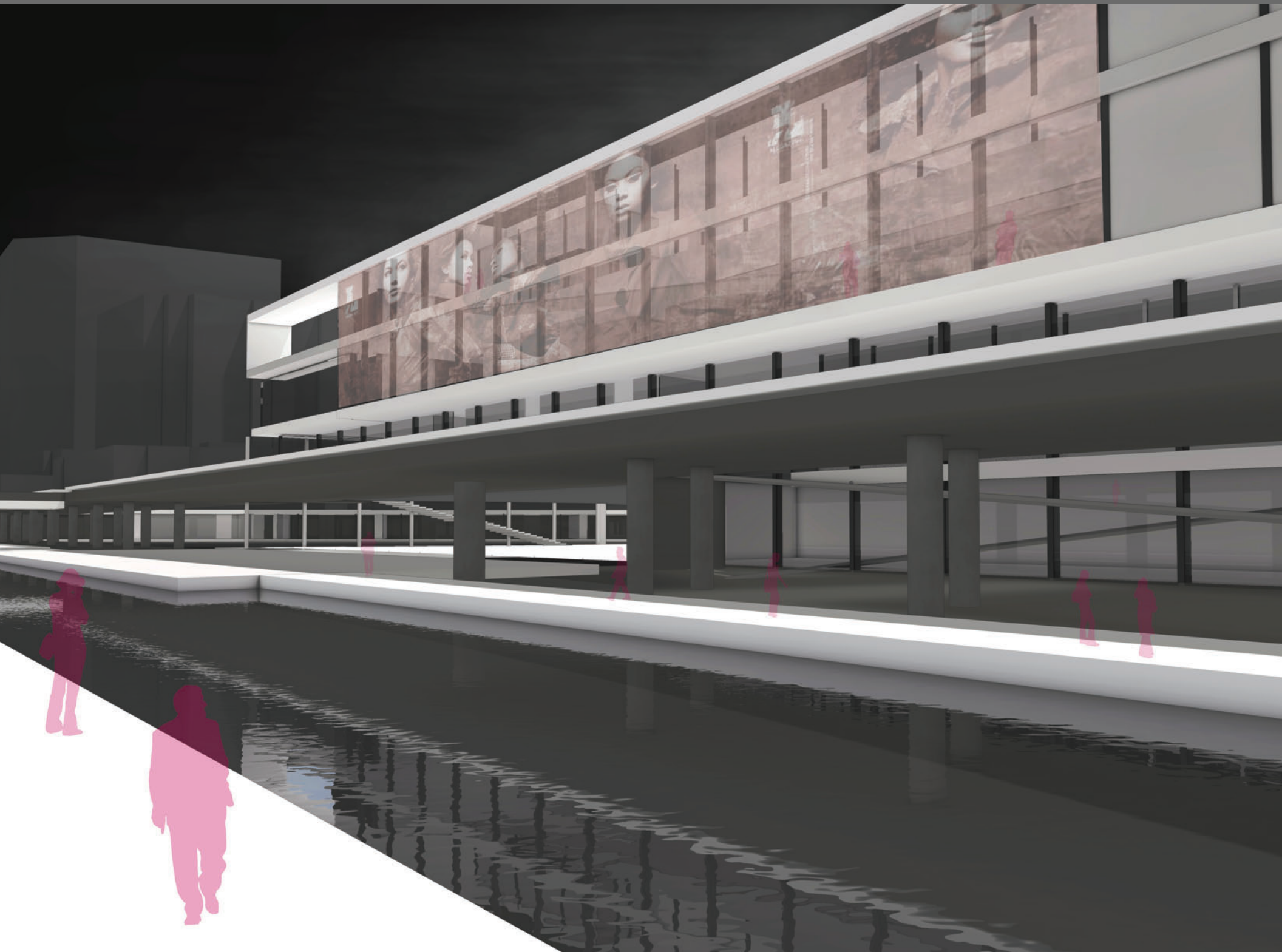


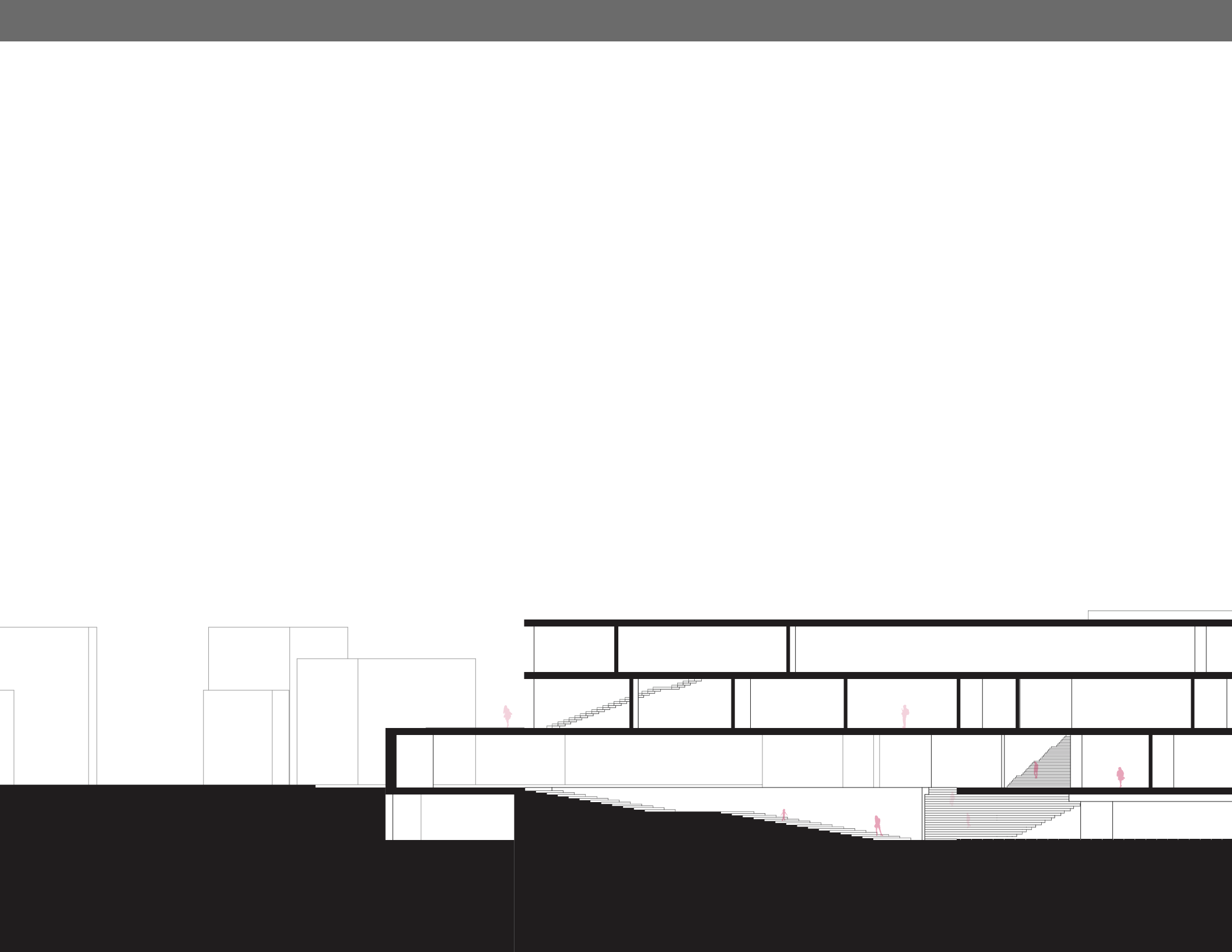


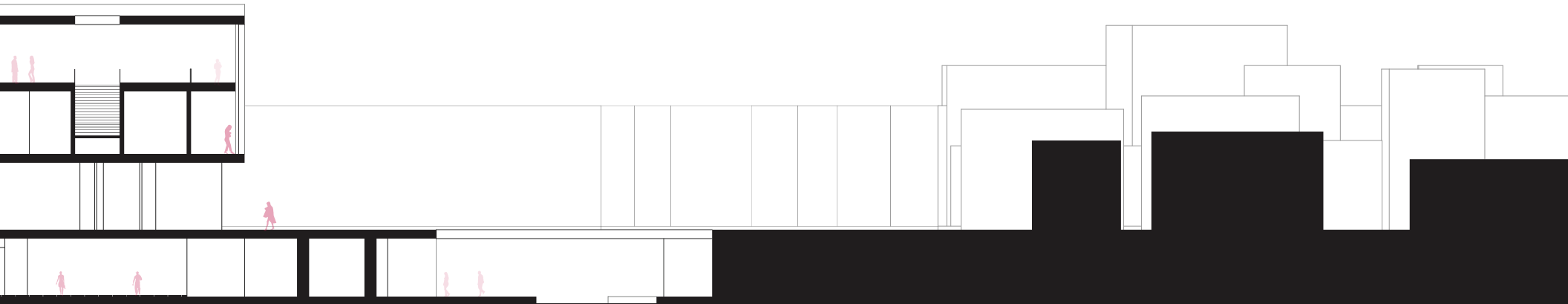


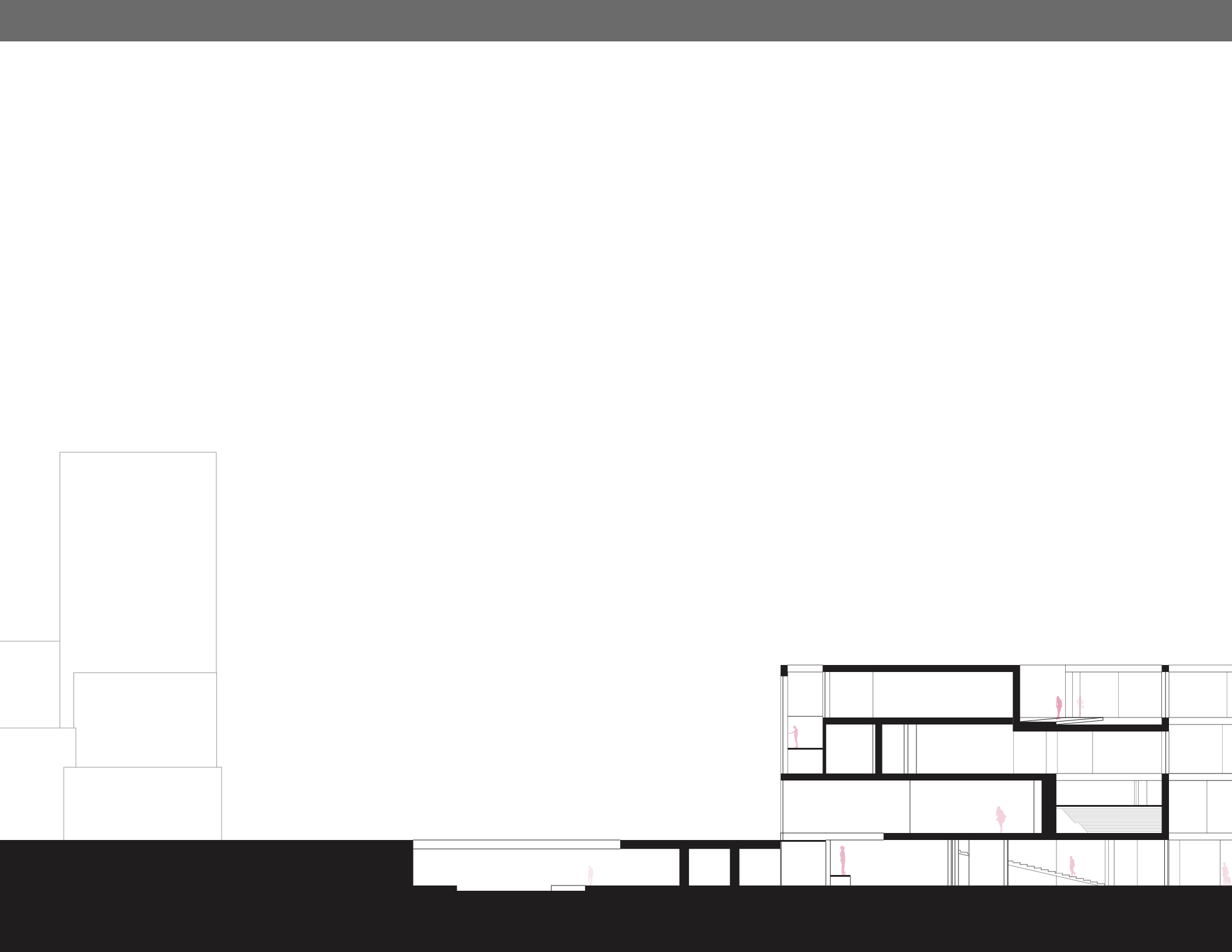


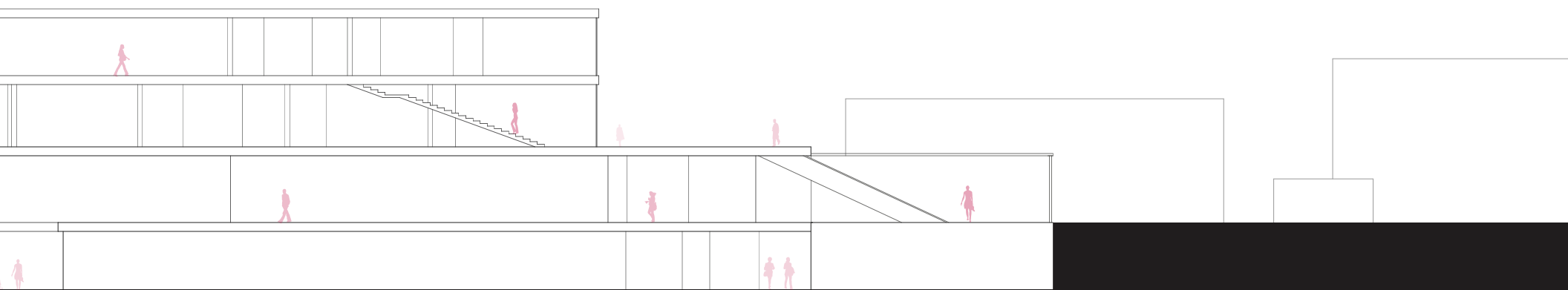


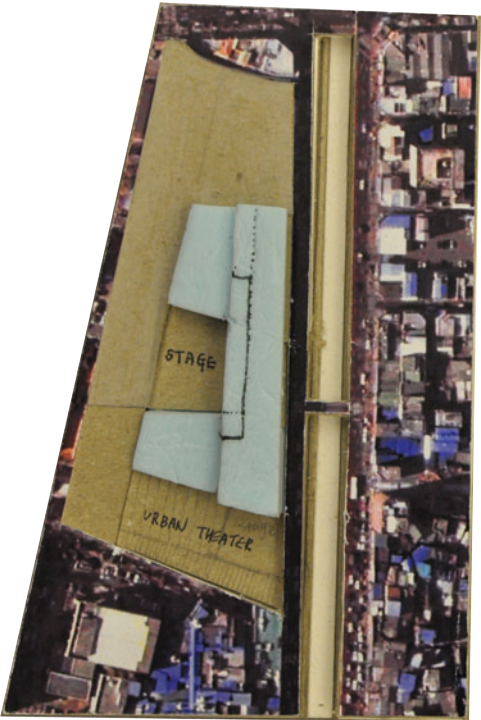
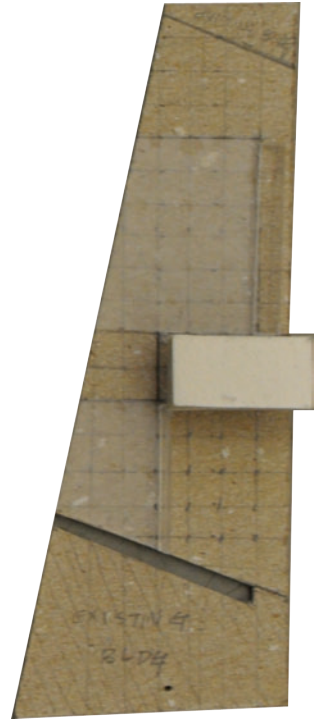




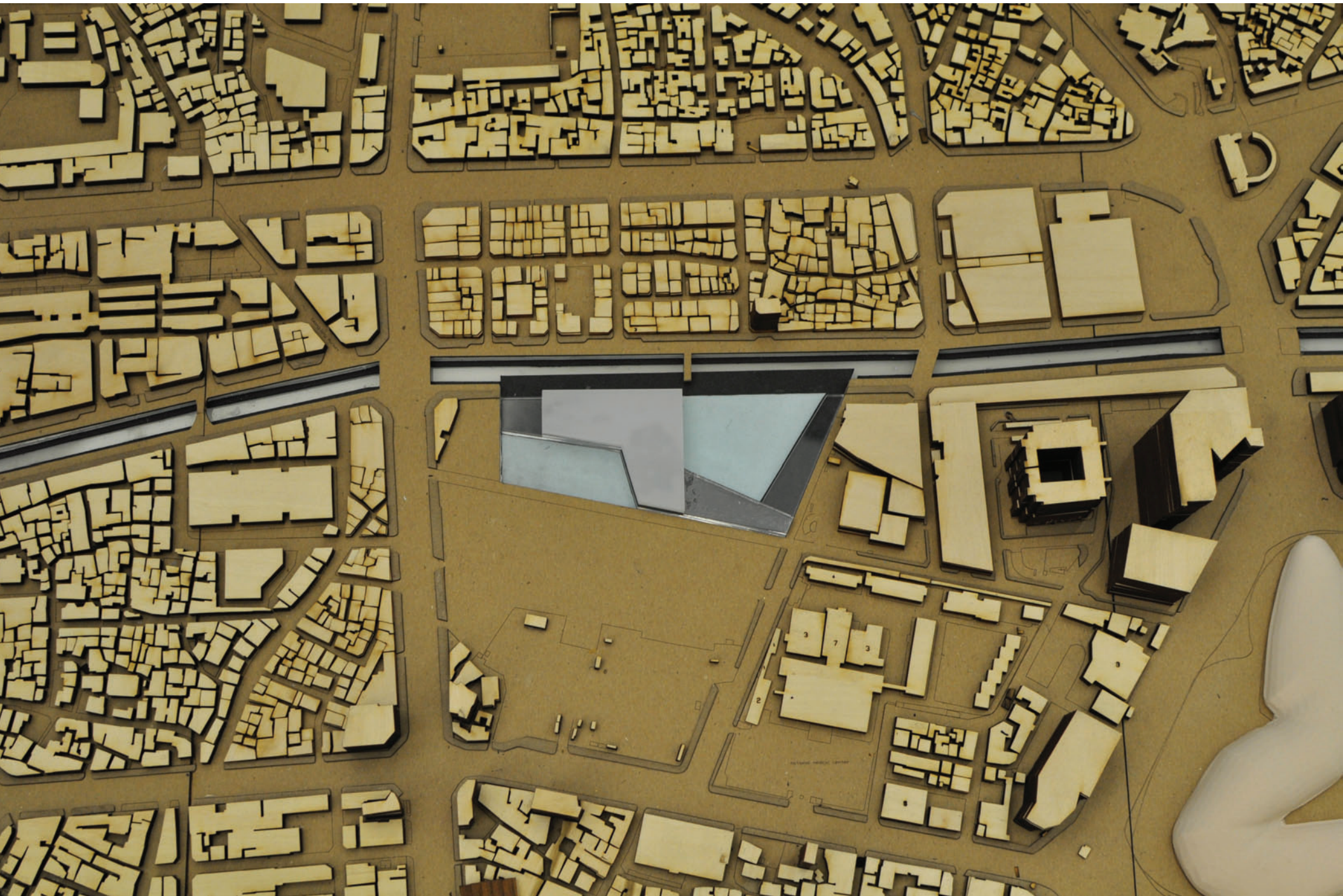


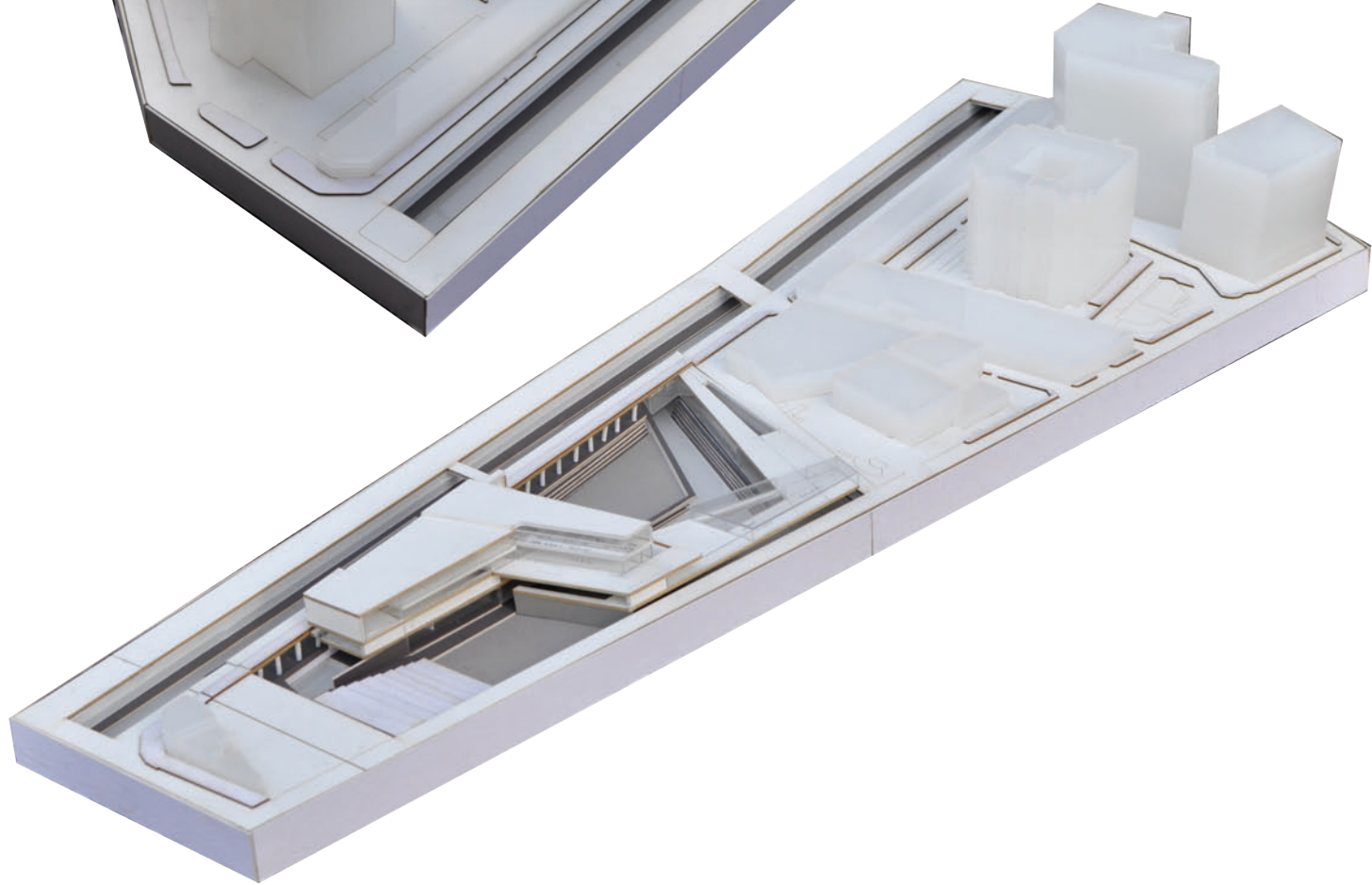
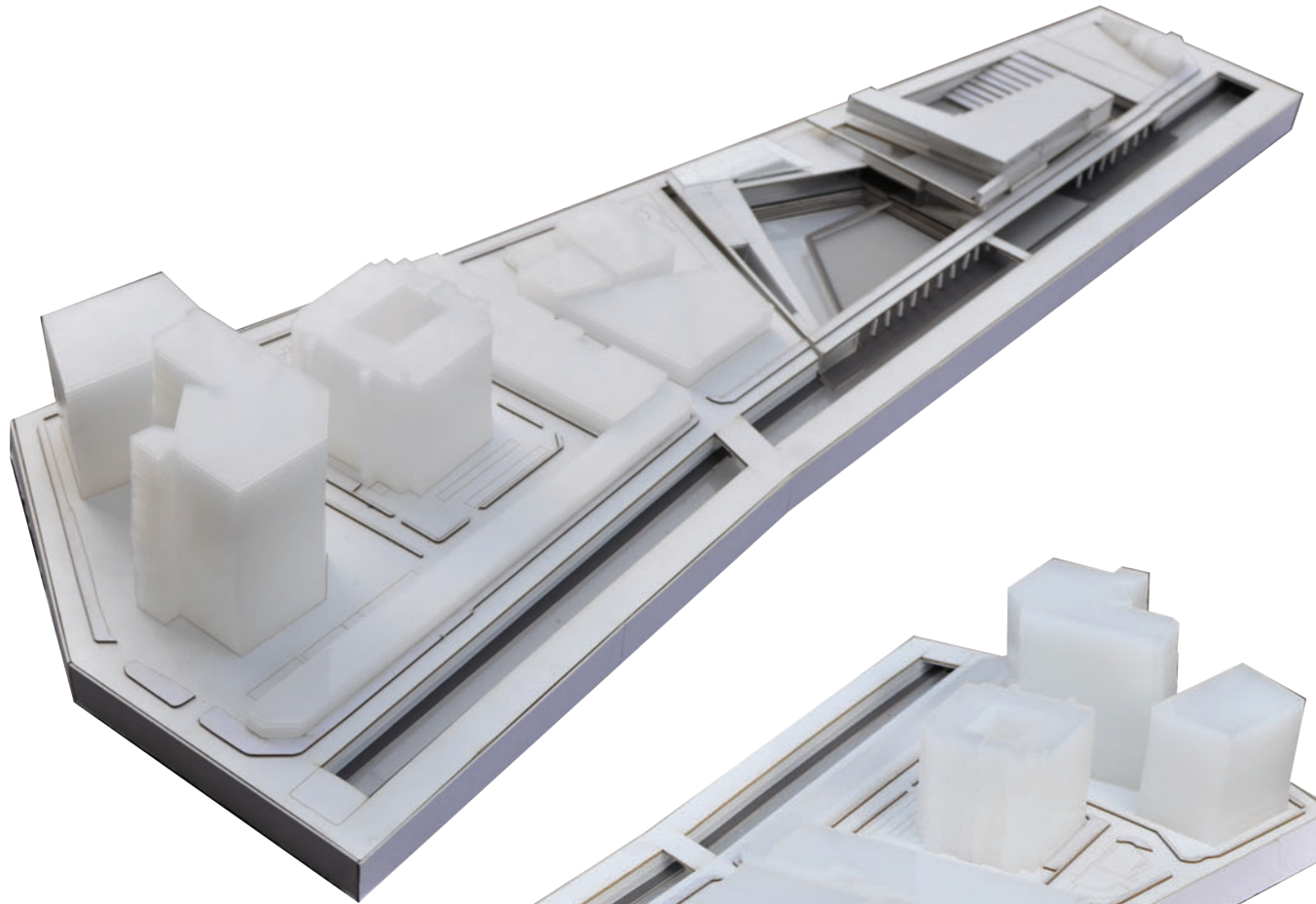


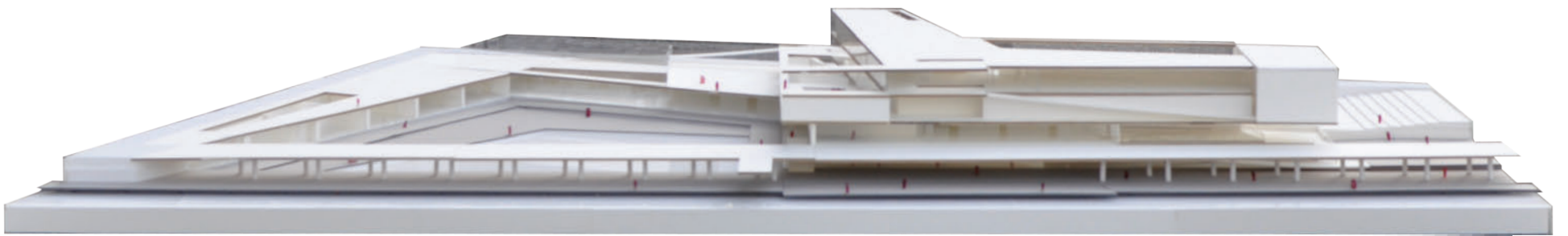
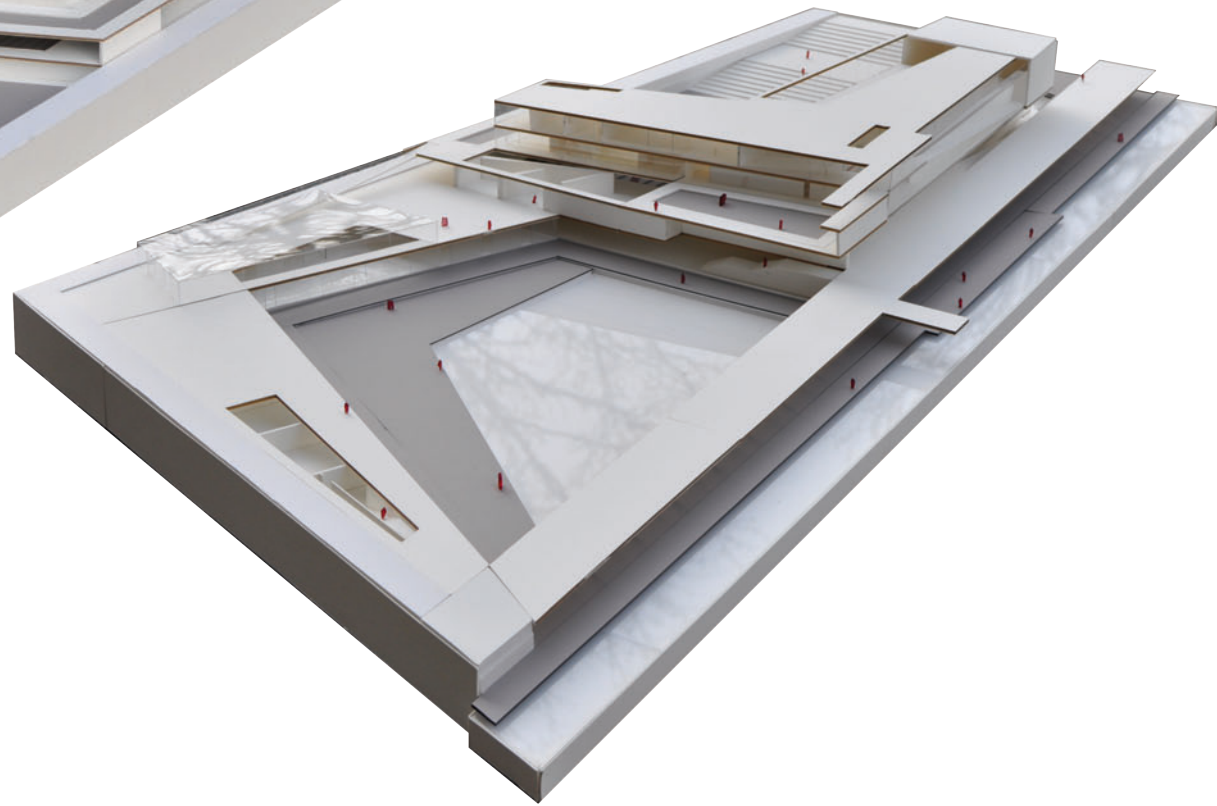
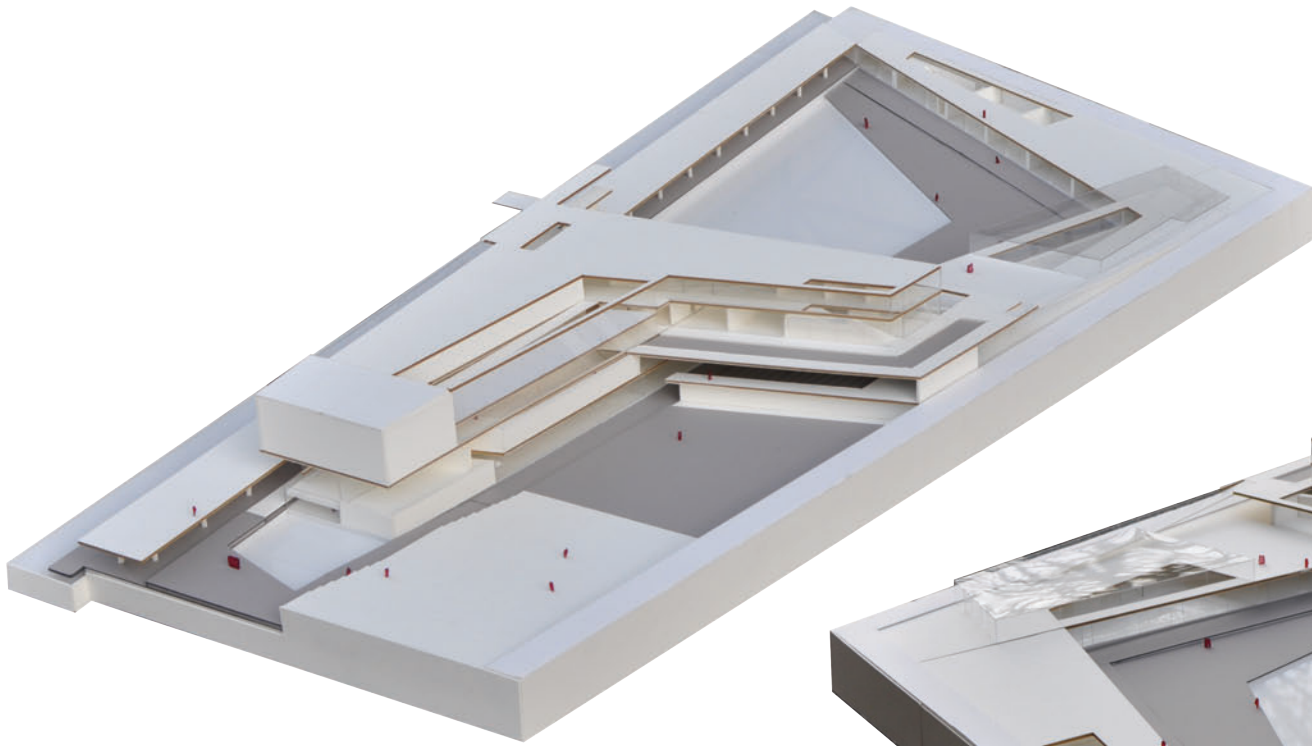


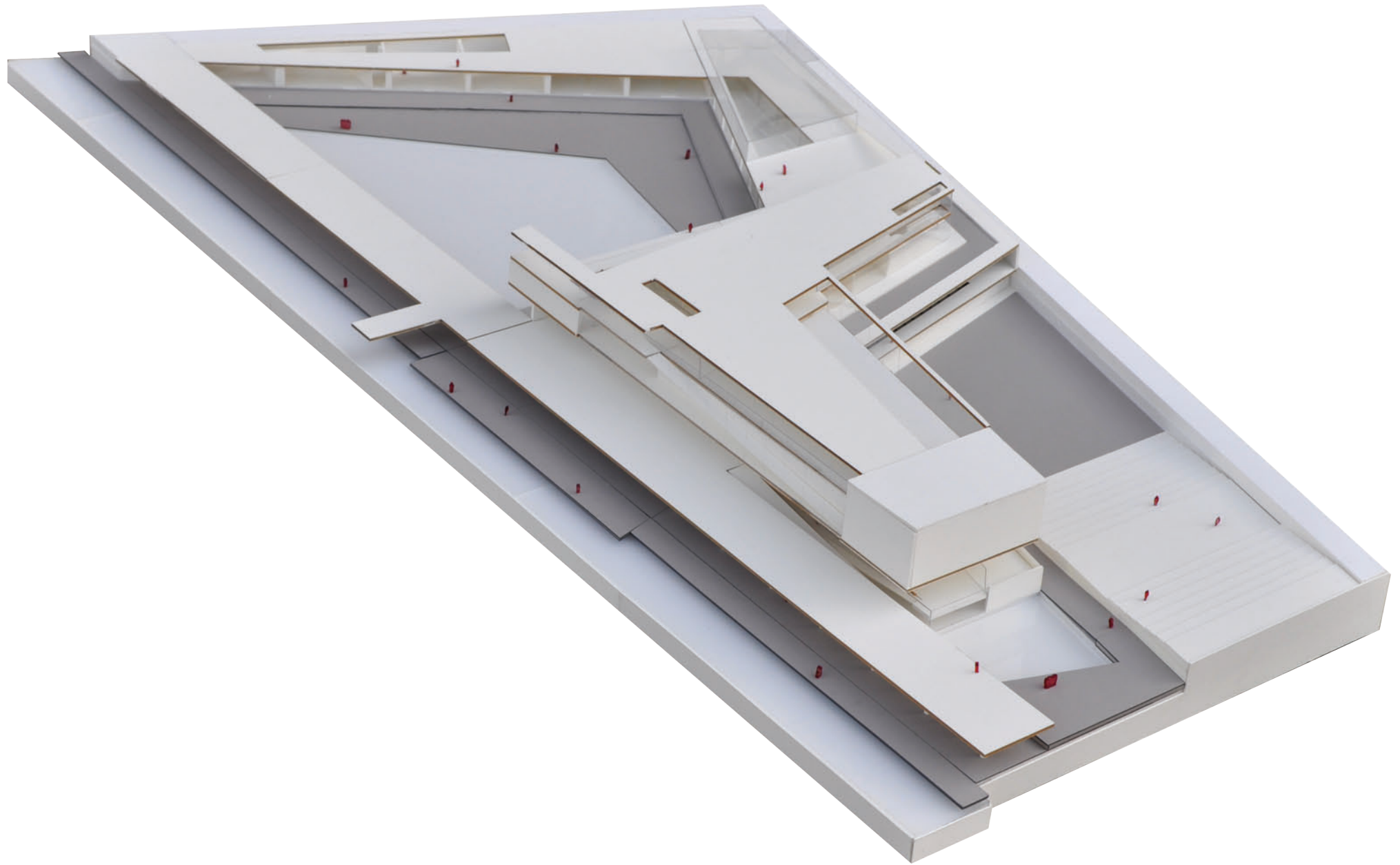














Thesis Assistants:

Model: Jeansu Ahn, Hyelin Lee, Chaewan Shin

Rendering: Jonghyun Yook

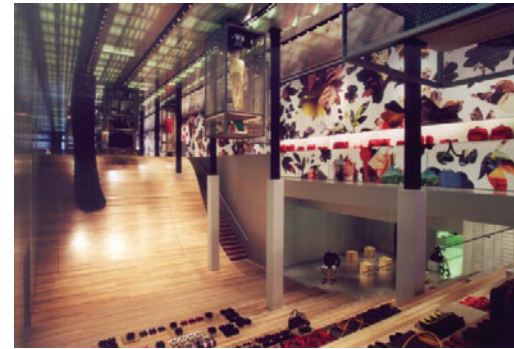
Photoshop: Jaehyun Kim, Kenny Kim

5

CASE STUDY

Case studies: SPACE CONFIGURATION

Prada Flagship Store, SoHo, NY
Rem Koolhaas (OMA)



Observation :

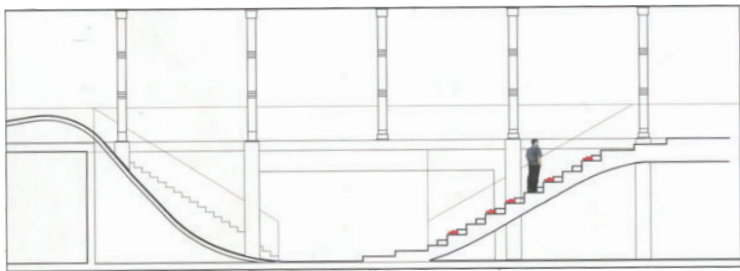
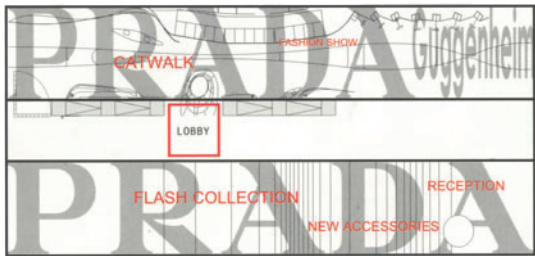
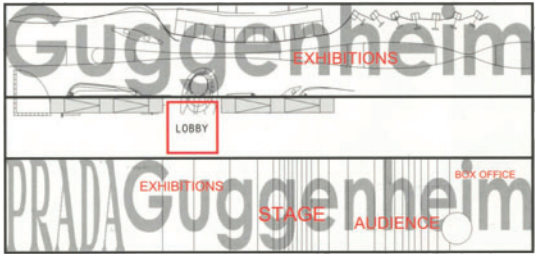
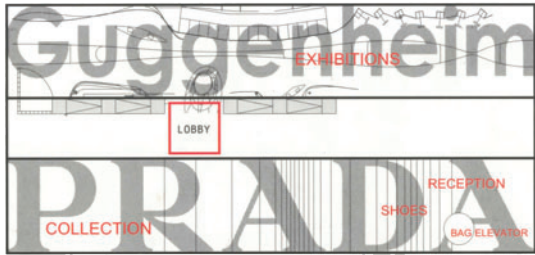
Locating on the fashion district of NY, this Prada Flagship Store has unique feature, "wave." Before visitors enter the store, the wave-slope capture the people's curiosity of the space. Side wall is seen as a page of fashion catalogue that change seasonally and the ground level is the space as circulation. There are two pathways on ground level. First, long and linear corridor on the side and it serves as viewing deck when there is show downstairs. Second, "wave," which is about four times wider than the corridor is, performs as display and theater. It is very clear to understand Rem Koolhaas's intention to create a space "as a museum show on indefinite display."

Application:

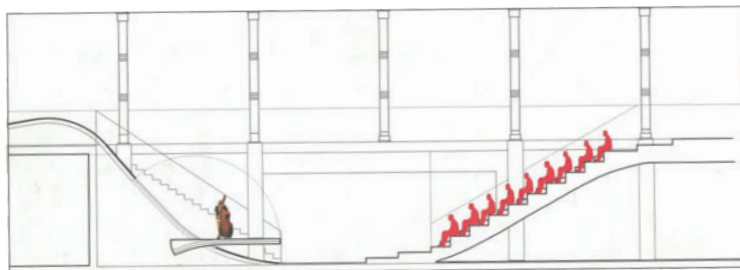
The way of products displayed in this linear store and interesting circulation can be reconsidered as new tools to form the fashion school. The surface change from the street to entrance to exhibition/ theater is fascinating consequences which lead the visitors to the down level from street level. This helps to define the understanding of urban section change in relationship of my site.



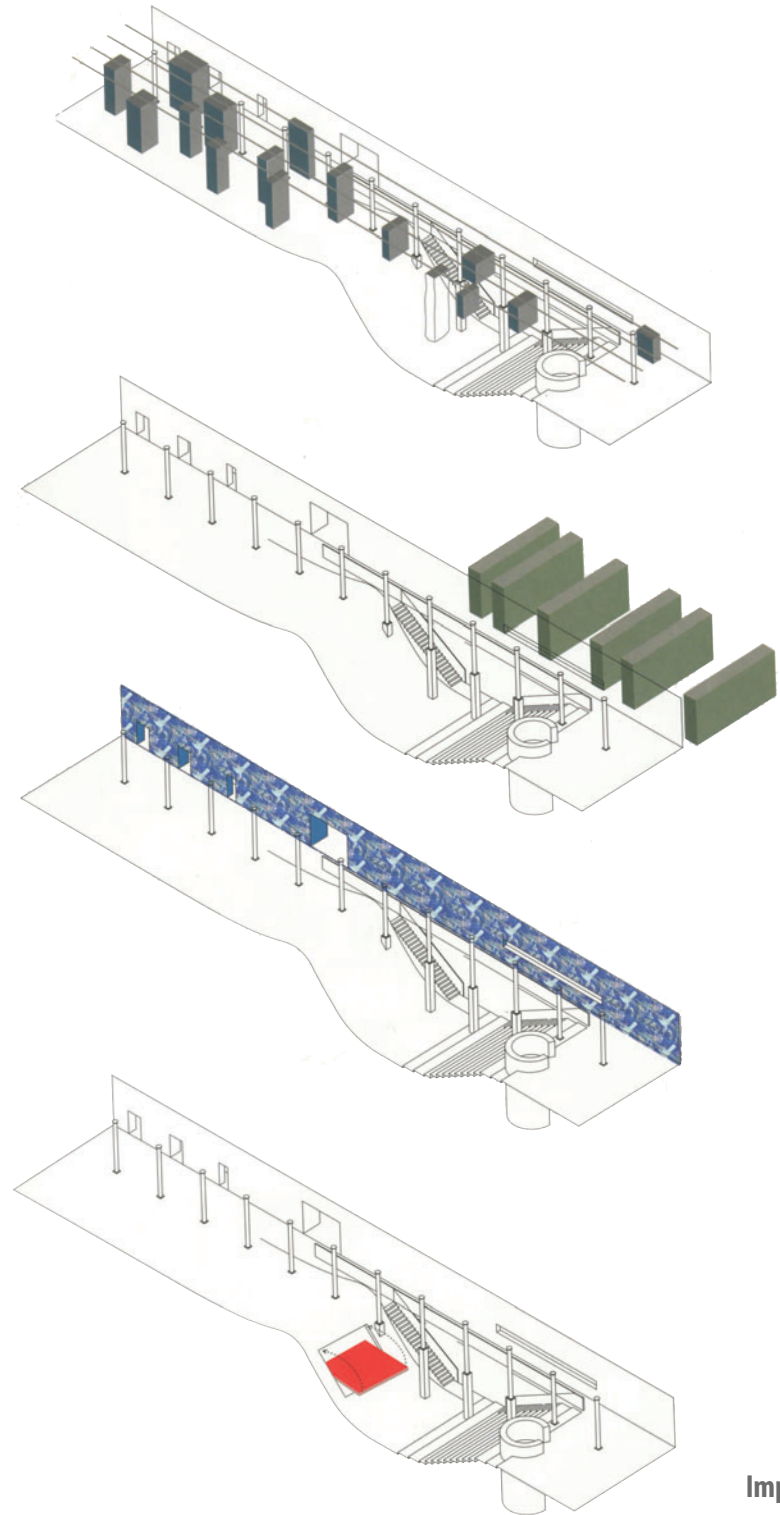
"If fashion is the art of the new millennium, Prada's at the top of the heap: Occupying 23,000 square feet on the site of the former Guggenheim Soho, Prada is part exhibition hall, part retail adventure. The focal point Koolhaas's "wave": A huge, sloping, zebra-wood cut-out that begins on the main floor, then dips down to the lower level, the wave occasionally doubles as amphitheater-style seating for shows or events." ⁷



Store



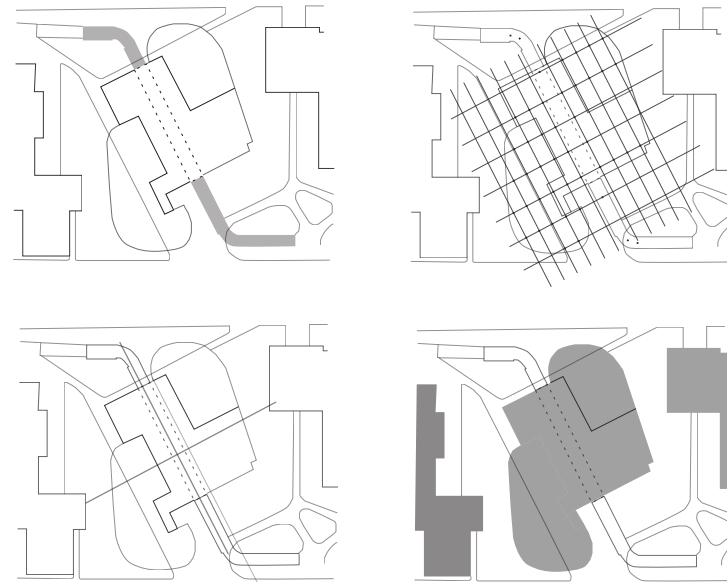
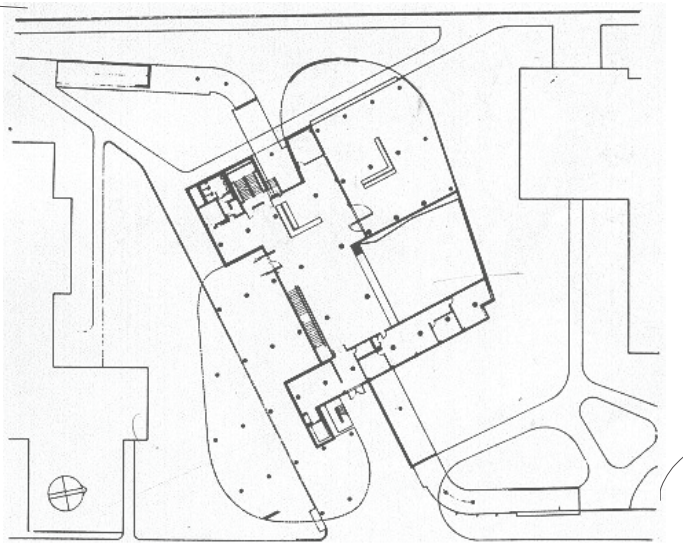
Theater



Implements

Case studies: URBAN CONNECTION

Carpenter Center, Cambridge, Massachusetts
Le Corbusier



Observation :

Grid system of the building regulates the spaces and responds to the hierarchy of the site. Especially the ramp bridges the two different parts of the site through the art center; the building performs as threshold.

Application:

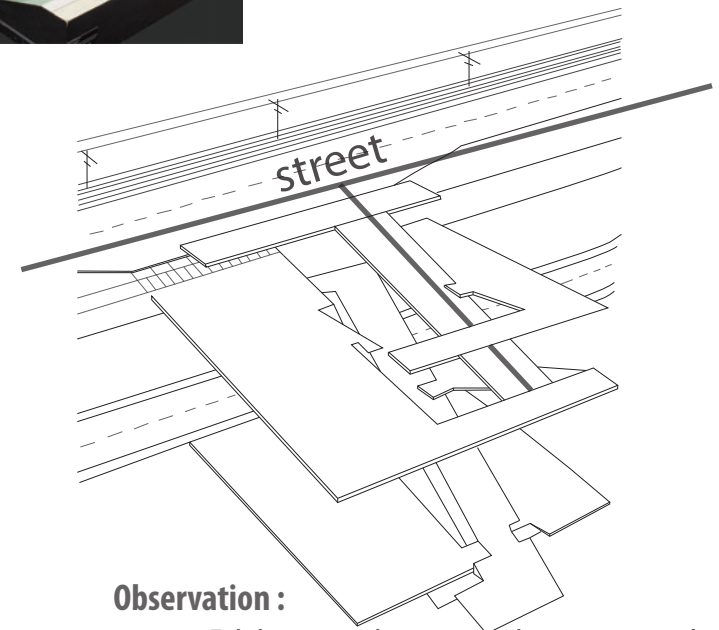
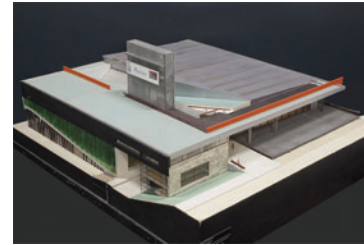
The idea of the carpenter center as the urban connection of the back and front can be applied to my site as a solution to hook disconnected urban spaces

"5 levels of the building function as open and flexible working spaces for painting, drawing, and the sculpture, and the ramp through the heart of the building encourages public circulation and provides views into the studios, making the creative process visible through the building design,"

"The form of the carpenter center became an interwoven fabric. The fabric was then fused with a fictional condition of intersecting city grids. An intricate cityscape of weaving transitional spaces piercing inhabitable space was the result. Places and moments arise that are both intriguing and disturbing." ⁹

Case studies: EDGE CONDITION

Kunsthal, Rotterdam, Netherlands
Rem Koolhaas (OMA)



Observation :

Exhibition, auditorium, and restaurant are the major programs of Kunsthal and circulation continuously travel the spaces. Rem Koolhaas wanted to blur the boundaries the spaces create and it is a one big mass if the building is viewed outside but ironically spaces are divided into four parts by circulation. Sitting in front of street edge, Kunsthal invites the public street into the building and allow users and non-users to visually interact .

Application:

The approach of Rem Koolhaas using the edge condition to the programs can be applied to the way of inviting the public and urban edge to my site thus the site acts as a buffer for social activity rather than becoming an autonomous figure.

"A series of massive ramp and roads carve through the art gallery space, creating the sense that the city is pouring the structure."

"The site presented a dual condition: the southern edge is bordered by the Maasboulevard, a 'highway' on top of a dike. The northern side, a level lower, faces the museum park conventional contemplation." ⁸



Footnotes

1. "Official Site of Korea Tourism Org.: Traditional Markets." Korea Tourism Organization. Web. 3 Sept. 2010. <http://english.visitkorea.or.kr/enu/SH/SH_EN_7_1_6.jsp>, Contrast, By. "Korea's Geography (Land, Territory, Landforms, Climate and Weather, Four Seasons)." AsianInfo.org. Web. 01 Dec. 2010. <<http://www.asianinfo.org/asianinfo/korea/geography.htm>>.
2. Web. 2 Sept. 2010. <<http://www.pyoungghwa.com/company/com.php>>.
3. Henri Lefebvre's observation when he visited Paris and stated the rhythms are of presence and absence and applied the notion to urbanism on page 16-17. Amin, Ash, and N. J. Thrift. *Cities: Reimagining the Urban*. Cambridge: Polity, 2007. Print.
4. "Architecture- the world of objects created by architecture is not only described by types, it is also produced through them." Moneo Rafael cited through analysis of typology in *Architecture* that the type is not a "frozen mechanism" but to produce architecture in a way of denying the past, as well as a way of looking at the future. Moneo, Rafael. "On Typology" Cambridge: The MIT Press (Summer 1978): 22-45. Print.
5. In the debate about everyday urbanism, Margaret Crawford states that everyday space/urbanism is often described as generic and generalizable. But, once you closely observe the people who inhabit it and the activities that take place there, it becomes highly specific. Also it works in the nooks and crannies of existing urban environments. It is a partial practice that works in certain circumstances but perhaps not in others. It is not intended to replace other urban design practices but to work along with, on top of or after them. Crawford, Margaret, Michael Speaks, and Rahul Mehrotra. *Everyday Urbanism*. Ann Arbor: University of Michigan, 2005. Print.
6. Potvin examines the representation of the fashionable woman as clothing fixture and modern body in American department stores at the turn of the century. He argues that in the most public and private spaces of the store- the shop windows and dressing rooms- the female body was constructed as the ideal fashion figure, at once public commodity and object of desire. Potvin, John. *The Places and Spaces of Fashion, 1800-2007*. New York, NY: Routledge, 2009. Print.
7. Murnick, Carolyn. "Prada - - Soho - New York Store & Shopping Guide." *New York Magazine -- NYC Guide to Restaurants, Fashion, Nightlife, Shopping, Politics, Movies*. Web. 28 Nov. 2010. <<http://nymag.com/listings/stores/prada09/>>, "Prada Flagship Store New York by Rem Koolhaas (OMA)." Galinsky. Web. 28 Nov. 2010. <<http://www.galinsky.com/buildings/prada/index.htm>>, Quinn, Bradley. *The Fashion of Architecture*. Oxford, UK: Berg, 2003. Print.
8. Category, By. "The Kunsthal Rem Koolhaas." *Architecture and House Styles - Architecture and House Styles and Home Design*. Web. 27 Nov. 2010. <<http://architecture.about.com/library/blkoolhaas-kunsthal.htm>>.
9. "Carpenter Center for the Visual Arts - About the Carpenter Center." Department of Visual and Environmental Studies at the Carpenter Center. Harvard University. Web. 26 Nov. 2010. <<http://www.ves.fas.harvard.edu/ccvahistory.html>>.

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Category, By. "The Kunsthal Rem Koolhaas." *Architecture and House Styles - Architecture and House Styles and Home Design*. Web. 27 Nov. 2010. <<http://architecture.about.com/library/blkoolhaas-kunsthal.htm>>.

Contrast, By. "Korea's Geography (Land, Territory, Landforms, Climate and Weather, FourSeasons)." *AsianInfo.org*. Web. 01 Dec. 2010. <<http://www.asianinfo.org/asianinfo/korea/geography.htm>>.

Crawford, Margaret, Michael Speaks, and Rahul Mehrotra. *Everyday Urbanism*. Ann Arbor: University of Michigan, 2005. Print.

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"Featured Project - Running Space." *O'Brien Design Studio - Projects*. O'Brien Design Studio. Web. 27 Nov. 2010. <<http://www.obriendesignstudio.com/>>.

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Koolhaas, Rem, Jens Hommert, and Michael Kubo. *Prada*. Milano: Fondazione Prada, 2001. Print.

Moneo, Rafael. "'On Typology'" *Cambridge: The MIT Press (Summer 1978): 22-45*. Print.

Murnick, Carolyn. "Prada - - Soho - New York Store & Shopping Guide." *New York Magazine -- NYC Guide to Restaurants, Fashion, Nightlife, Shopping, Politics, Movies*. Web. 28 Nov. 2010. <<http://nymag.com/listings/stores/prada09/>>.

"Official Site of Korea Tourism Org.: Traditional Markets." *Korea Tourism Organization*. Web. 3 Sept. 2010. <http://english.visitkorea.or.kr/enu/SH/SH_EN_7_1_6.jsp>.

Potvin, John. *The Places and Spaces of Fashion, 1800-2007*. New York, NY: Routledge, 2009. Print.

"Prada Flagship Store New York by Rem Koolhaas (OMA)." Galinsky. Web. 28 Nov. 2010. <<http://www.galinsky.com/buildings/prada/index.htm>>.

Quinn, Bradley. *The Fashion of Architecture*. Oxford, UK: Berg, 2003. Print.

"Shop and Stroll at Cheonggye Stream." Web. 15 Sept. 2010. <http://www.koreatimes.co.kr/www/news/art/2008/04/203_2648.html>.

"The Bulldozer Triumphant." *Gusts Of Popular Feeling*. Web. 10 Oct. 2010. <<http://populargusts.blogspot.com/2007/12/bulldozer-triumphant.html>>.

Web. 2 Sept. 2010. <<http://www.pyounghwa.com/company/com.php>>.