Interior Design: 1st Place
A Place Where Technology and Tradition Meet
Ji Young Cho, University of Missouri Columbia

This is a project to renovate the main conference room of the National Assembly of South Korea in Seoul. The main concept of this project can be described as “creating a unique space where the new technology and traditional aesthetics meet.”

The request from the Korean Assembly was to make a conference room with up-to-date equipment that would show simultaneously Korea’s advanced information technology and the country’s traditional sense of beauty. Therefore, the most significant issue for the designer was to interpret and express traditional aesthetics harmonized with technology. At the same time, it was important to symbolize the essential meaning of the Korean Assembly through a physical environment. The design solution symbolizes the space as a venue for making national decisions and to create a form inspired by one of the strongest traditional inventions of their predecessors: the first Korean sundial (Ang-bu-il-gu, 1434, by Young-sil Jang), the first exactly measured Korean map (Dae-dong-yeo-yo-do, 1861, by Jeong-ho Kim), and the first Korean map of the stars (Cheon-sang-yeo-chu-bun-ya-ji-do, 1595, by Kun Kwen).

The first Korean sundial was chosen as an inspiration for symbolizing the space.

The first sundial (Ang-bu-il-gu), which informs people of the time and the date, is interpreted as coinciding with the Korean Assembly in terms of showing the direction of its present and its future. Moreover, it manifests the succeeding spirits of scientific challenge and inventions, from the sundial to Korea’s top information technology industry. The sundial is represented in the ceiling with the decoration of the Korean native characters (Han-min-jung-jeem) in frosted glass and light metal.

The traditional atmosphere also is expressed in the use of color and pattern. The traditional five colors are yellow, blue, white, red, and black, and each one has its own meaning: yellow (center of the universe), blue (power of the whole creation), white (truth), red (passion), and black (wisdom). Beyond these meanings, the five colors represent the coexistence of the whole creation in one space as well as expressing the spirit of harmony of the diversity. The five basic colors were used in the fabric panels of the main walls, which are good for absorbing noise.
Korean paper was designed to be used on the front wall because it is durable and retains warmth; it is still popular for use in modern houses in Korea instead of glass windows. Also, the inlaid wood decoration on the front wall has traditional lattice patterns that function as a cover for speakers and lighting fixtures. Furniture design focused on flexibility for both computer use and diverse discussion, and it was designed to be able to raise and lower the computer monitor on the desk.

Even though all the ideas could not be realized, and due to the duration of the construction period and the budget, only the furniture was built, this project has a valuable meaning that reminds us of the importance of harmonizing the traditional aesthetics of Korea with modern digital technology.

Figure 2: Initial Sketch
PROFESSIONAL WORKS

Government Office & Public - Seoul City Hall Main Conference Room Renovation (2000)

Project Summary
Client: Seoul City
Program: Conference Room renovation
Location: Seoul, Korea
My Assignment: Interior concept design, design development, drawing and presenting construction document

This was a renovation project for the conference hall in the Seoul City Hall. My design proposal was selected as the 1st winner in the national competition for Seoul City Hall renovation. The client asked me to turn the conference room, that had a very low quality in soundproof and acoustic systems and lighting system, into a high-tech, fully featured environment adequate for national conferences, presentations, administration examinations and even dining parties. At the same time, the building was asked to accommodate all the needs for network communication in the digital age.

I researched the history of the hall, and found that it was built in 1920 by the Japanese occupants who showed a disregard for traditional Korean architecture with the neo-classical style. I came to the conclusion that "contrast within the frame of preservation" is the angle from which to pursue this renovation project. Leaving the structural elements of the architecture (molding, column, etc.), I sought to design the elements that cast a sense of future with simple language using powerful images. As a result, I designed a large lighting structure in the shape of a pendant using glasses. Through this project, I had many serious discussions with professors and historians about "preservation versus replacement", and learned much about carving new meaning into the structure while leaving the current historical elements.

The early plan was to replace the wall that stands between the hall and the hallway with a glass that represents the transparency of the city government, but it was rejected for the sake of security.
PROFESSIONAL WORKS


Project Summary
Client: Seocho district office
Program: Room for preschoolers, room for children, etc.
Location: Seoul, Korea
My Assignment: Architecture & interior & furniture & signage concept design, design development, presentation, directed through completion of construction

Seocho district office asked me to renovate an old police station into a children’s library after seeing my design of the Gyeongbuk Public Library of Information & Science. The original building was an old small three-story building, and I decided to change the exterior of the building totally in order to attract children and neighborhoods.

However, in order to build the most effective design within the given budget, I decided not to replace all the existing structure. Instead, I applied thin punching metal covering on the exterior surface of the building to give the building a completely new look and to ensure unobstructed views from the inside. The punching metal was placed diagonally in irregular positions, and a big circular ring was placed on it to catch children’s attention.

As a circle does not have pointed corners as do rectangles or triangles, the ring stands for many meanings: for example the cute toy turning a hoop in the 1988 Seoul Olympic Games, hope, harmony, and equality. The theme of equality represents the character of the public tasks the library shall host. Our company received a honorary award from the head of the ward for this project.
PROFESSIONAL WORKS


Project Summary

Client: Gwacheon City
Program: Lobby, family room, room for children, etc.
Location: Gwacheon, Korea
My Assignment: Interior & furniture & signage concept design and design development documentation, presentation, directed through completion of construction

This project was designing interior space for a new public library in Gwacheon, a suburban city near Seoul. An architectural firm "K-Gong" was responsible for architecture design, while I was responsible for the interior design, customized furniture design and signage design. I wanted the library to be a place for people of all ages, especially for children, parents, the elderly and the disabled. I participated in active discussions with architects, the director of the library, and citizens trying to co-build a better library in every aspect. Also, I researched the world's famous libraries, and analyzed them regarding lighting, furniture, usage of material, and signage design.

After opening, this library has been loved by many users with all ages due to the comfortable furniture, lighting, interior environment, architecture, landscape, and diverse service for users. I am delighted to see our efforts to build a public space with high aesthetic and functional qualities fit to the new technology finally came true. The project also provided me with valuable opportunities to work with excellent professionals. The construction company received an award from the Architectural Culture Competition in 2002.
Project Summary
Client: Sonangol Corp
Program: Lobby, restaurant, banquet, casino, room, etc.
Design Period: Dec. 2004 ~
Location: Angola
My Assignment: Interior concept design and design development

I have been working on the Sheraton Hotel, which was supposed to be built in a wealthy complex in Angola, Africa. An architectural firm "Space Group" was taking responsibility for the building design while our company was responsible for the interior design. Based on the concept of "Diamonds", our objective was to build classy, decorative and dazzling spaces, much like jewelry. To accomplish this, we employed glossy materials such as marble, glass, high-glossy patterned wood and paint, which stood in contrast with the matte carpets.

Project Summary
Client: Century 21 Golf Club
Program: Lobby, restaurant, sauna, shop, etc.
My Role: Facade & Interior & furniture, concept design and development, presentation documentation, directed through completion of construction

This project was building a golf club house with nine halls in addition to an already existing club house with 36 halls. I was responsible for the interior design and determining the colors and materials to be used for architecture. The motif from slanted roofs, much like the shape of mountains in the "Gang-Won" state in Korea, was applied to the walls. Simple materials and shapes were then used to emphasize the volume of the masses rather than decorations. We also used patterned wood and matte tiles as primary materials. In addition, custom-designed lighting fixtures enhanced the structural appeal of the slanted ceiling.
**Project Summary**

**Client:** Apre Corp

**Program:** Suite room, lounge

**Design & Construction Period:** May 2001-Oct. 2002

**Location:** Cheju, Korea

**My Assignment:** Interior design team supervision, design development, construction site supervision

Diana Simeon (Australia): Concept design and design development

Jiong Ang Design: design development and construction

The Hyatt Regency hotel is located in a very popular vacation island, the Cheju Island in Korea. The entire hotel underwent renovations in 2001, with design schemes by Diana Simeon, an Australian designer, and development of the schemes and construction by four major interior design firms. I took the lead for our company’s project, suite room design in the seventh, eighth and ninth executive floors. I was responsible for the design development in diverse kinds of suites and lounges. I took trips to the island every week and fell for its natural beauty. The main design concept was to let guests enjoy the rich natural environment of the island by attaching mirrors onto many parts of walls. I hoped that the reflections in the mirrors would fill the spaces with natural sunlight so that the view of the ocean would emerge out of the simple shapes.
PROFESSIONAL WORKS


Project Summary
Client: SK Telecom
Program: Space for younger (rest area, experience corner, etc.)
Location: Seoul/Taean/Pangyo, Korea
My Assignment: Architecture & Interior & Furniture & signage concept design, design development, documentation, presentation, directed through completion of construction

This project brought much success to SK Telecom, one of the leading tele-communication companies in Korea, when it began its cellular phone service for young people. It may not seem quite new nowadays, but the project produced a service that was considered cutting edge in 1999. I wandered for several days around the Myeong-Dong area looking for spatial elements that would appeal to the 18 to 23 year old generation. I still remember myself observing and interviewing teenagers and young adults to understand their habits of using mobile phones and preferred activities for their free time.

Cube Space: Six sides are made of mirror expressing expansion of space

Initial Facade Sketch

Floor Plan of TTL in Daegun

Top: Bottom right: TTL in Gangnam, Seoul
Bottom left: TTL in Gwacheon
Project Summary
Client: Samsung Cheil Textile Industries
Program: Fashion shop
Location: Seoul/South Korea

Project Team: Architecture design, design development, design team supervision

MISG (USA): Concept design and design development
Arting Ang Design: Design, development and construction

Bean Pole, one of the popular fashion brands under the Cheil Textile Industries, wanted to launch an ambitious, aggressive and updated marketing strategy through the establishment of the flagship store. While an American design firm MISG took the responsibility of producing the design plans, our company was responsible for the development of the design and the actual installment of the Myeong-Dong branch shop, the final flagship store the Bean Pole in Korea.

The client requested the original checker pattern of Bean Pole’s fabric to be naturally presented in the new space, so we developed different kinds of applications of checker pattern fit to the four types of clothing — menswear, women’s wear, kids’ wear and golf wear. After investigation of customer behaviors and a marketing analysis of Myeong-Dong branch’s new design, we designed and completed construction of other flagship stores such as the Elheo Women’s University branch, the Gang-Nam branch, the Tower Palace or the S ornament branch for the target customers and existing shape of the building.

Personally I prefer the store design of Tower Palace branch. This project motivated me to have interest in the relationship between brand identity and store design.
PROFESSIONAL WORKS


Project Summary
Client: Korea Telecom
Program: Mobile office service
Location: Seoul, Korea
My Role: Interior & furniture & signage design, design development and presentation

I worked on a project that required renovation of some parts of the ground floor of the Korea Telecom (KT) Laboratories. The goal of this project is to make a mockup, before they would actually launch the DNS, a new mobile office service, so that the clients could acquire feedback and responses from users. DNS that stands for “Digital Nomad Space” was a service for people who want to continue working while on the move to rent a workplace temporarily, in order to meet business partners, use laptops, use conference room, and have a rest. I defined and designed the space according to four keywords, “ubiquitous, usable, unique and urban,” based on the concept: “Four U (For You).” Overlapping circles, diagonal lines and free curves were used to generate a balance between tension and relaxation in addition to the harmony between technology and the natural environment.

PROFESSIONAL WORKS


Project Summary
Client: Kunpo Municipal Corporation
Program: Roof garden, exhibition hall, rest area, etc.
Location: Kunpo, Korea
My Assignment: Landscape (roof garden) Interior & exhibition concept design, design development, drawing, presentation and presenting construction document

This project is a space and astronomy museum in Kunpo, Korea. Kunpo Municipal Corporation wanted to have a small museum to provide a cultural space for the public as well as boost the municipal’s industry by attracting visitors. This museum consists of three areas: a space exploratory area, a broadcasting exploratory area, and an astrophysical observatory in the roof-top garden. Basically it was designed for children’s exploration and experience, but the museum still attracts many adults because people can enjoy looking at the stars at night in the center of the city.
Project Summary

Client: Samsung Everland & Naver
Program: PC game contest room
Location: Min. Yongin, Korea

My assignment: Architecture & Interior & furniture & signage concept design, design development, documentation, presentation, directed through completion of construction

Naver plaza, located in the Samsung Everland complex, was designed to hold a large-sized computer game contest and its broadcasting. The design concept was to create an atmosphere reminding of spacecraft as well as a safari in Africa, where people can explore wild natural environment.

I kept the existing building structure that overlooks the whole first floor from the second floor and designed the game contest to be held in the middle of the first floor by providing a big circular stage. The circular stage was made of luminous materials so as to give an extensive feeling like the “sword of Jedi Knights” from the movie of Star Wars. A stage relay broadcast was established on the second floor to overlook the whole game hall so as to comment on the game contest. A large-sized screen was established for the whole wall beside the stairs in order to show the game contest and to hold special events.

The circular stage is made of luminous materials.
PROFESSIONAL WORKS
Education Facility & Office - Samsung Everland Service Academy Renovation (1999-2000)

Project Summary
Client: Samsung Everland
Program: Lobby, rest area, lecture room, etc.
Location: Yongin, Korea
My Assignment: Interior concept design, design development, drawing, presentation and preparing construction documents

On a renovation project for a dedicated etiquette education, located within the Samsung Everland complex, I used pastel tone colors to create a warm and soft atmosphere to present the impression of hospitality. The instructors of the education center were more than pleased, and after renovation, this building was chosen for the set of a movie shoot, "A Day."

PROFESSIONAL WORKS
Education & Office - Korea Telecom Freestel's Metropolitan Customer Center (2001)

Project Summary
Client: Korea Telecom Freestel
Program: Lobby, workplaces, restaurant, auditorium, etc.
Location: Seoul, Korea
My Assignment: Interior concept design, design development, drawing, presentation and preparing construction documents

Korea Telecom Freestel's (KTF) Metropolitan Customer Center was produced after the merger of two leading telecom companies (KTF and KTM). The customer center needed to establish a new brand image that incorporates the two companies' existing brand images.

Considering the unique qualities of a telecommunications service, I analyzed the images of speed, accuracy and high-tech capabilities, and installed walls that gave off an image of tight moving fast into a certain direction. Lights were installed among the non-reflective dark color tiles for a more dominant lighting effect. The primary colors of KTF and KTM—orange and green—were used in the workspace of the customer center, in order to create lively and warm environment. This project was probably the fastest project I have completed because it took only three months—from the start of the design to the completing construction.
Creative Endeavor and Practice Publications


"Seoul City Hall Main Conference Room" & "Naver Plaza," Interior Architecture I (2001)


"Seoul City Hall Main Conference Room" & "KTF Customer Service Center," Plus (2001)

"Seoul City Hall Main Conference Room" & "KTF Customer Service Center," Space (2001)


Major Project List

PROFESSIONAL WORK EXPERIENCE

Senior Designer & Project Manager  
Designed and directed projects from conceptual design through completion of construction in Korea and overseas. Designs included existing building renovation, interior design, new building façade design, space planning, furniture design, and signage design. Presentation to client and leading teams for international or national design competitions. Mentoring internship designers.

Project Designer  

Designer  

Assistant Architect  

SELECTED DESIGN PROJECTS

Joong Ang Design  

Mummak Century 21 Golf Club House  
Mummak, Korea  
Assumed duties: Architecture (facade) & interior furniture design, design development, presentation, directed through completion of construction

Jun. 2005-Present  
Palace Hotel Renovation  
Guam  
Assumed duties: Design development and team supervision

PDI (USA): Concept design and design development

Sonicity Complex (Shopping Complex)  
Pusan, Korea  
Assumed duties: Interior & furniture & signage concept design and design development, documentation, presentation, directed through completion of construction

KT S-CAFE & DS (Digital Sound Space)  
Seoul, Korea  
Assumed duties: Interior & furniture & signage concept design, design development, documentation, presentation, directed through completion of construction

National Assembly Main Conference Hall Renovation: 1st winner in the national competition  
Seoul, Korea  
Assumed duties: National competition, selected as the 1st winner

Sheraton Hotel (5 Star Hotel)  
Angola  
Assumed duties: Interior concept design and design development

Samsung Everland Kids’ Play Land  
Yongin, Korea  
Assumed duties: Interior & furniture design and development

Sobeo Children’s Library Renovation  
Seoul, Korea  
Assumed duties: Architecture & interior & furniture & signage concept design and development, presentation, directed through completion of construction

Sep. 2004-Dec. 2004  
Totook (Hotel Shopping Complex)  
Seoul, Korea  
Assumed duties: Interior & furniture & signage concept design, design development, documentation, presentation, directed through completion of construction

May 2004-Sep. 2004  
Samsung SSD Vip Zone Renovation  
Chunan, Korea  
Assumed duties: Interior & furniture & signage concept design, design development, presentation, directed through completion of construction

Mar. 2003-Sep. 2004  
Bean Pole Flagship Store: Myeong Dong, Kangnam, Tower Palace  
Seoul, Korea  
Assumed duties: Architecture design, design development, design team supervision

Joong Ang Design  

Gwacheon Public Library of Information & Science  
wacbeon, Korea  
Assumed duties: Interior & furniture & signage concept design and design development, documentation, presentation, directed through completion of construction

Samsung Everland Naver Plaza Renovation  
Yongin, Korea  
Assumed duties: Architecture & interior & furniture & signage concept design, design development, documentation, presentation, directed through completion of construction

Seoul City Hall main Conference Room Renovation: 1st winner in the national competition  
Seoul, Korea  
Assumed duties: National competition, selected as the 1st winner

Samsung Electronics Semiconductor Millenium Project  
Kihung, Korea  
Assumed duties: Concept design, design development, drawing and presenting construction document

Samsung Everland Service Academy Renovation  
Yongin, Korea  
Assumed duties: Architecture & interior & furniture & signage concept design, design development, documentation, presentation, directed through completion of construction

SK Telecom TTL ZONE  
Seoul/Taejon/Kwangju, Korea  
Assumed duties: Architecture & interior & furniture & signage concept design, design development, documentation, presentation, directed through completion of construction

KT&G Building Vip Zone, Restaurant & Exhibition Hall  
Seoul, Korea  
Assumed duties: Interior & furniture & signage concept design, design development, documentation, presentation, directed through completion of construction

Joong Ang Design  

Samsung Automobile Exhibition Hall  
Suwon, Korea  
Assumed duties: Concept design and design development

Assumed duties: Design development and construction drawing, construction document

Ji Young Cho