

# PRESS INFORMATION

# HYUNDAI MOTORSTUDIO GOYANG

## Project description

Hyundai's "Modern Premium" strategy – the concern's definition of quality encompassing technology, functionality, design, comfort and sustainability – formed the basis for an invited architectural competition to find a correspondingly comprehensive design concept, which could be simultaneously applied to all of Hyundai's spatially very diverse locations.

DMAA's competition entry addressed all key aspects of "Modern Premium" and formulated these as titles, hypotheses and arguments. The central themes and content of the winning concept were subsequently incorporated into the extensive "Global Dealership Space Identity" (GDSI) Manual, which presents both the basic design idea for Hyundai's dealerships and the flexibility with which it can be implemented in detail. Hyundai showrooms worldwide have been adapted or newly built according to these guidelines since 2014.

The new Hyundai Motorstudio Goyang in Seoul has also been realised in line with the GDSI system. The concept of the building applies the Manual's modular principle with concisely defined characteristic elements: Landscape, Vertical Green and Shaped Sky. These three design elements dominate the space of the Motor Studio without interfering with the panoramic view into the vast spatial unit, which is defined by simple and clear structure of openness and transparency, where automobiles are presented from different perspectives – similar to an urban or natural landscape, where visitors can wander freely.

The uniqueness of the building – and at the same time the main challenge of its design – lies in its ambition to unite a multitude of functions – Sales, Brand Center, Automotive Theme Park, Offices and Services – in one structure. These functions are positioned in horizontal areas, one above the other, and are connected through the vertical design elements. The aim was to create a complete and integral experience of the brand Hyundai for the customers and to let them fully enjoy the high quality of service offered by the company. Symbolically, the experience represents a journey everyone has imagined but never took, into a space, which stimulates one's imagination – a journey of a car, a journey to a car.

Categorie  
CulturalAddress  
Seoul (Goyang)  
South KoreaCompetition  
2011 [1. prize]Start of planning  
2012Start of construction  
05/2013Completion  
02/2017Gross surface area  
63.860 m<sup>2</sup>Site area  
16.719 m<sup>2</sup>Built-up area  
9.266 m<sup>2</sup>Height  
49,4 mNumber of levels  
14Number of basements  
5Managing Partner  
Martin JosstProject manager  
Sebastian BrunkeProject team  
Michael Lohmann  
Diogo Teixeira  
Christian Schrepfer  
Gerhard Gölles  
Win Man  
Christian Groß  
Florian Schafschetzy  
Bogdan Hambasan  
Toni Nachev

## CONSULTANTS

Construction management  
Hyundai Architects & Engineers AssociatesProject controlling  
Hyundai Architects & Engineers AssociatesGeneral contractor  
Hyundai Engineering & ConstructionExecutive planning  
DMP / Hyundai Architects & Engineers AssociatesStructural Engineering  
Bollinger + Grohmann  
Ingenieure / DongyangFaçade  
Bollinger + Grohmann  
Ingenieure / The Summit  
FaçadeExhibition planner  
Atelier Brückner/ GLLighting design  
Speirs + Major/ BitzroLandscape  
Topotek 1/ Landscape  
Workshop SAILEnergy design  
Energy Design Cody/ EANHVAC  
HIMECElectrical installation  
HITECFire Controlling  
NAMDOExhibition controlling  
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