

MIGRATION OF ATMOSPHERE



Prologue

KAWS



'Companion' and KAWS(Brian Donnelly)



KAWS X Several Characters



KAWS? or Simpsons?



Prologue

KAWS X ROTTERDAM



Introduction

Research

Design Brief

Concept

Implementation

Conclusion

INDEX



Introduction

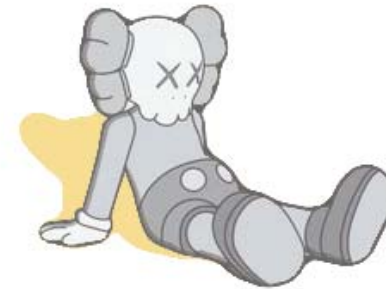
Research

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MIGRATION IDEA



MIGRATION IDEA

Migration

involves the movement of people from one place to another with intentions of settling, permanently or temporarily, at a new location.



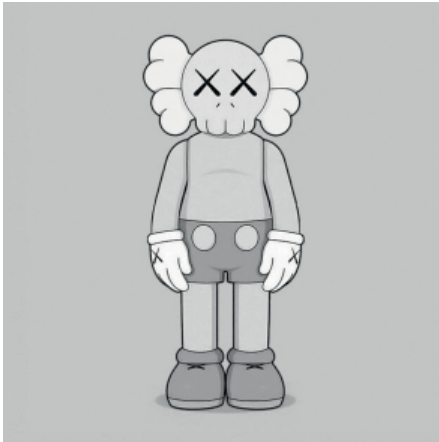
MIGRATION IDEA

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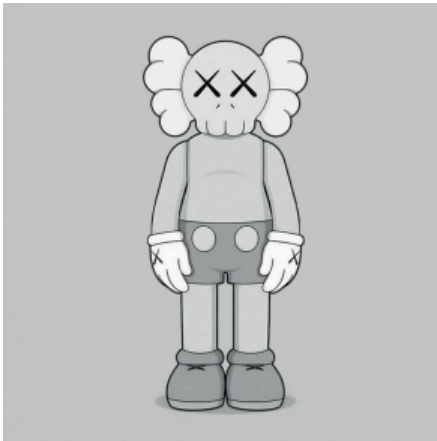
METAPHOR



'Companion(1999)' by KAWS



METAPHOR



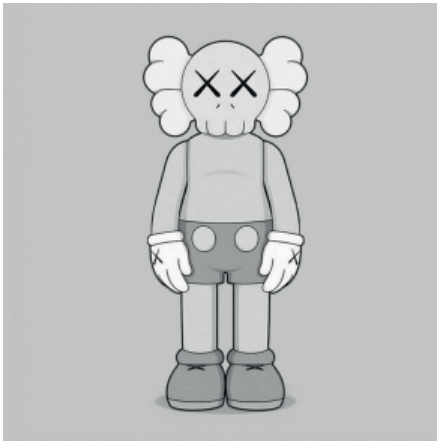
'Companion(1999)' by KAWS



'Companion(1999)' in 'The Simpsons(1989)'



METAPHOR



'Companion(1999)' by KAWS



'Companion(1999)' in 'The Simpsons(1989)'



'The Simpsons(2004)'



Introduction

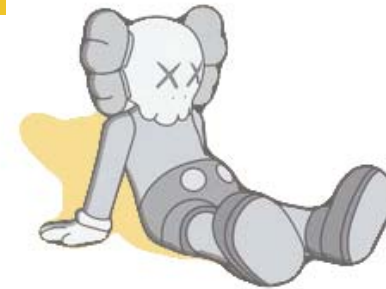
Research

Design Brief

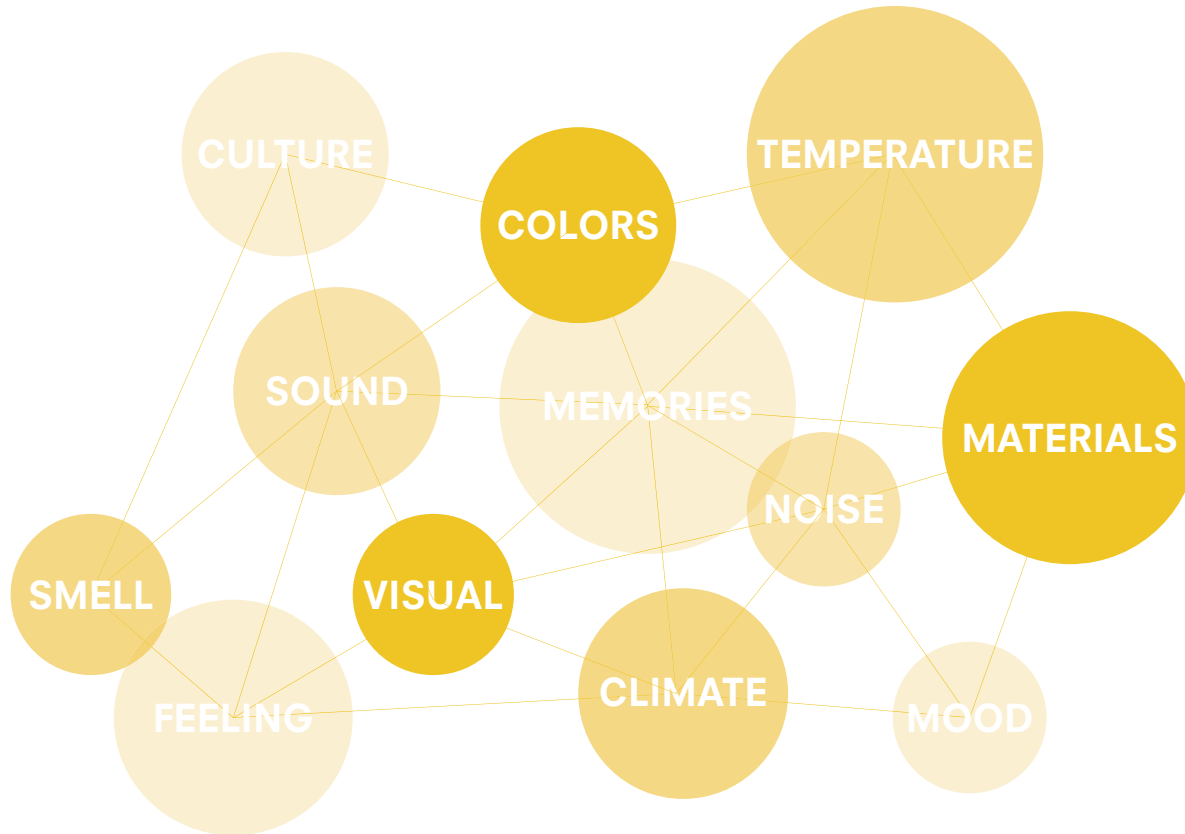
Concept

Implementation

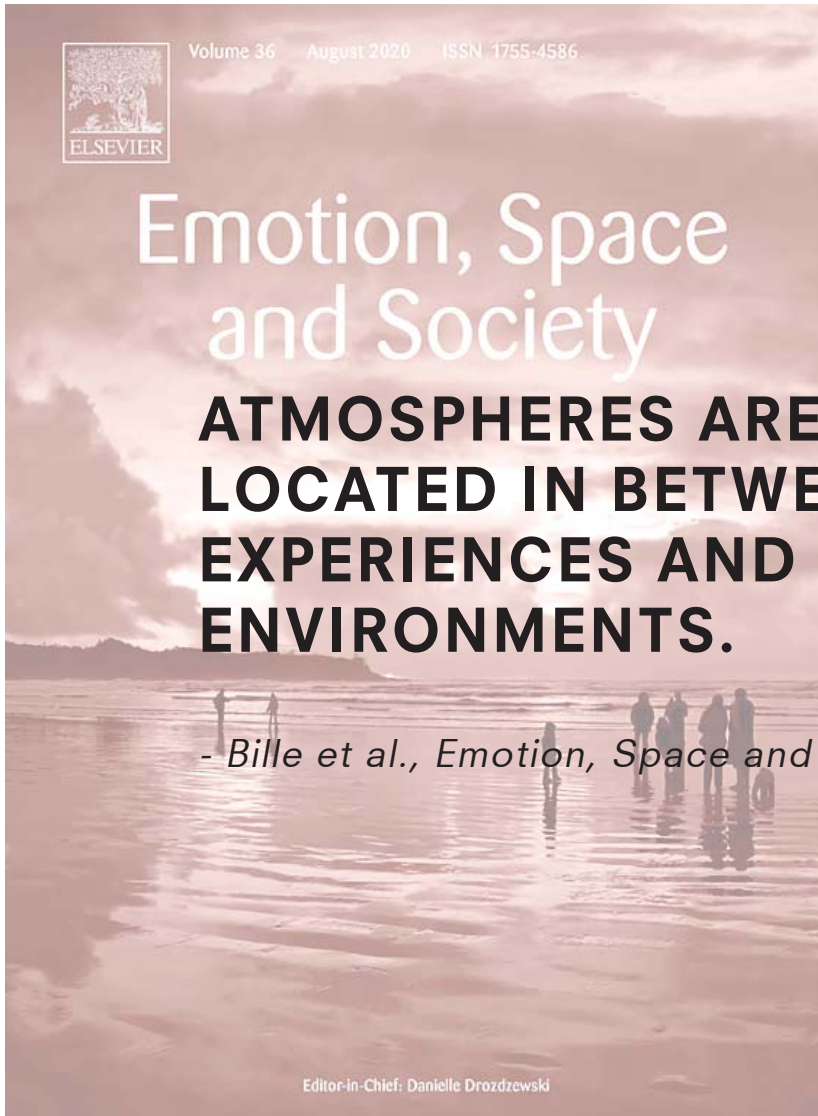
Conclusion



ELEMENTS OF ATMOSPHERE



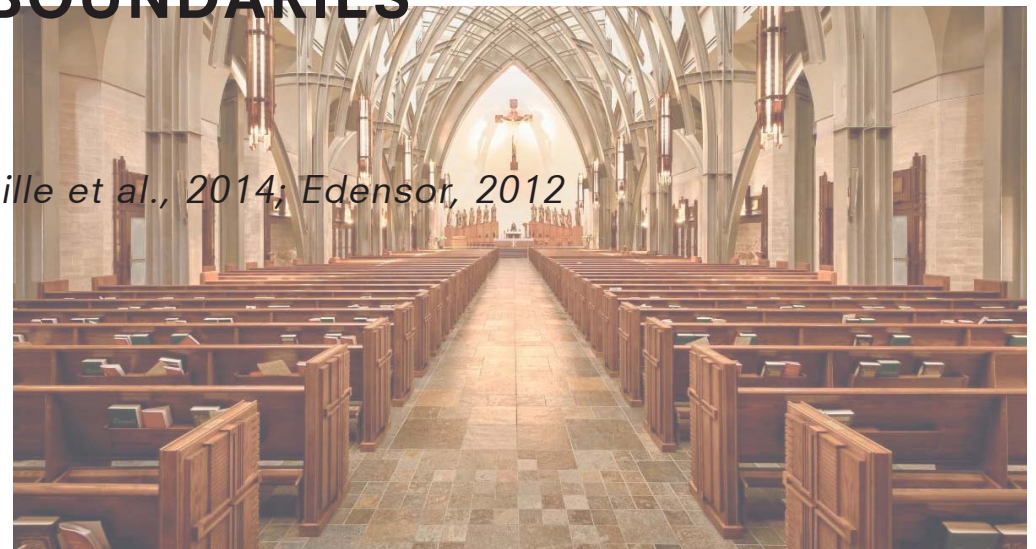
WHAT IS ATMOSPHERE



ATMOSPHERE IN A REAL SPACE



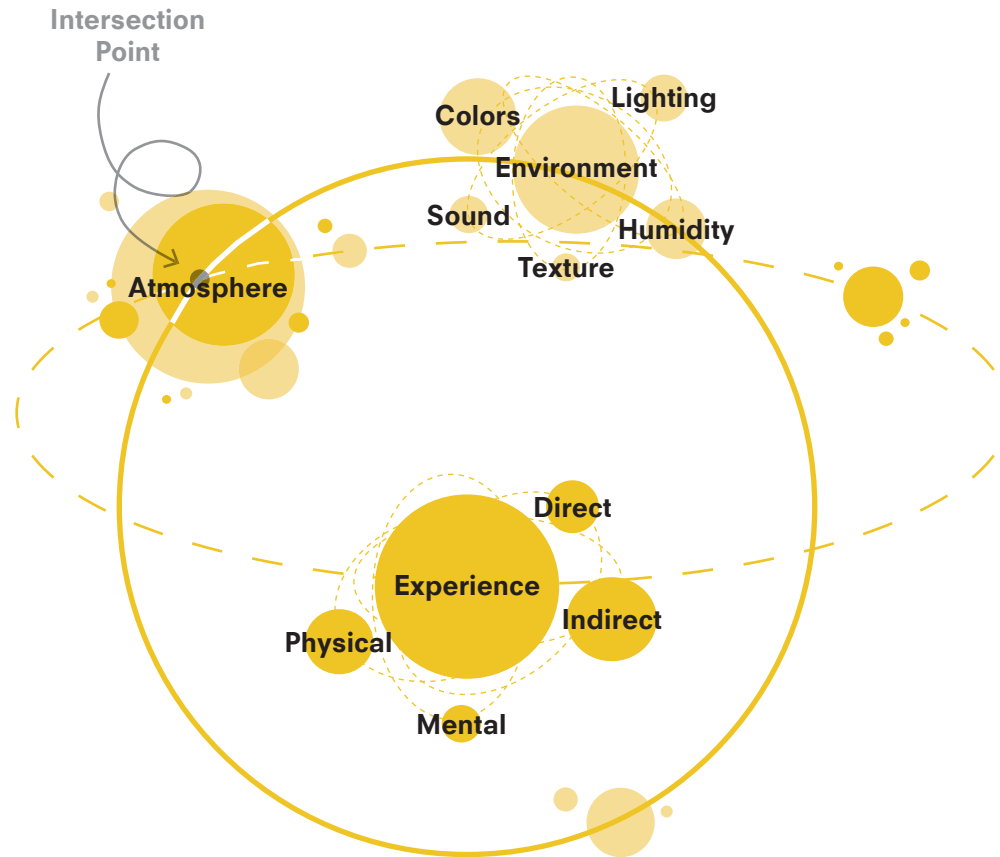
**ATMOSPHERES ARE PHENOMENA
THAT BLUR THE BOUNDARIES
BETWEEN THEM.**



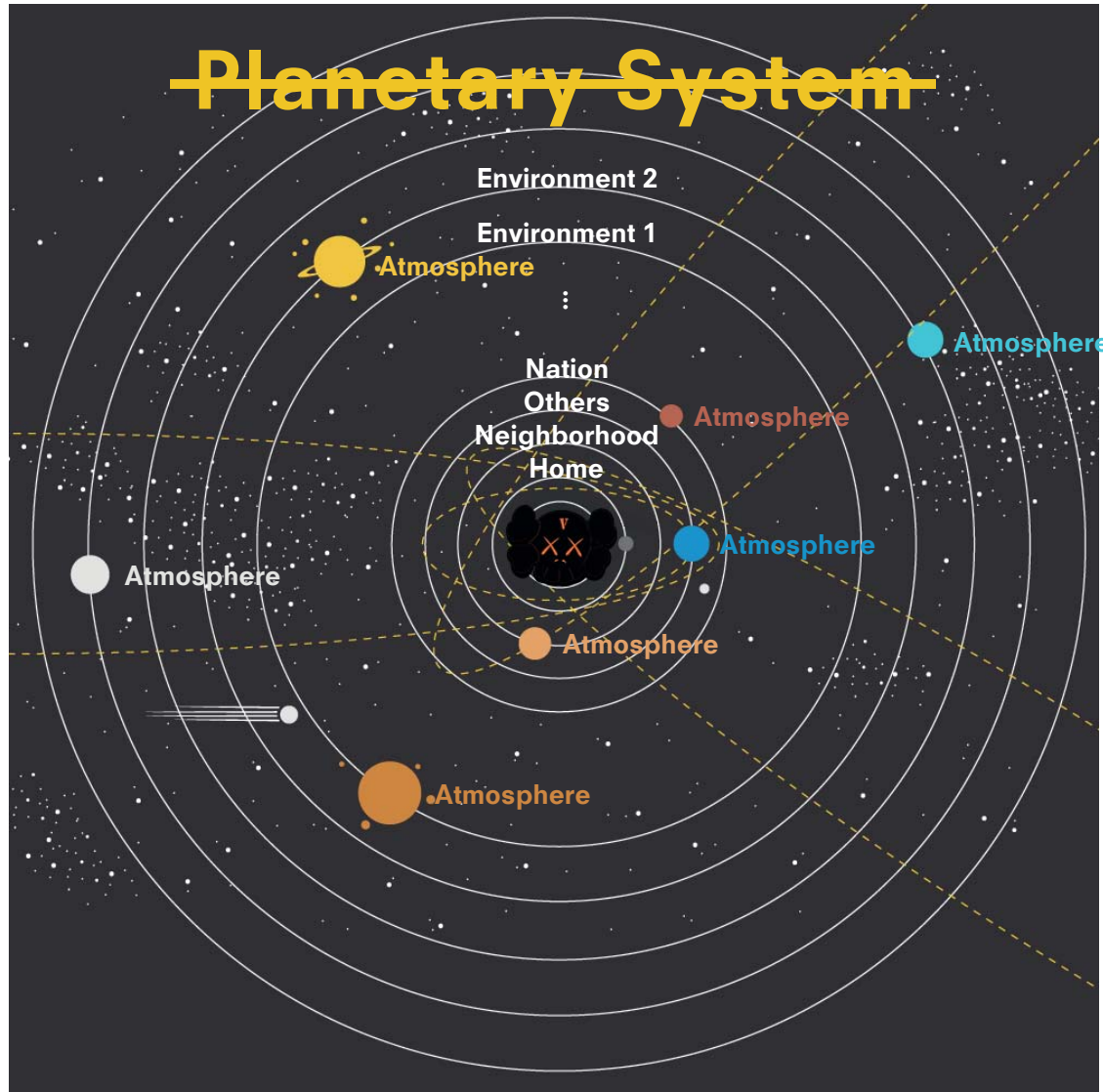
- Bille et al., 2014; Edensor, 2012



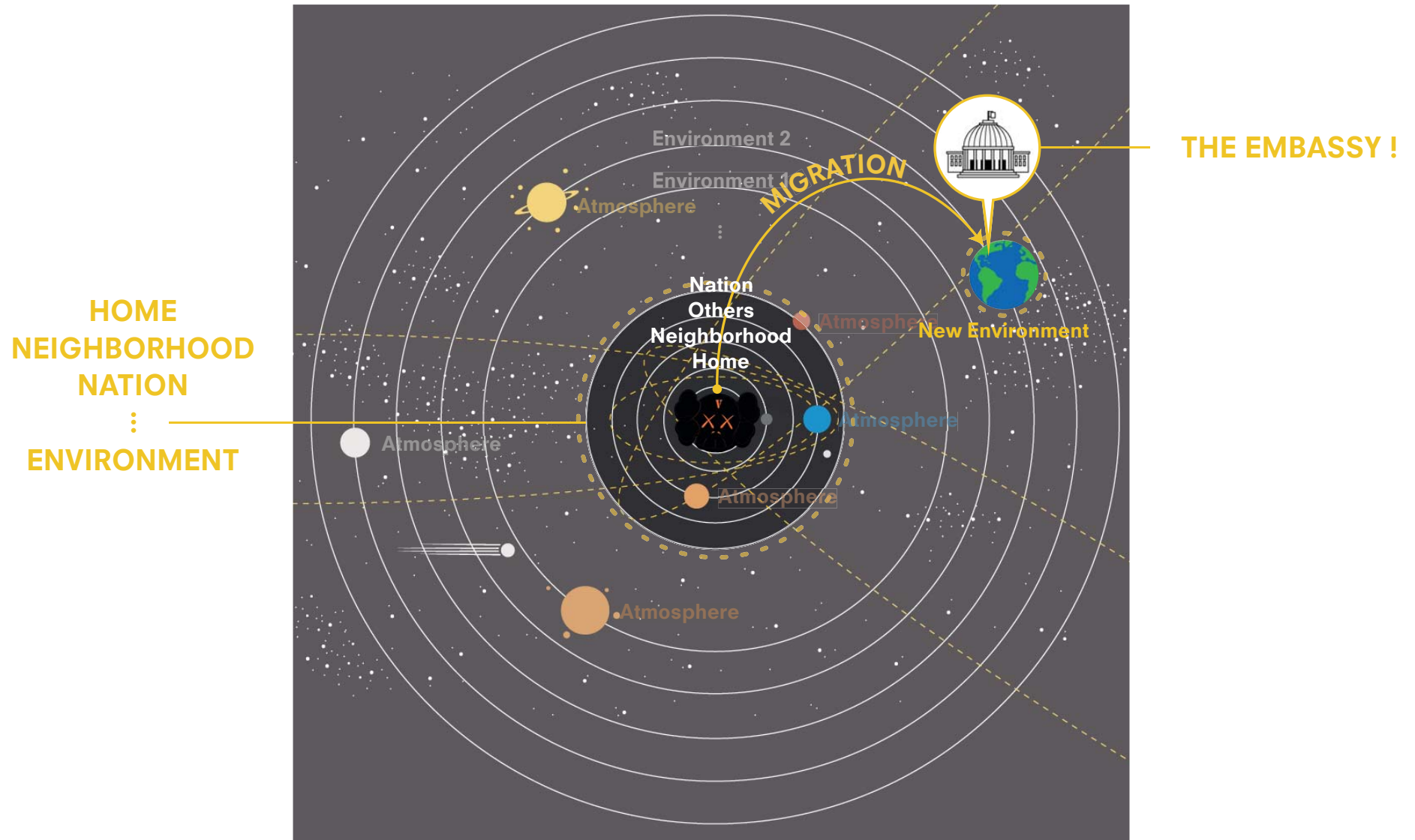
ATMO'SPHERE'



MIGRATION OF ATMOSPHERE'

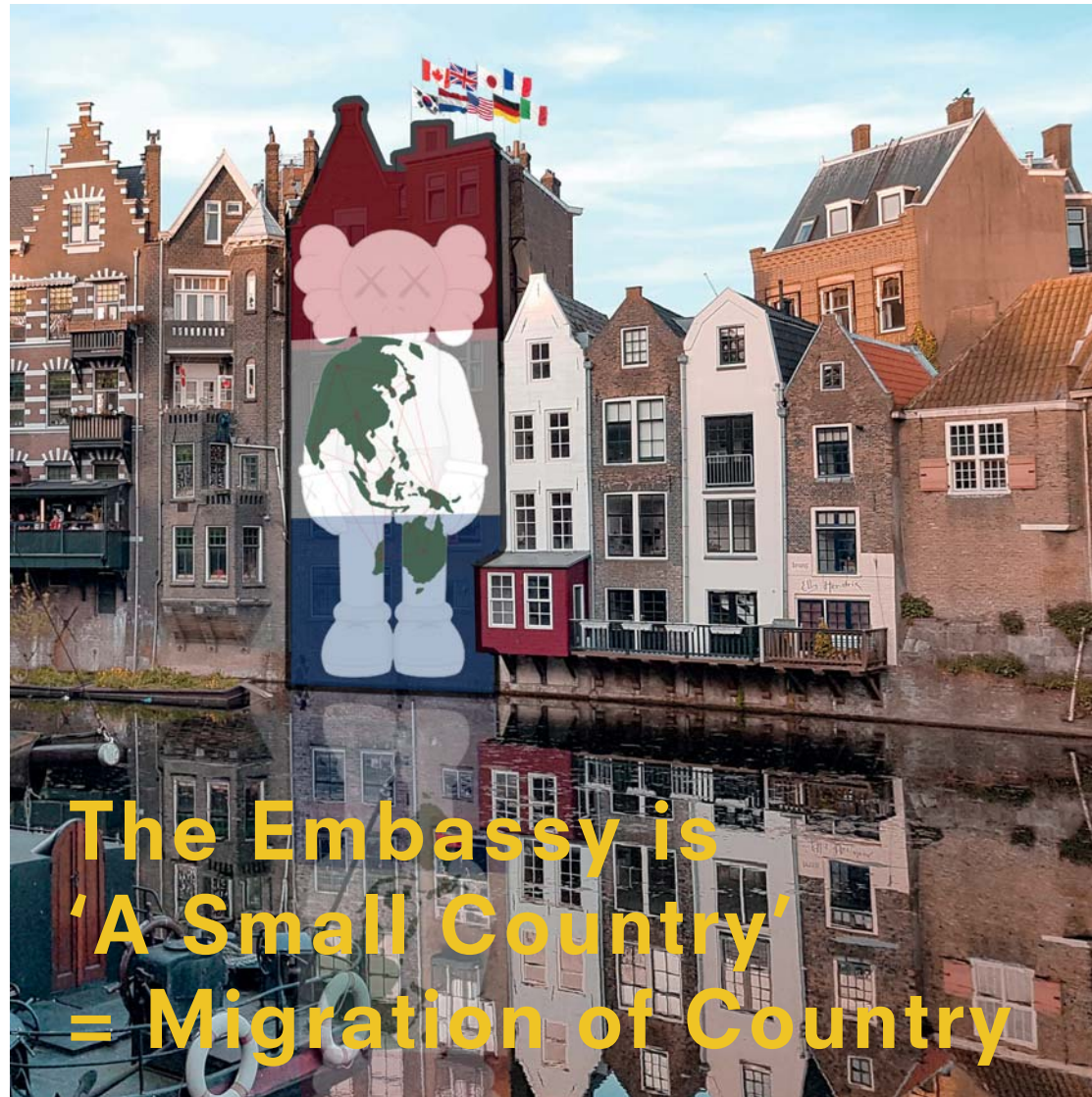


RELATIONSHIP TO THE PROGRAM



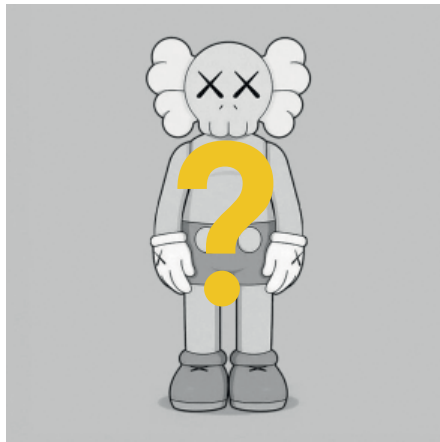
Research

EMBASSY



RESEARCH QUESTION

How can such elements that determine the atmosphere of the space be applied to the real space to derive the natural atmosphere of the space?



PROGRAM



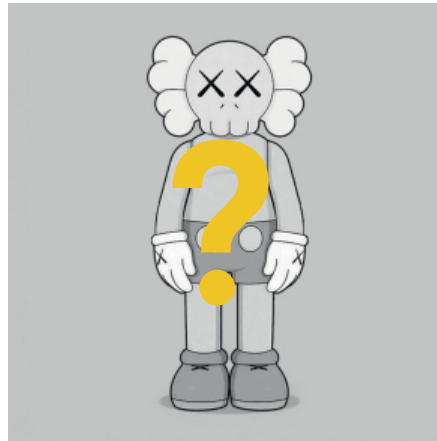
LOCATION



APPLICATION

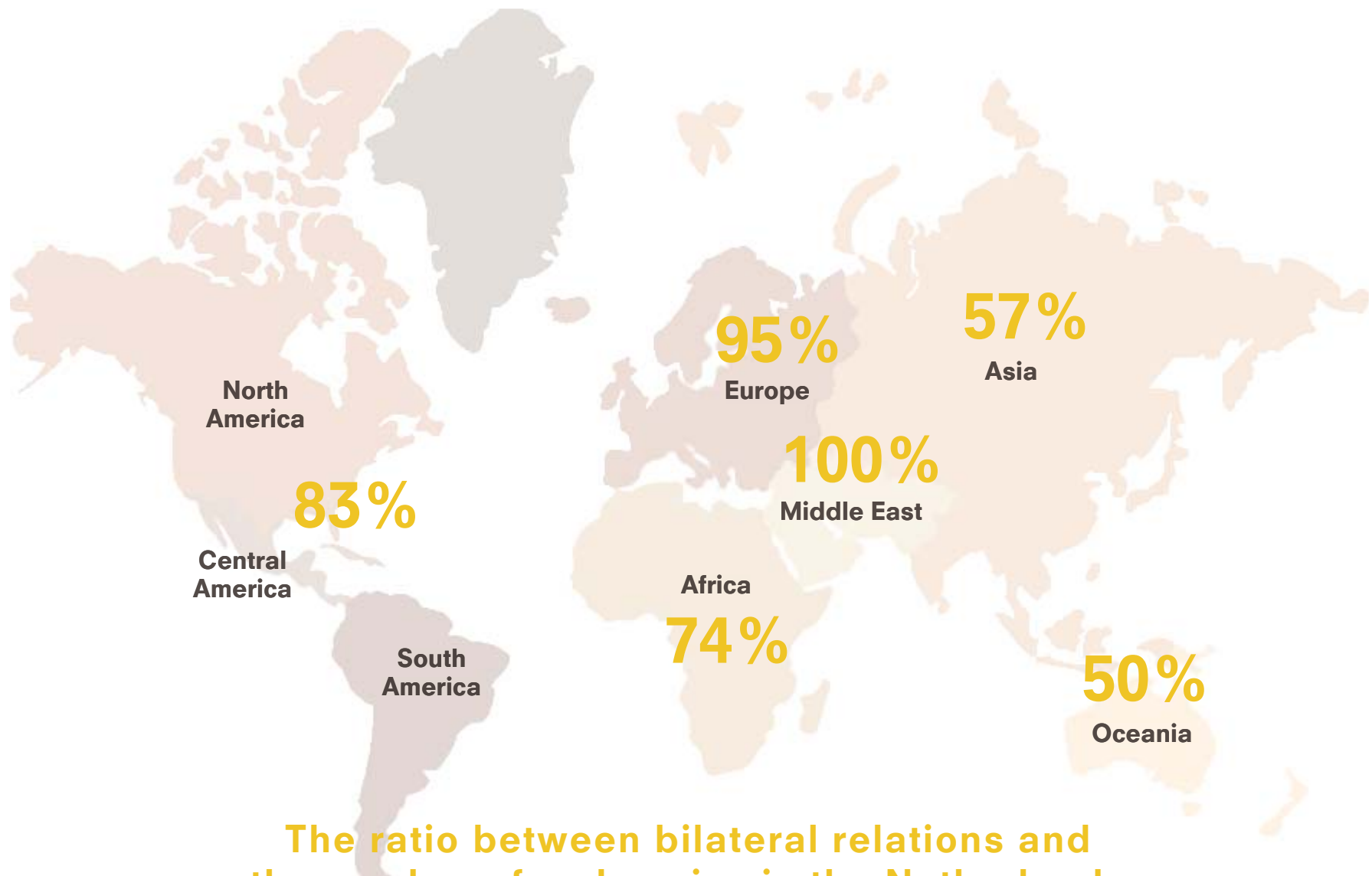
Research

FIND 'KAWS'!



PROGRAM

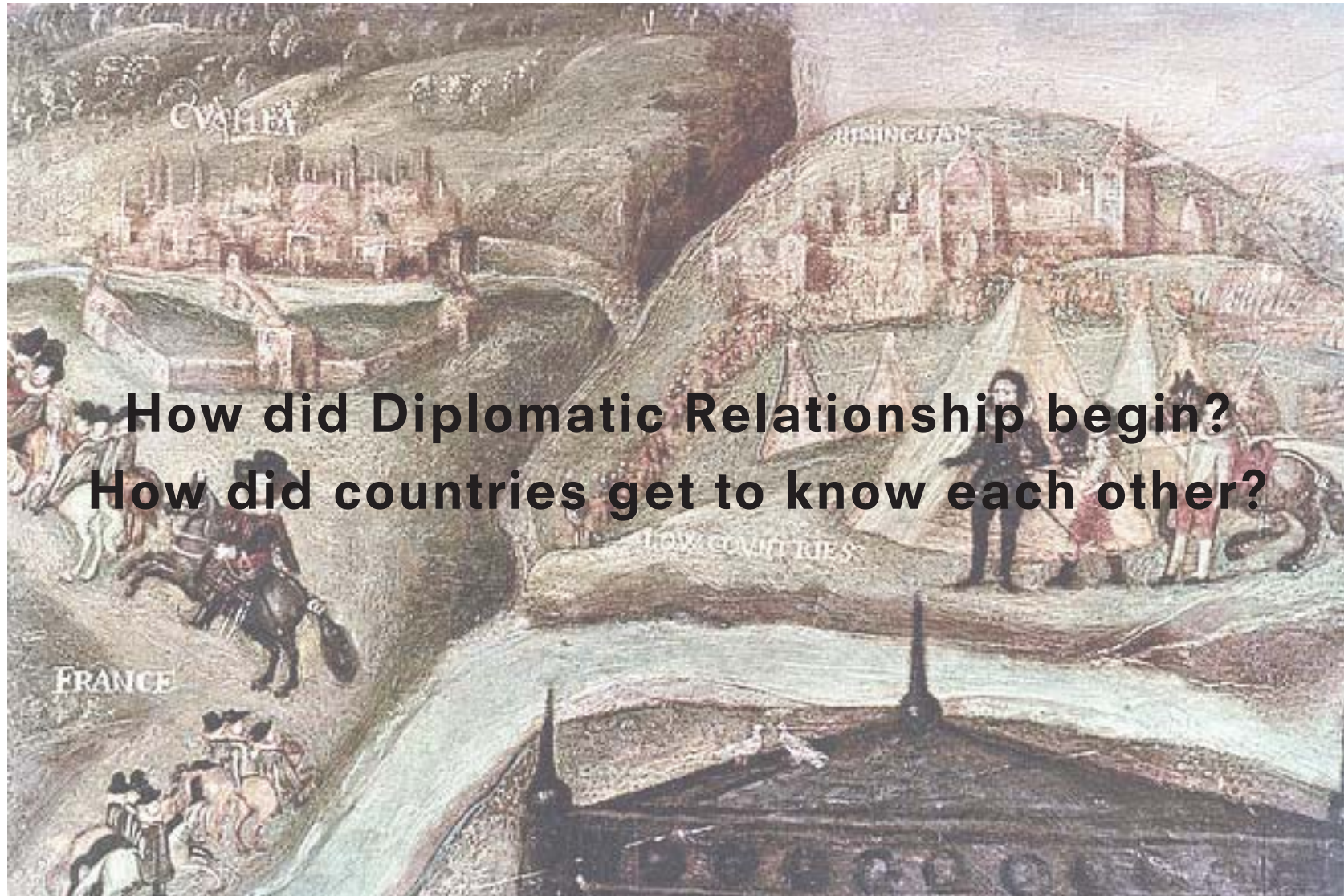
THE PERCENTAGE OF DIPLOMATIC RELATIONS



The ratio between bilateral relations and the number of embassies in the Netherlands



HISTORY OF DIPLOMACY



THE PILGRIM FATHERS



Research

THE PILGRIM FATHERS



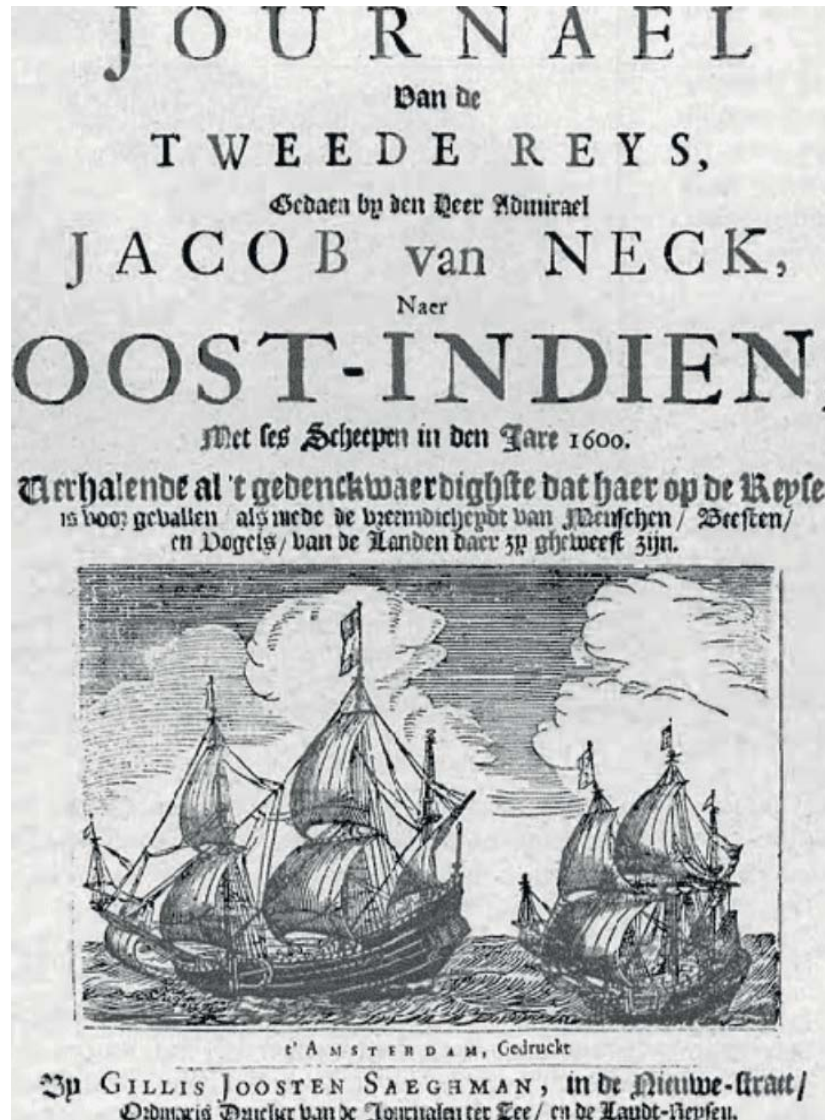
Image Source: *Landing of the Pilgrims*, Cornè 1805



ANOTHER DISCOVERY



HAMEL'S JOURNAL IN DUTCH AND KOREAN



1653년 스페르메르호의 좌초로 제주도에 도착하게 된 헨드릭 하멜과 그 일행은 그후 13년간 조선에 머무르다 1666년 조선을 탈출해 네덜란드 본국에 돌아갔다. 하멜은 경위를 보고하기 위해 일지와 조선 왕국의 정보를 정리에 제출하였다. 이것이 바로 '하멜포류기'인데, 이는 17세기 유럽에서 발견된 최초의 신의실 있는 한국 관련 자료였으며, 이후 전 유럽에 코리아에 대한 관심을 폭발적으로 일으킨 책이 된다.

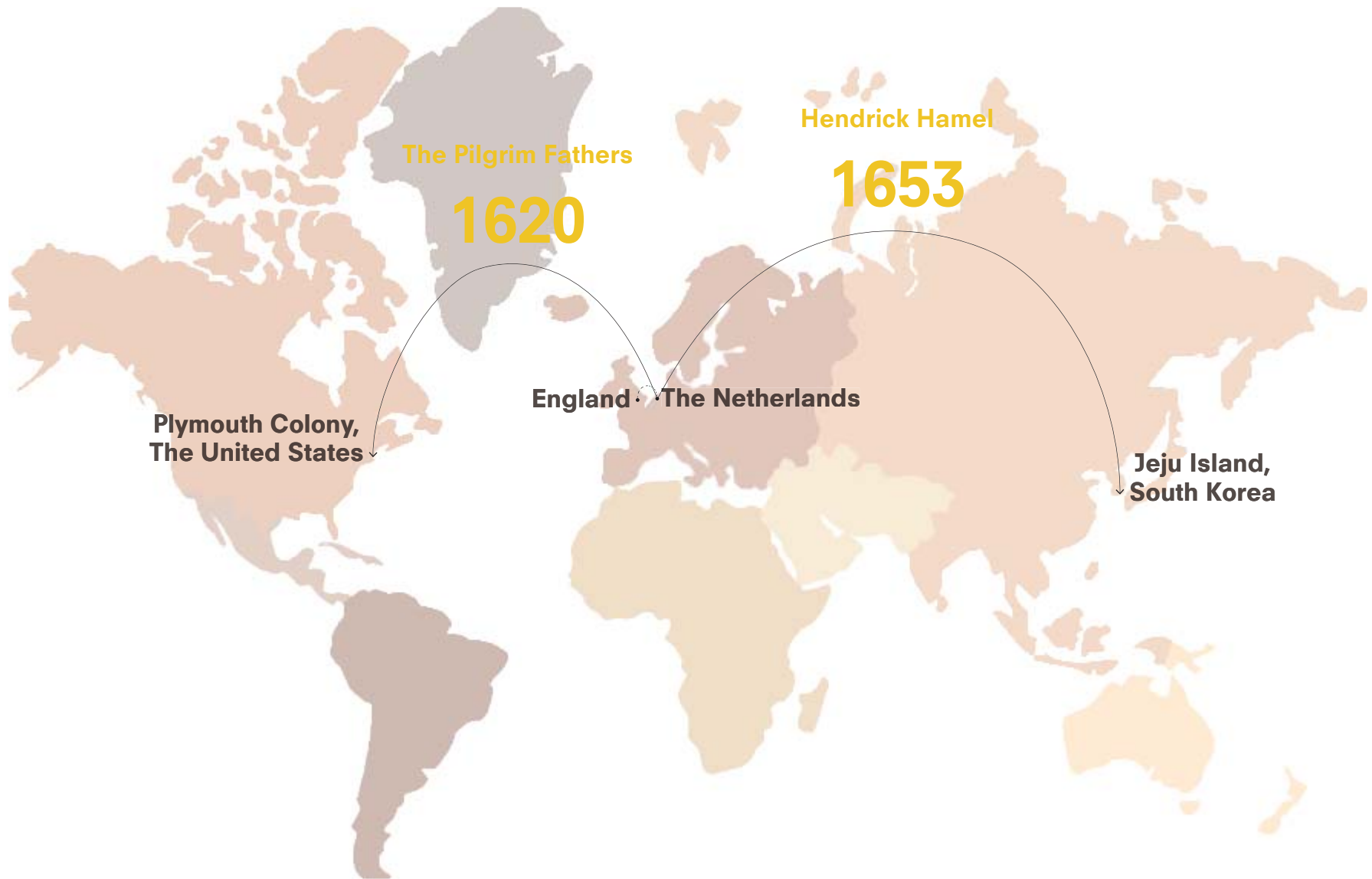
전 유럽에 '코리아 열풍'을 일으킨 바로 그 책!
350년 전 하멜에 의해 쓰여진 한국학의 고전

2004년
경기도 교육청
독서경시대회
지정도서

웅진 지식하우스



THE FIRST LINK BETWEEN TWO COUNTRIES



SOUTH KOREAN EMBASSY



Research

WHERE IS 'SIMPSONS'?

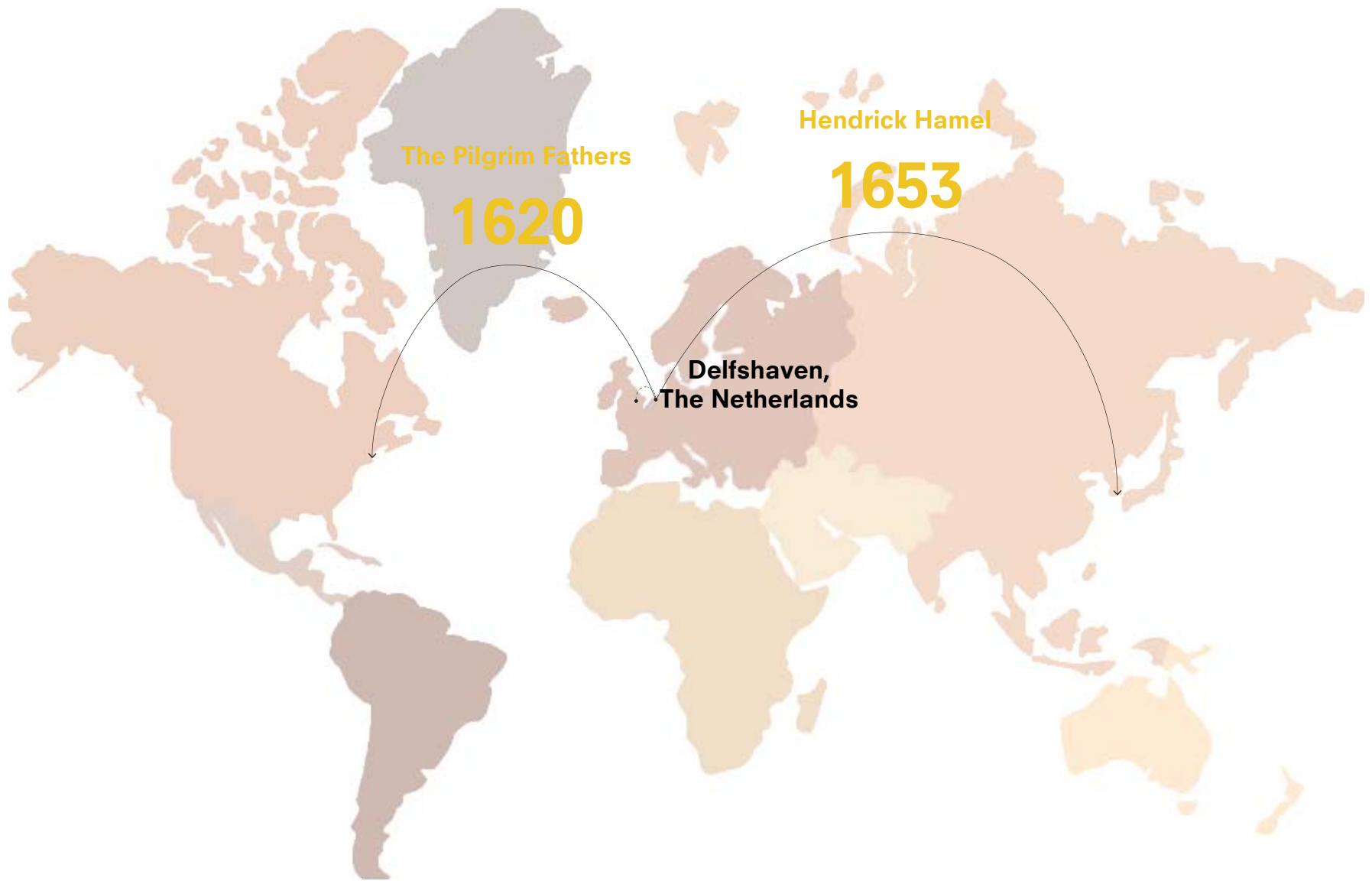


LOCATION



Research

DELFSHAVEN



MEANINGFUL AREA



The Port of the City of Delft



Well - Preserved Area



The Pilgrim Fathers

**Atmosphere of
the Netherlands**

**Starting Point of
Migration**

POTENTIAL PLOTS



WESTERN ARCHIPELAGO STRATEGY



ROTTERDAM AND BUSAN (SOUTH KOREA)

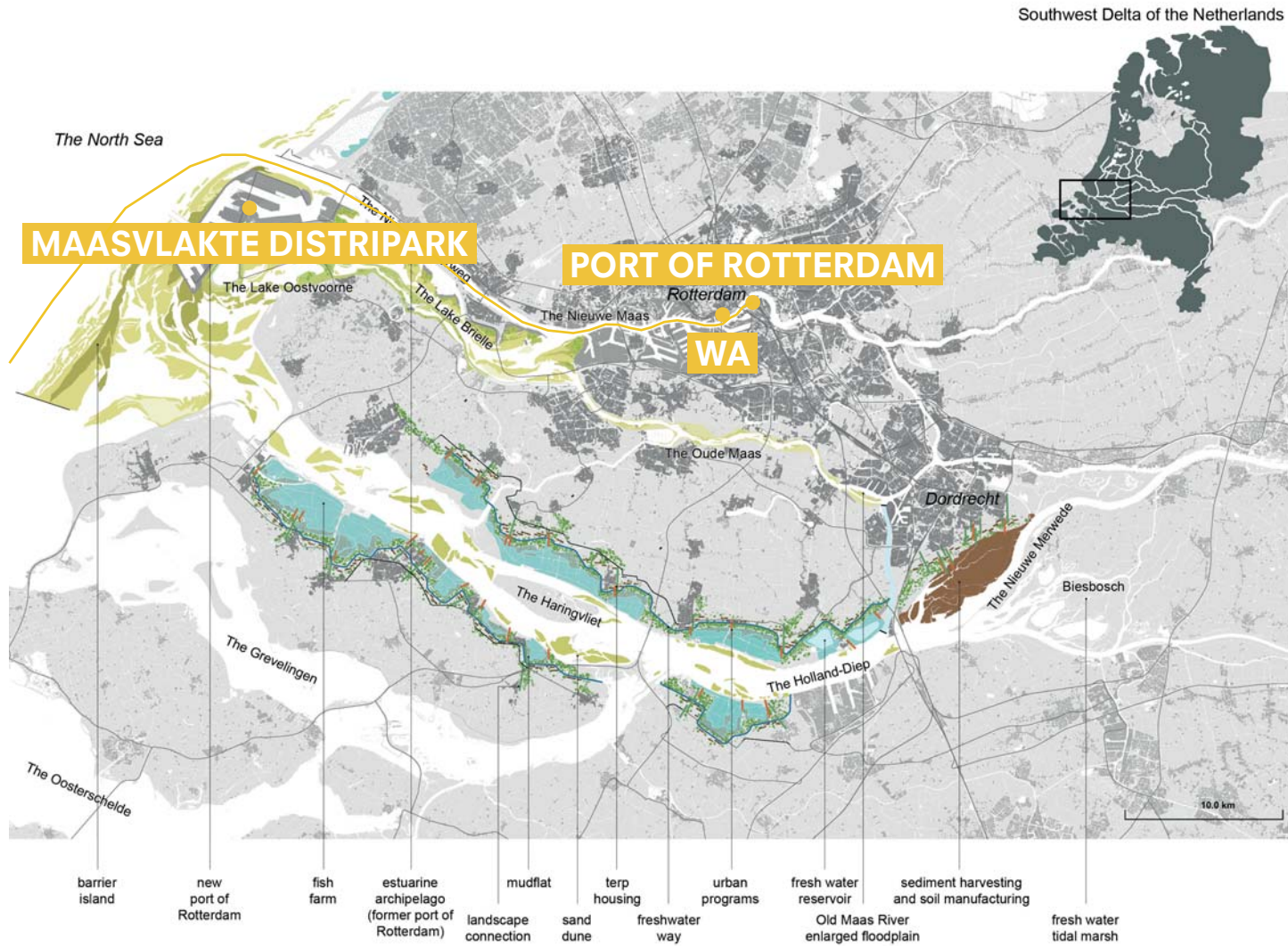
PRESS RELEASE 19 June 2019

Busan Port Authority is launching customer at Maasvlakte Distribution Park West

Today, Busan Port Authority and Port of Rotterdam Authority signed a contract for the issue of a five hectare site on Maasvlakte Distribution Park West. This makes the South Korean port authority the launching customer for the industrial site. Of the seven remaining plots, six are however already reserved.



RELATIONSHIP BETWEEN WESTERN ARCHIPELAGO



Research
OVERLAP



Research
DELFSHAVEN



NEXT STEPS



KOREAN ATMOSPHERE



**Environment
&
Experience**

Cultural, Traditional, Vernacular...



Research

VERNACULAR ARCHITECTURE



Image Source: Gahoe-dong Hanok

Migration of Atmosphere



Hotel New York

Research

HANOK



- Korean
Traditional
Architecture

- The Real
Korean
Atmosphere

- One of the
Symbolic
Images of
Korea



Research

'THE KIMPSONS!'



APPLICATION



Introduction

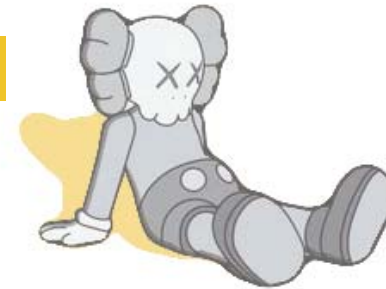
Research

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KOREAN ATMOSPHERE



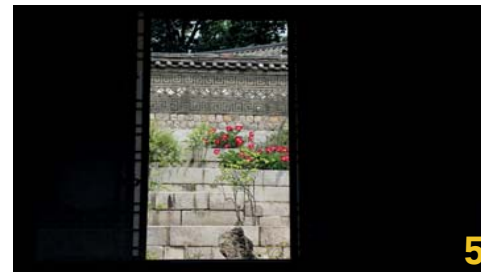
HANOK
Korean Traditional
Architecture

Flexible Structure
- Changeability,
Expandability



Several Courtyards

Distinguished In&Out



Cha Gyeong(차경)
- Borrowed Scenery

Outbuildings



Harmony with Nature

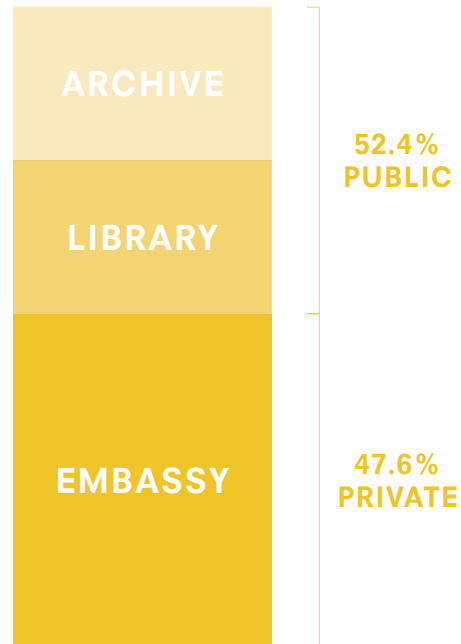
PROJECT REQUIREMENTS

Max Height

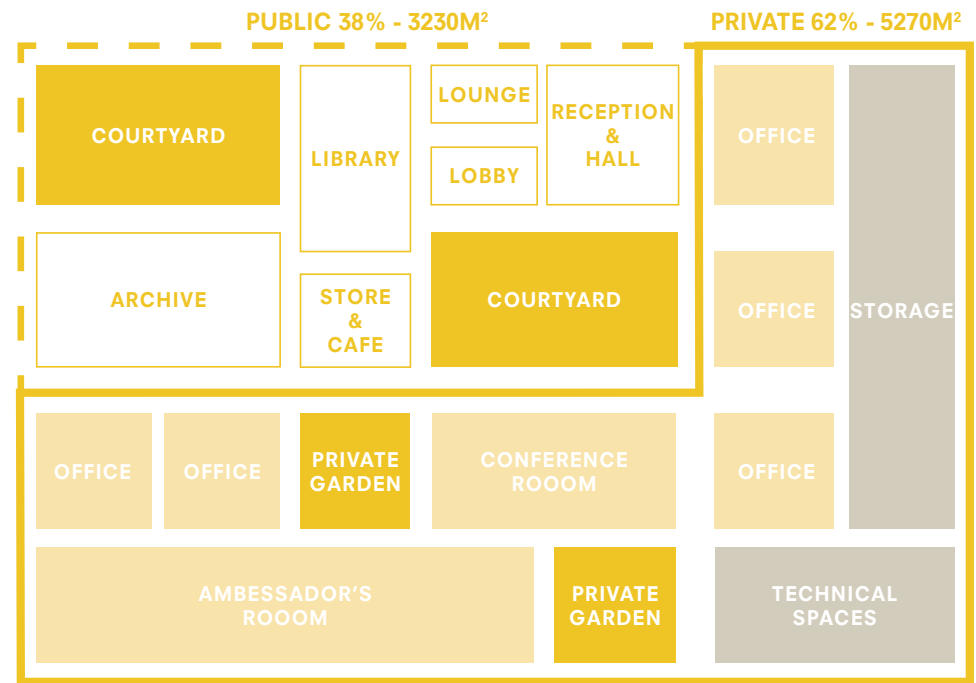
15m - 20m

To complement building heights in Delfshaven.

Program Statement



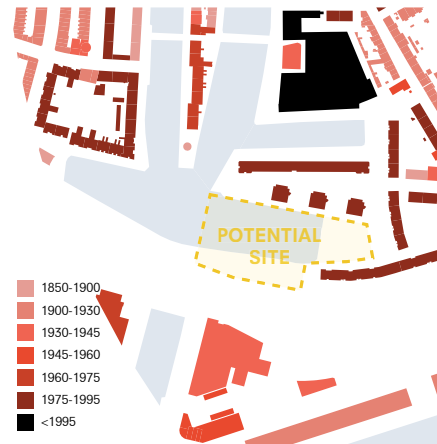
Embassy Program Breakdown



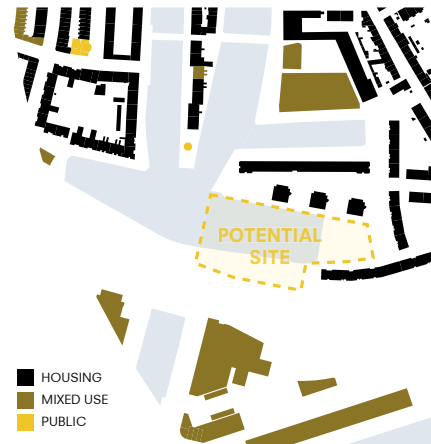
8500M²



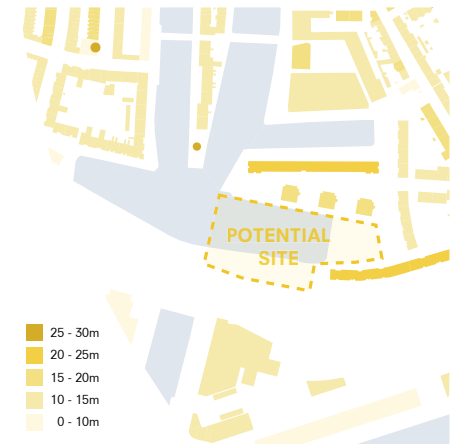
SITE QUALITIES



Building Age Map



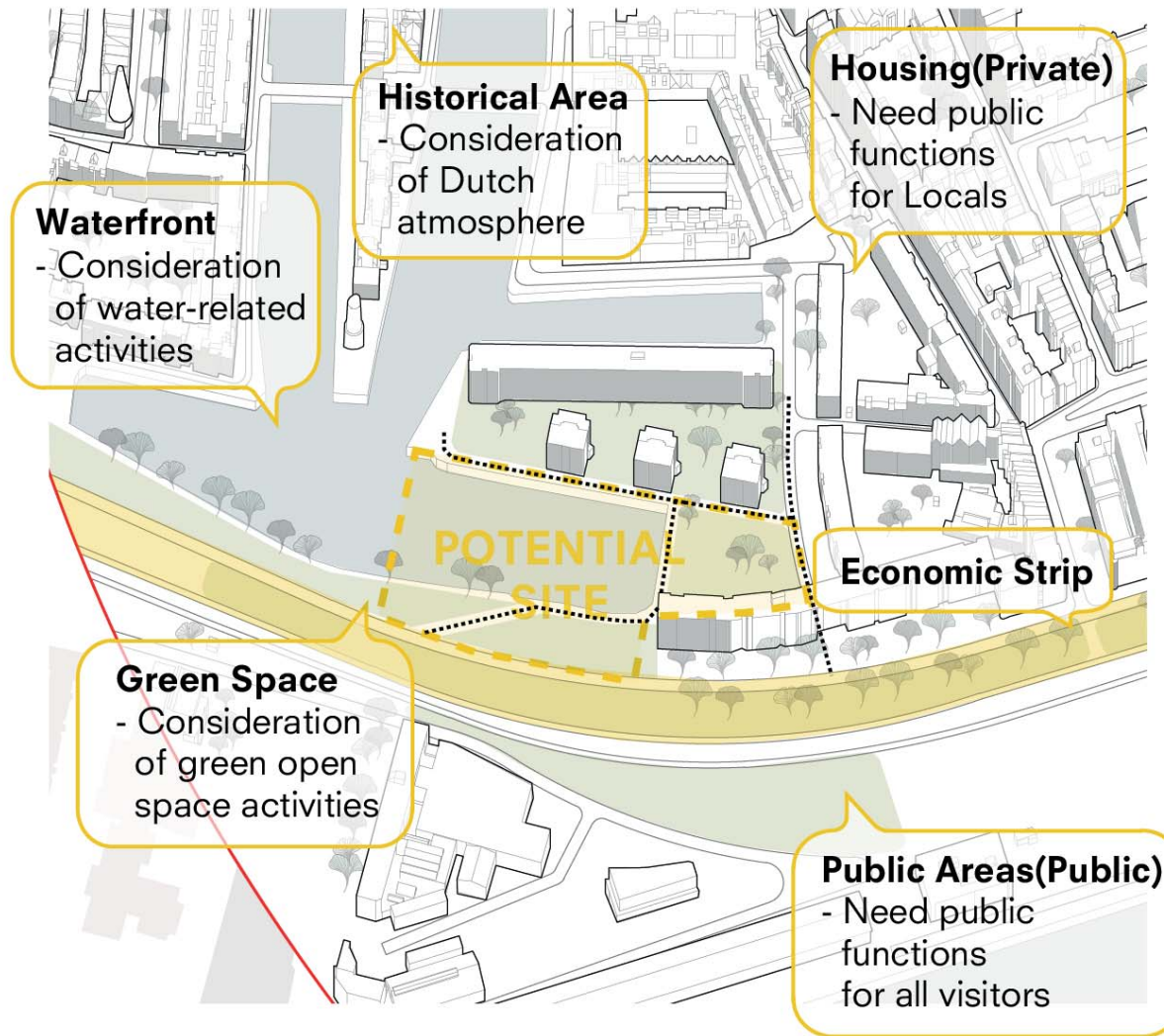
Building Function Map



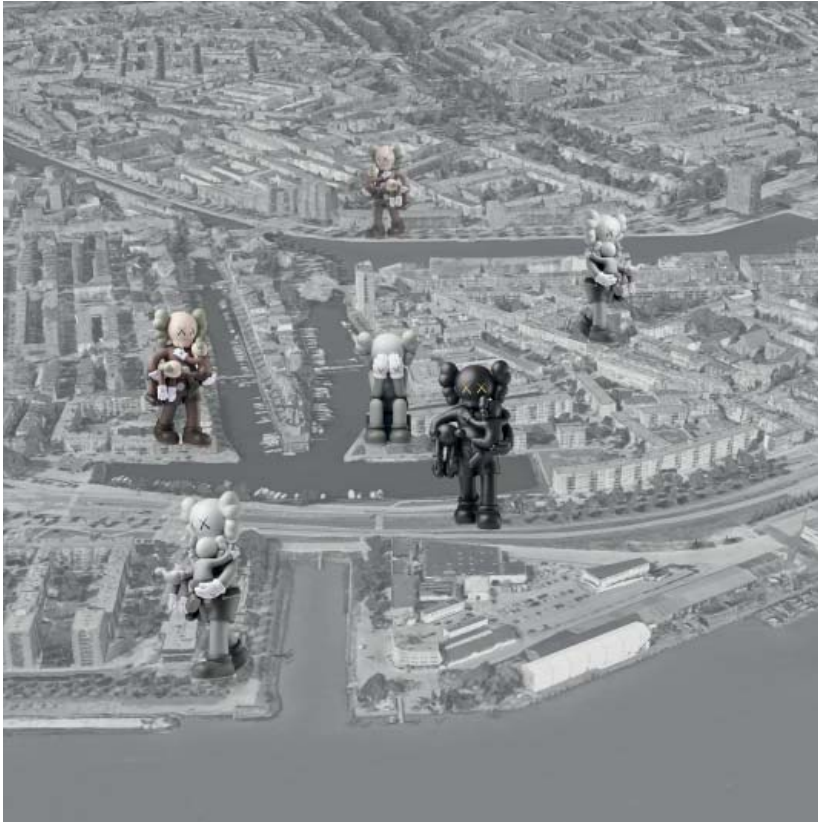
Building Height Map



SITE QUALITIES



PROJECT AMBITIONS



Urban Ambitions

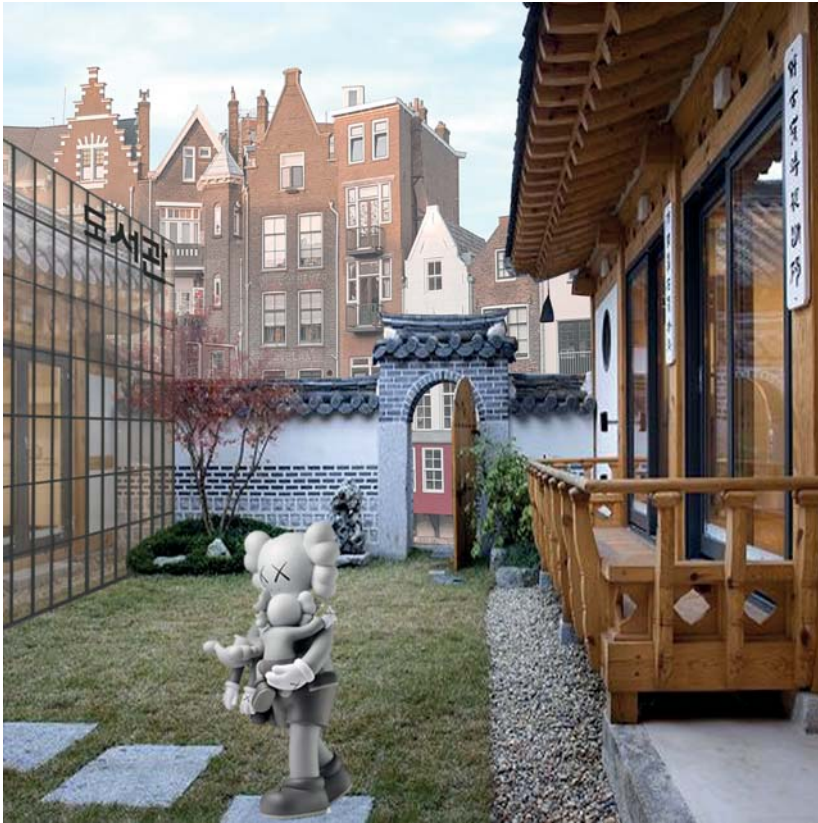
Diffusion of Atmosphere
Public Embassy
Social Events



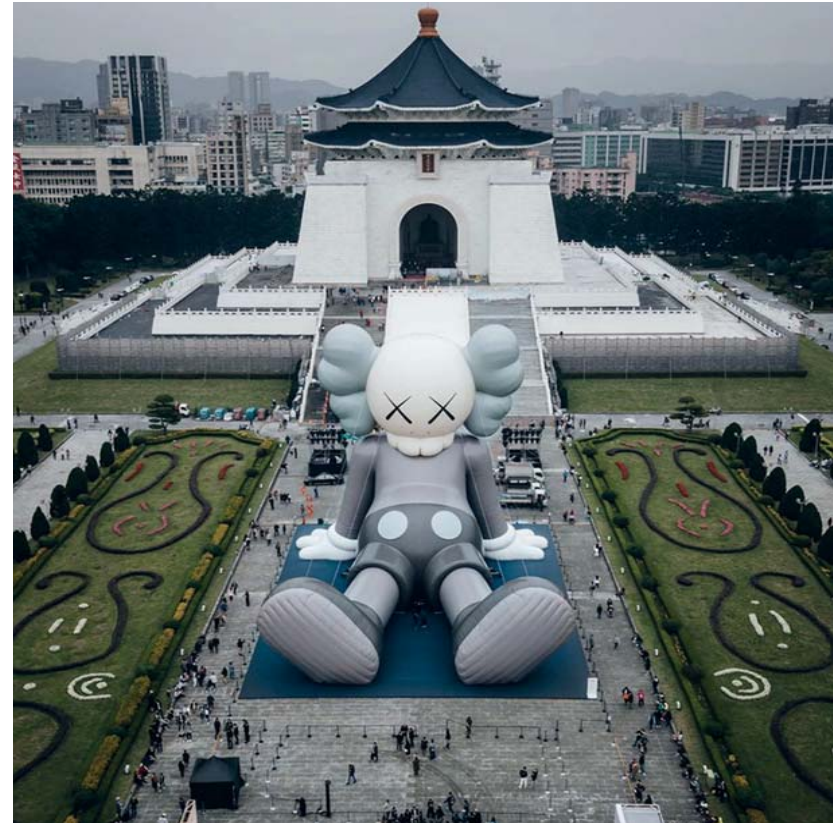
Building Ambitions

Sustainable
Flexible
Harmonious

DESIGN AMBITIONS



Embassy with Atmosphere



Embassy with Events / Public

Introduction

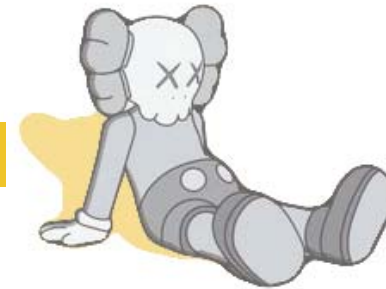
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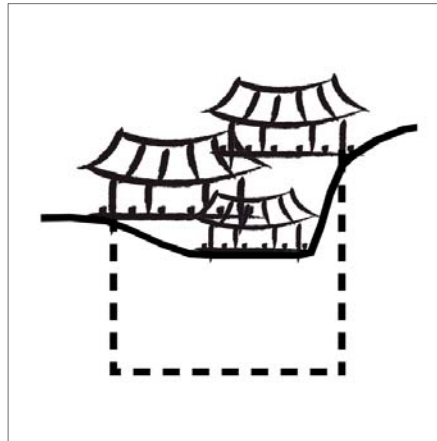


Concept

DESIGN CONCEPT



HANOK in the Box



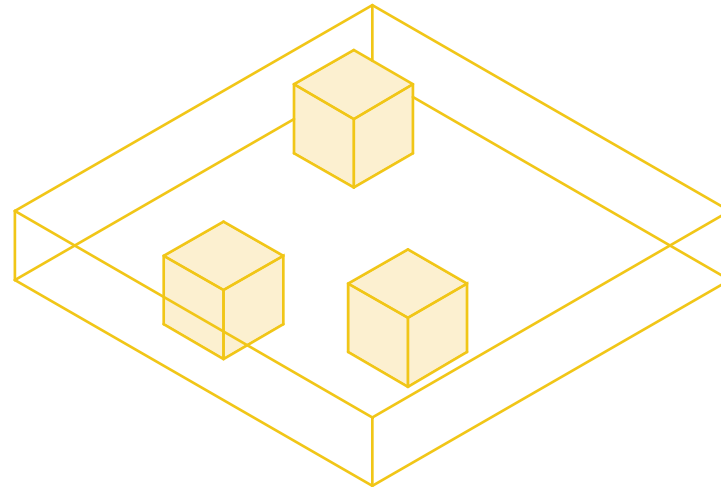
Tip of the Iceberg



Contrast

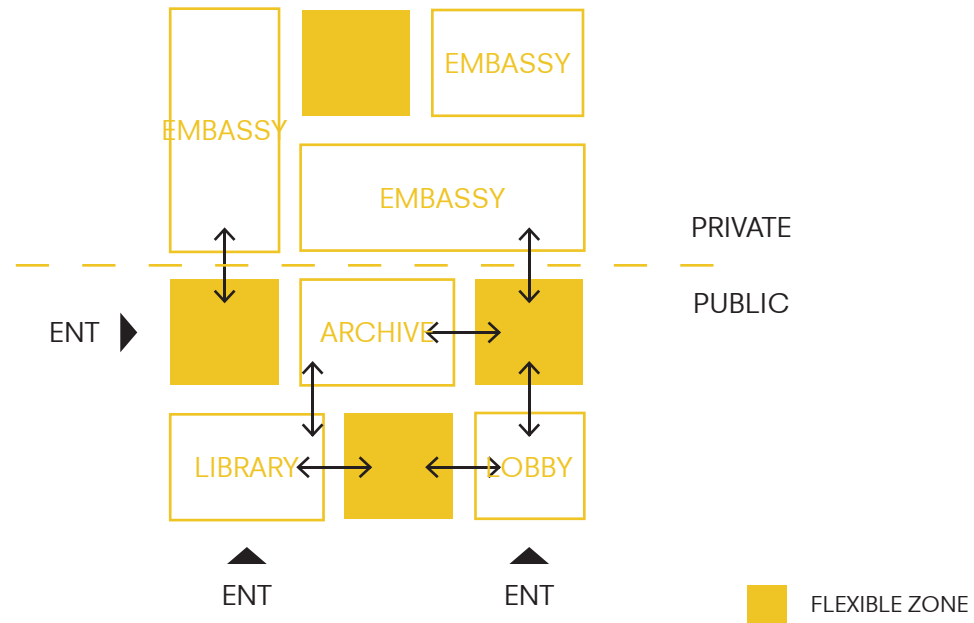
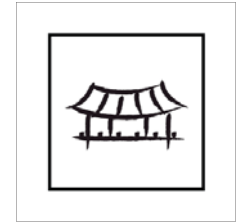
Concept

HANOK IN THE BOX



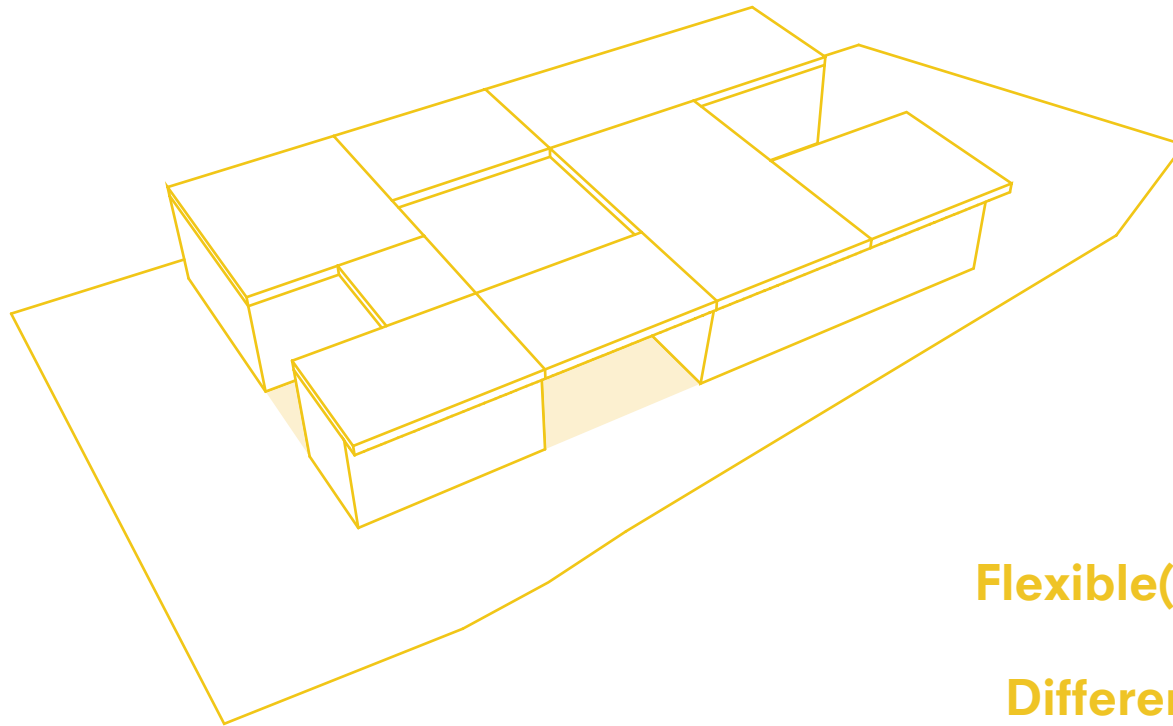
Concept

HANOK IN THE BOX



Concept

HANOK IN THE BOX



Flexible(Buffer) Zone

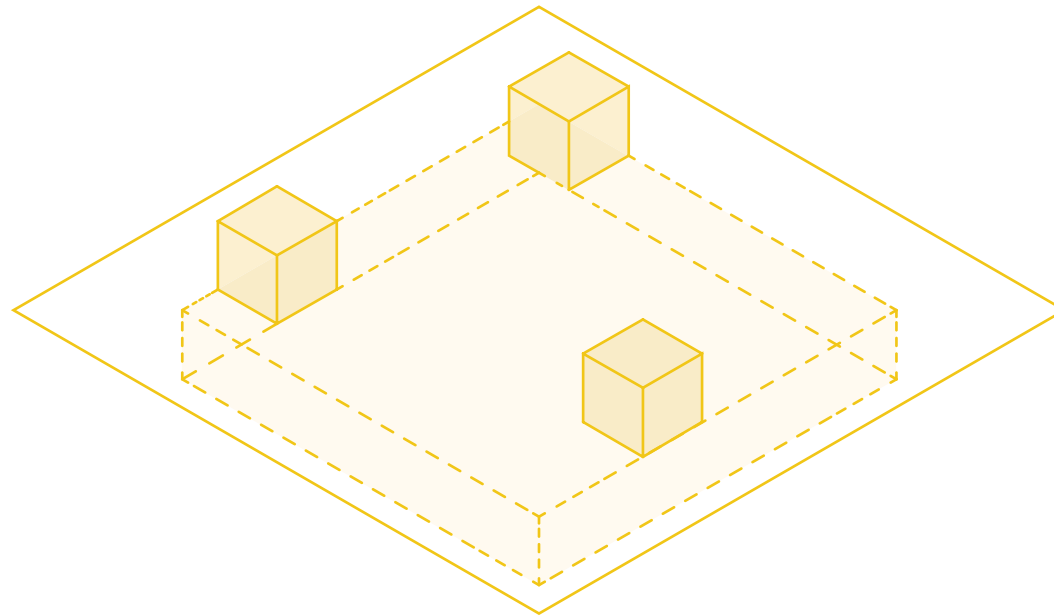
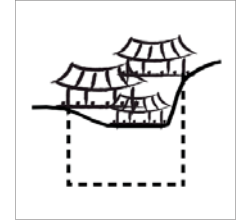
Different Entrance

**Indirect Connectivity
(Cha Gyeong)**



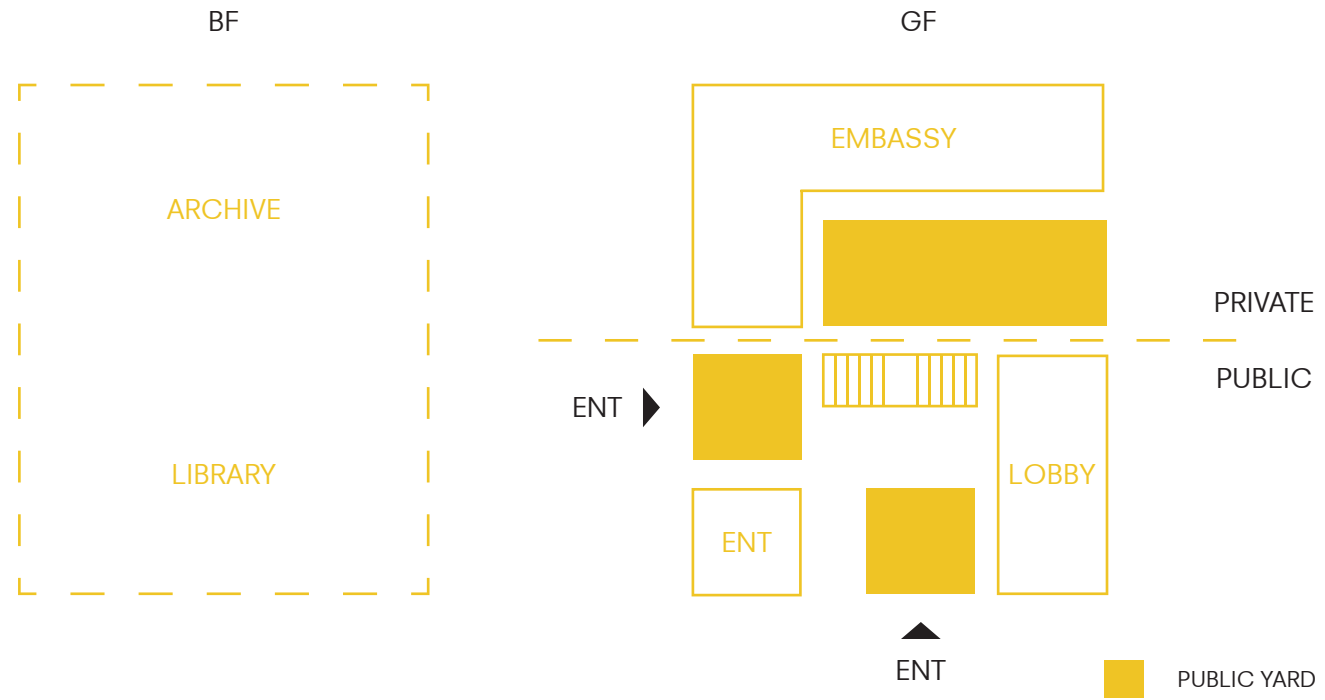
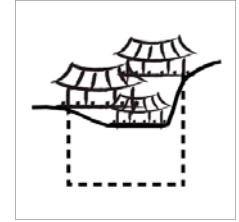
Concept

TIP OF THE ICEBERG



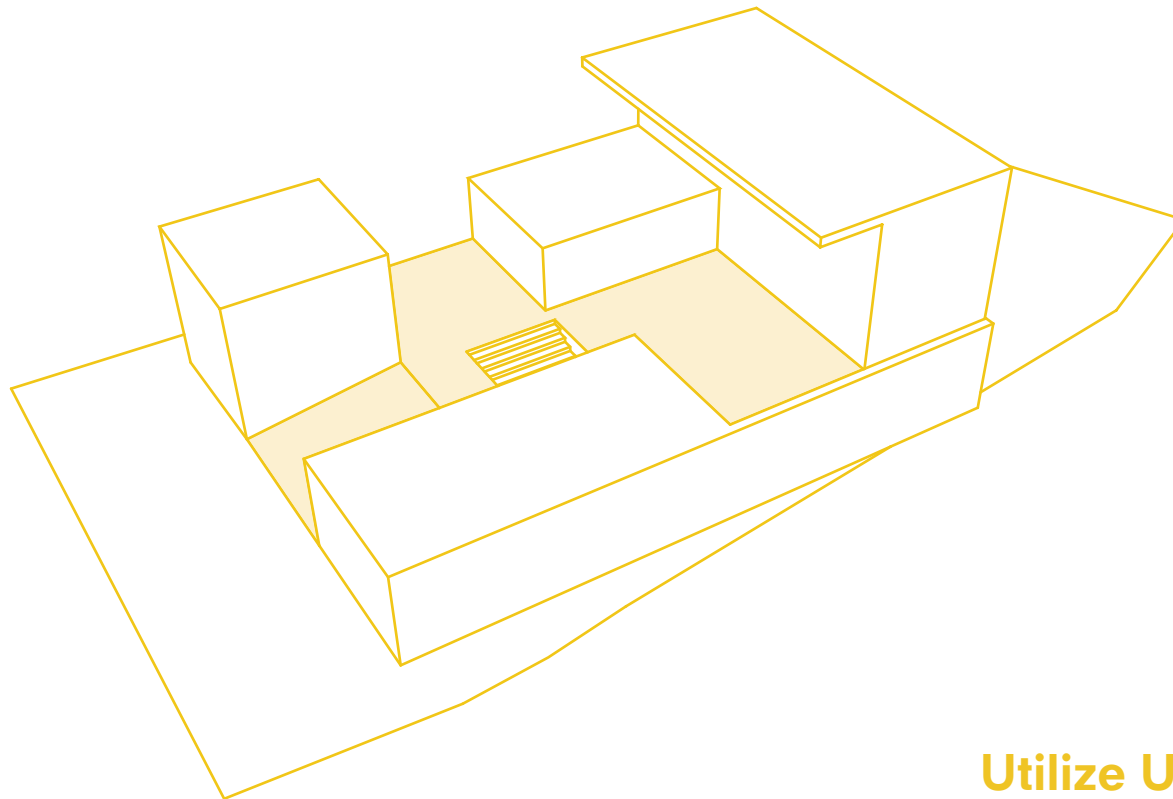
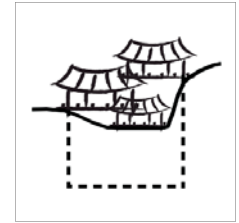
Concept

TIP OF THE ICEBERG



Concept

TIP OF THE ICEBERG



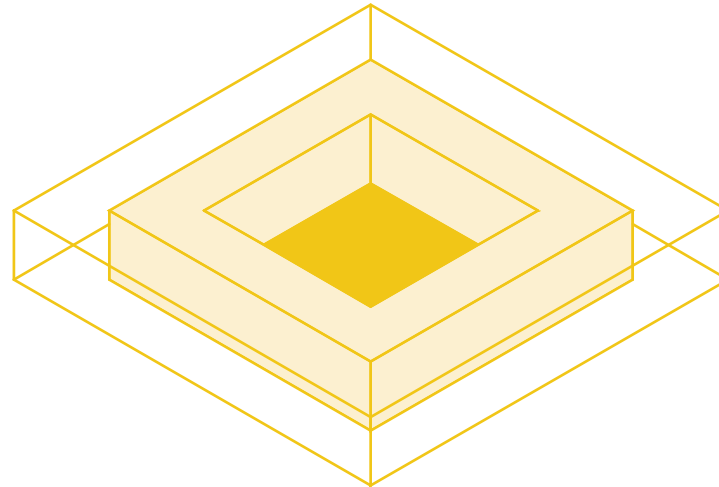
Utilize Underground

Maximize Public yard

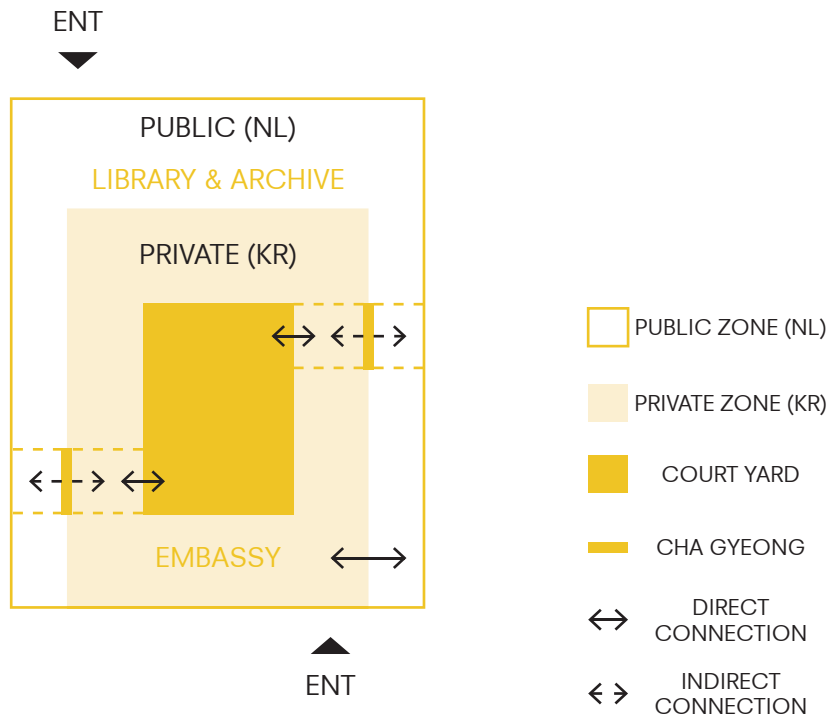


Concept

CONTRAST

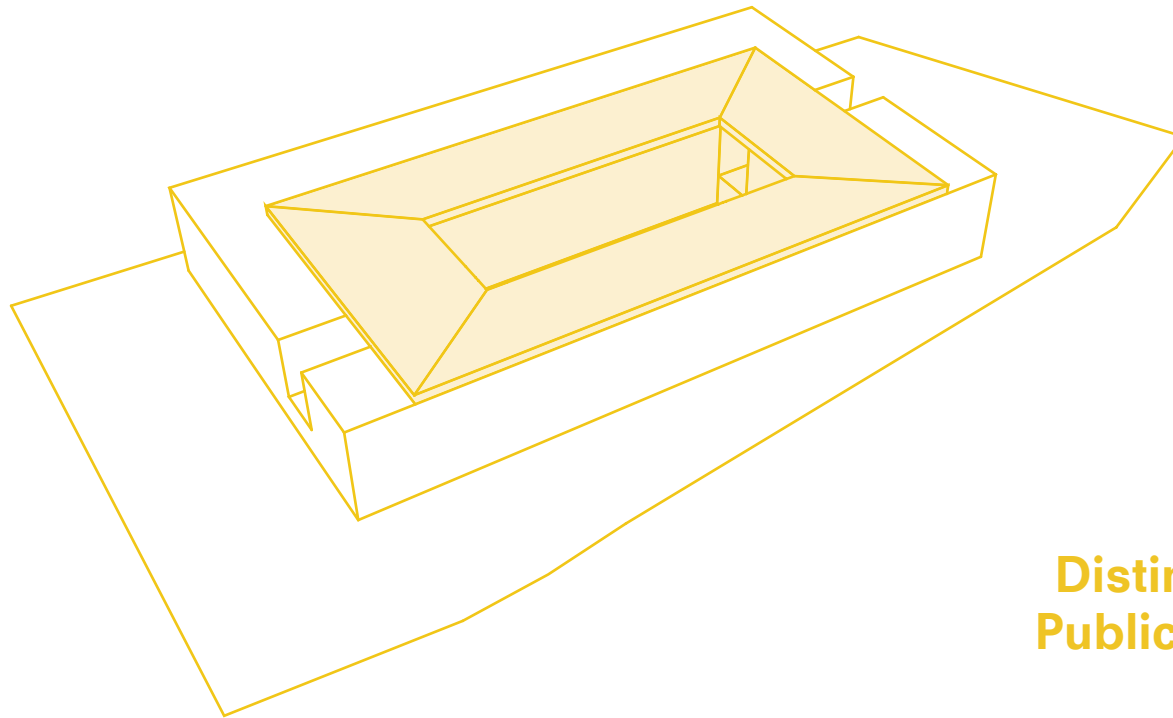


Concept
CONTRAST



Concept

CONTRAST



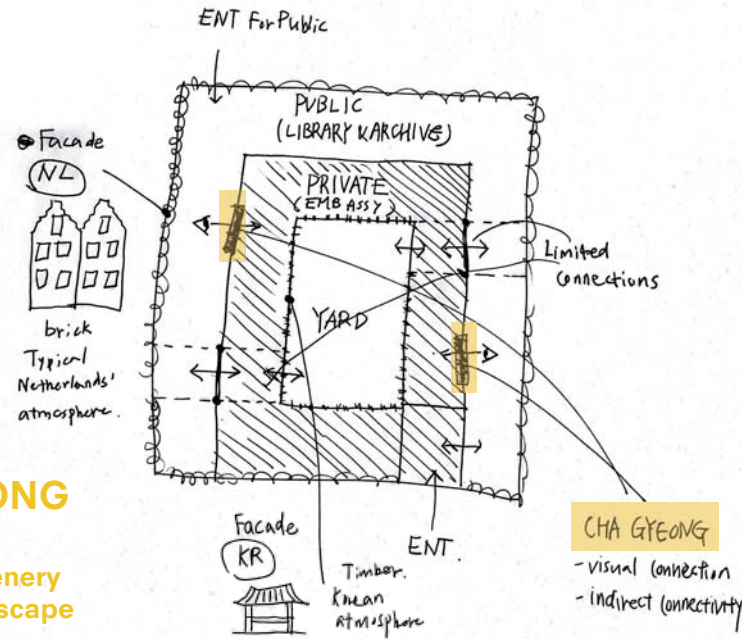
**Distinguished
Public & Private**

Courtyard

CHA GYEONG

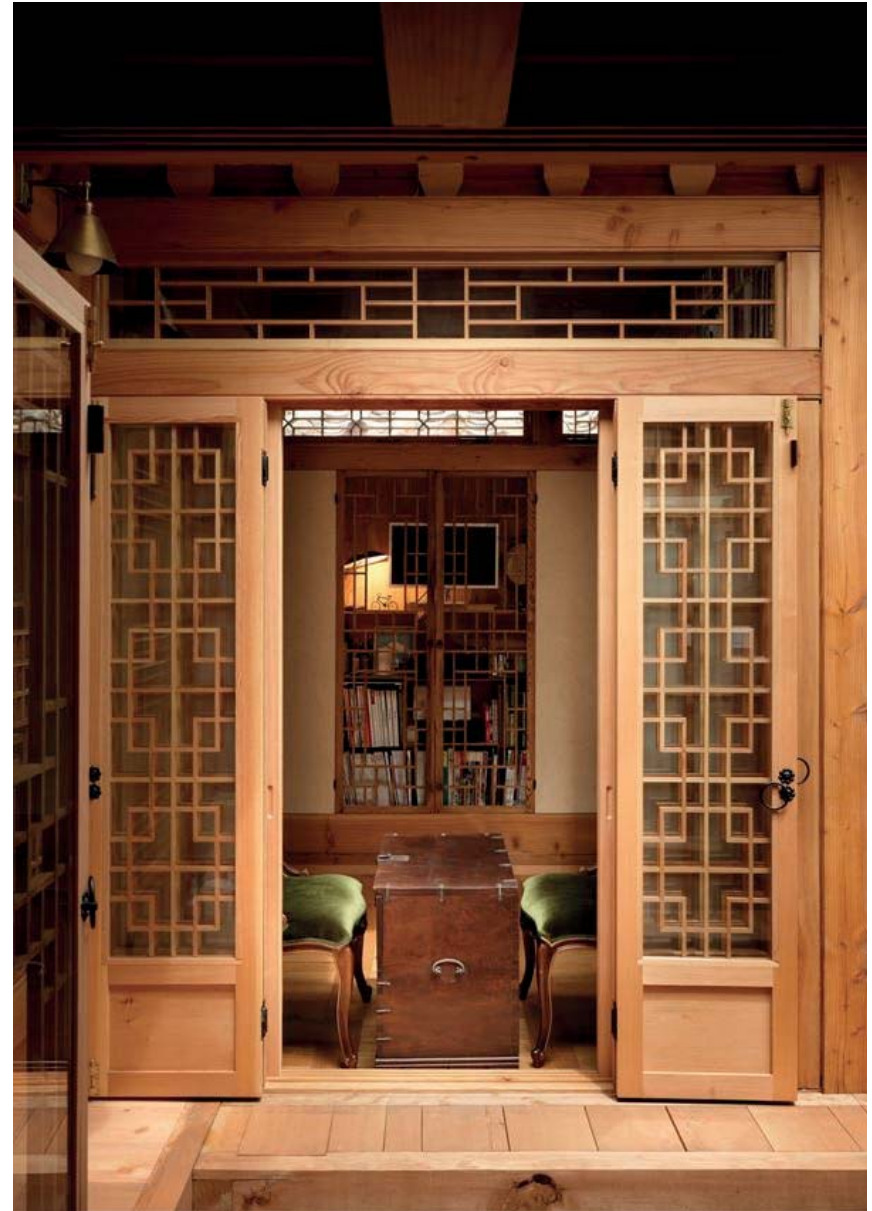


CONTRAST



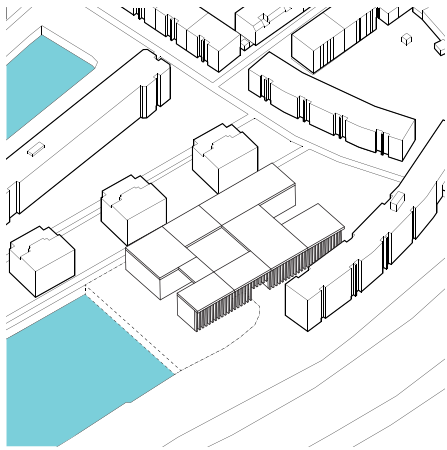
CHA GYEONG

- Borrowed scenery
- Framing landscape

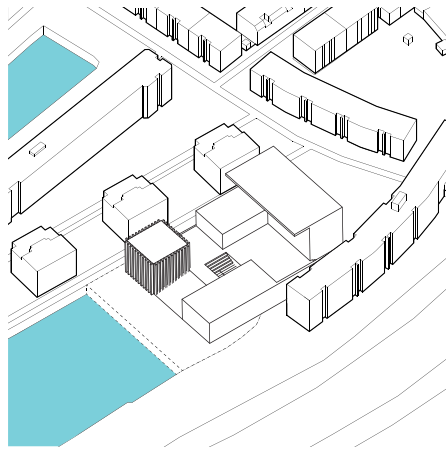


Concept

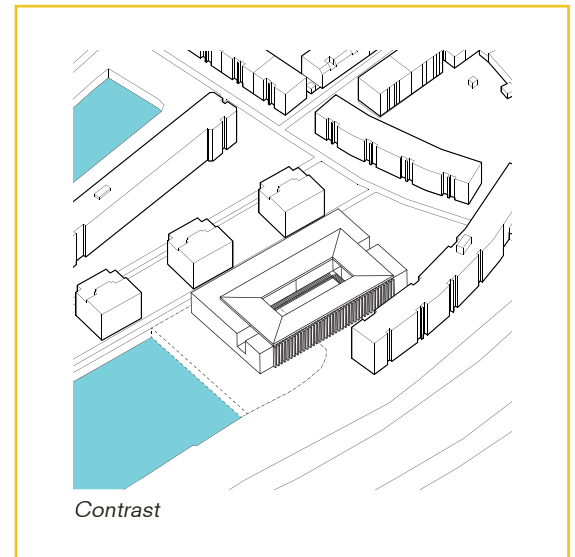
FINAL CONCEPT



HANOK in the Box



Tip of the Iceberg



Contrast

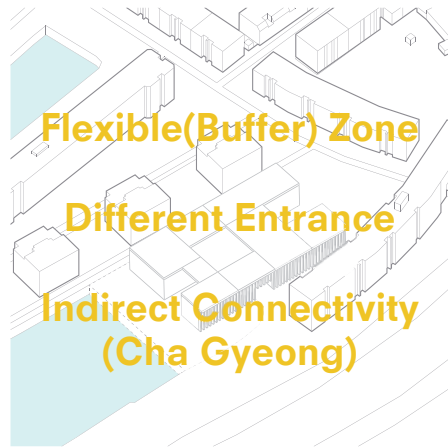


Concept

CONCLUSION

Adding

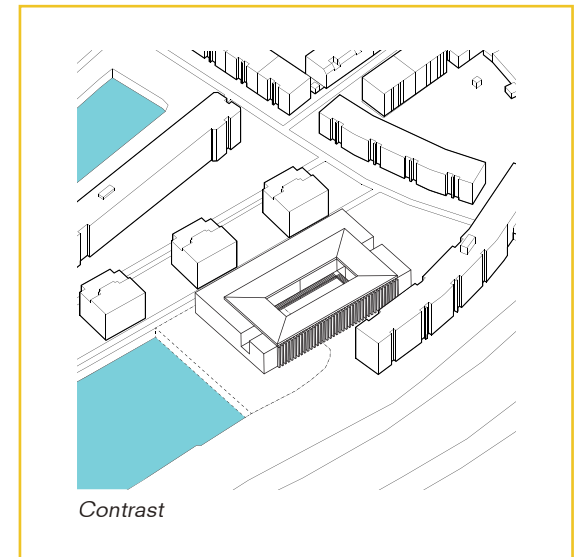
+



HANOK in the Box



Tip of the Iceberg



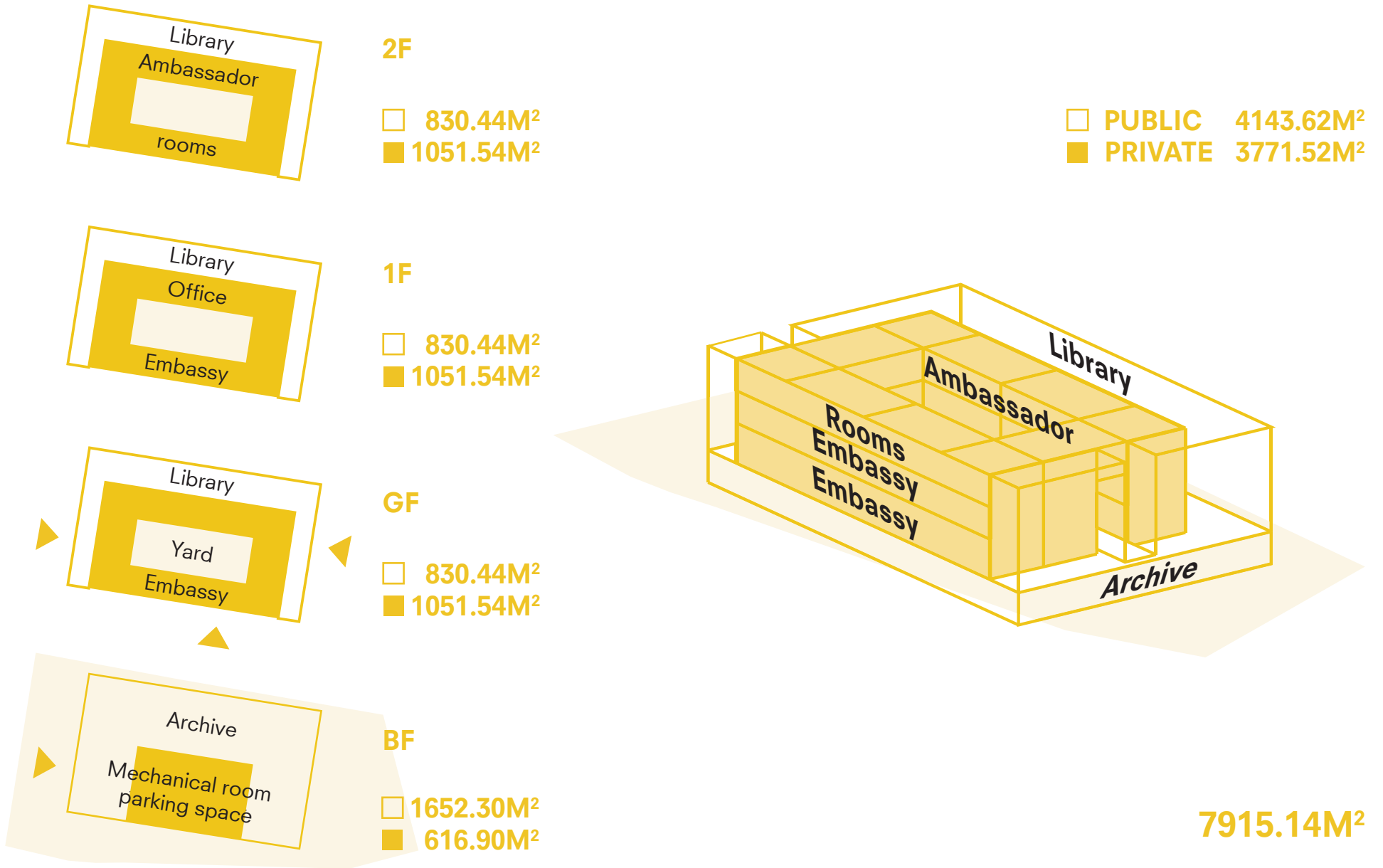
Contrast

Main Concept



Concept

FUNCTION



Concept
MATERIALS



TIMBER



STONE & BRICK



GLASS



GIWA



STEEL



NEXT?

Concept

SUZHOU CHAPEL - NERI&HU



Image Source: Neri&Hu 2017

Migration of Atmosphere



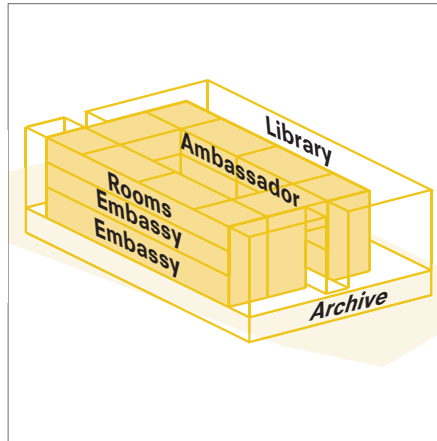
Hotel New York

Concept

OVERALL



Concept

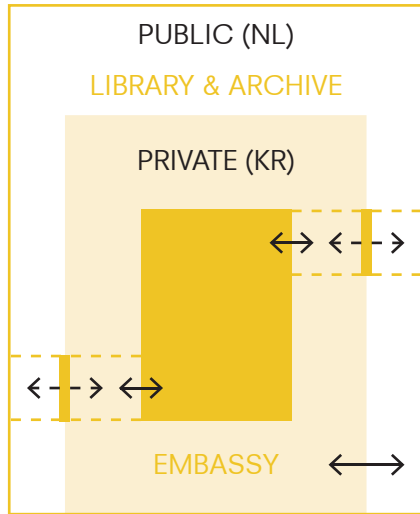


Massing

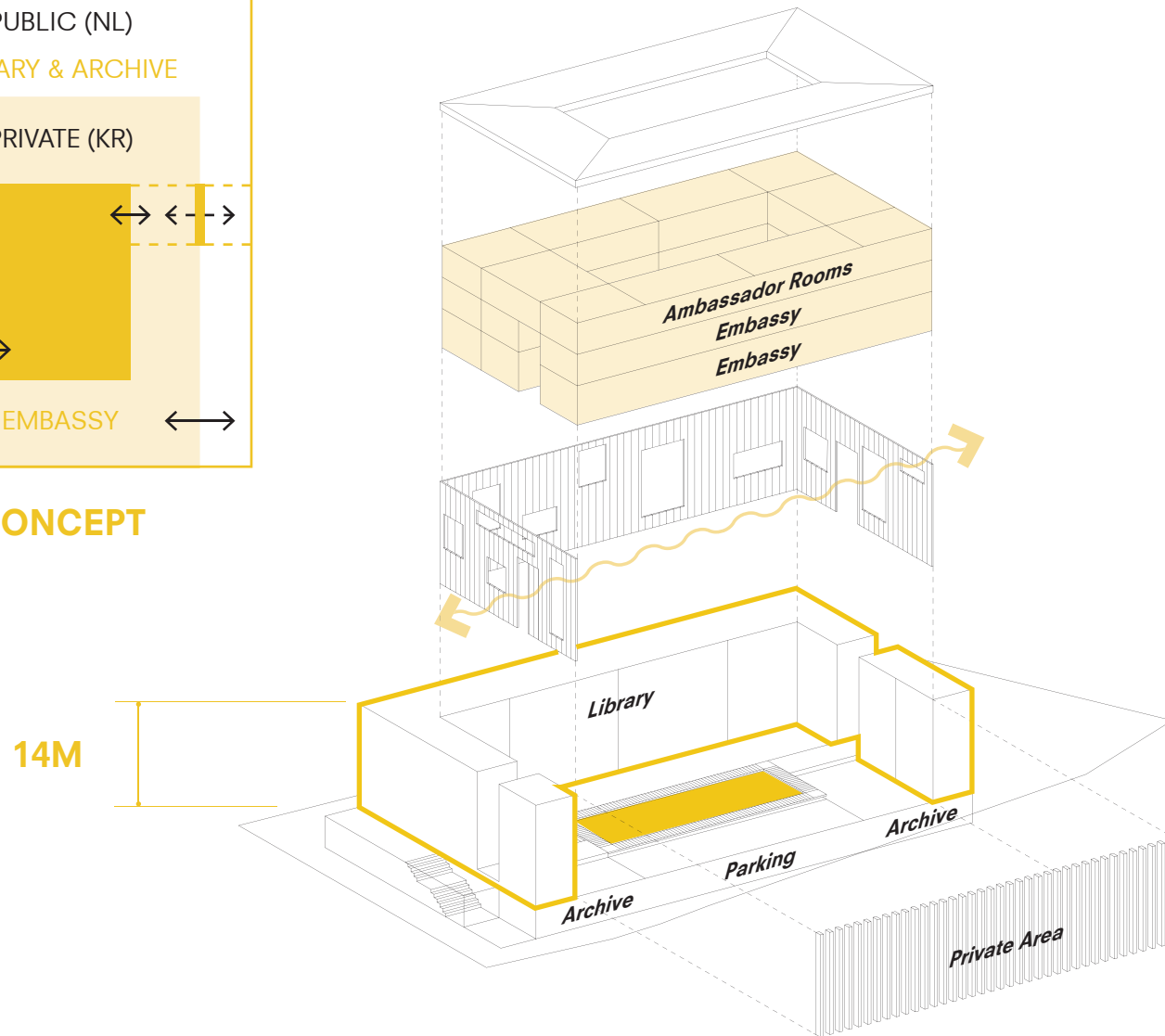


Materials

Concept
OVERALL



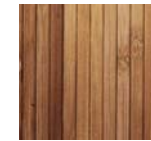
CONCEPT



GIWA



STONE & BRICK



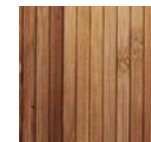
TIMBER



GLASS



STEEL

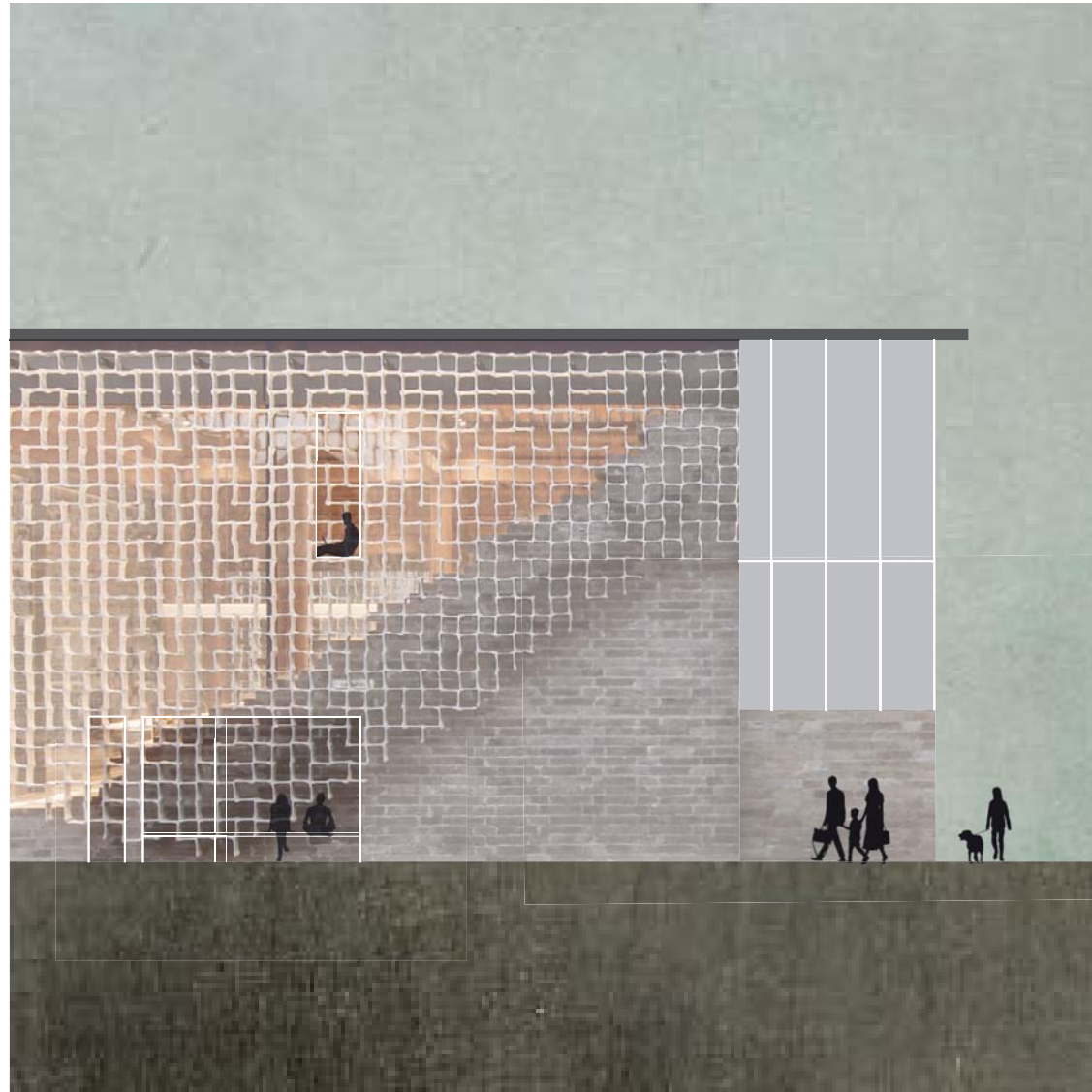


TIMBER



Concept

CONCEPT COLLAGE



Concept

DUTCH ATMOSPHERE



Canal houses



Separated facade



Not owning curtains



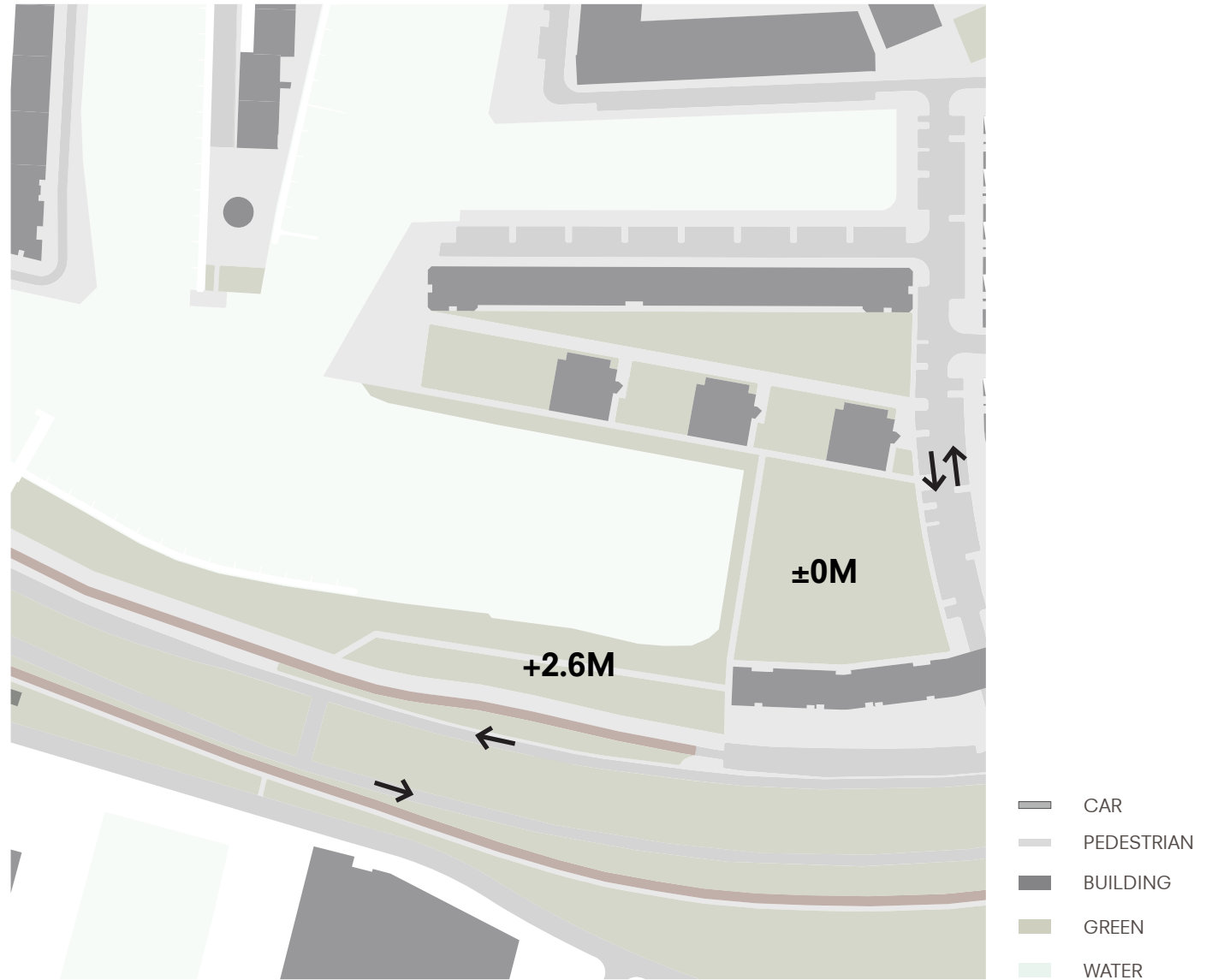
Concept

CANAL HOUSES

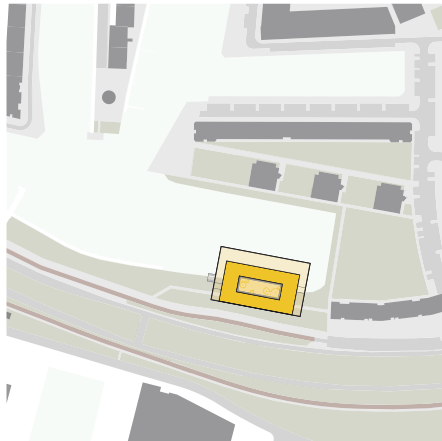


Concept

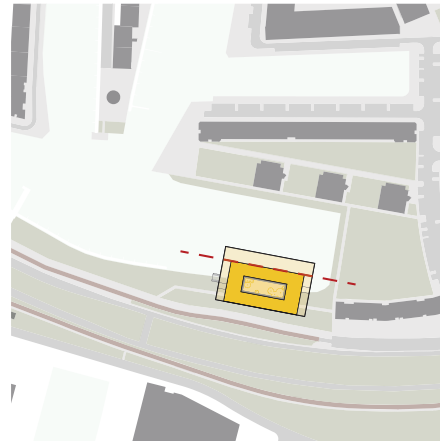
SITE CONDITION



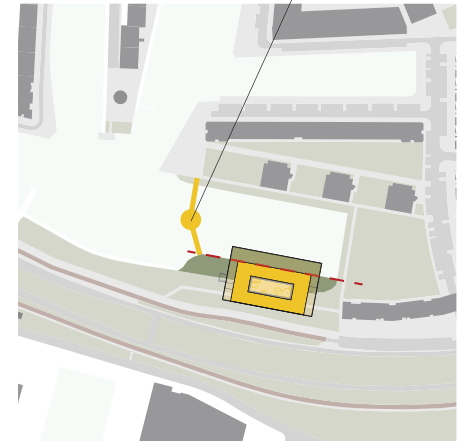
SITE DESIGN DEVELOPMENT



Place the Model



Add Extension Line



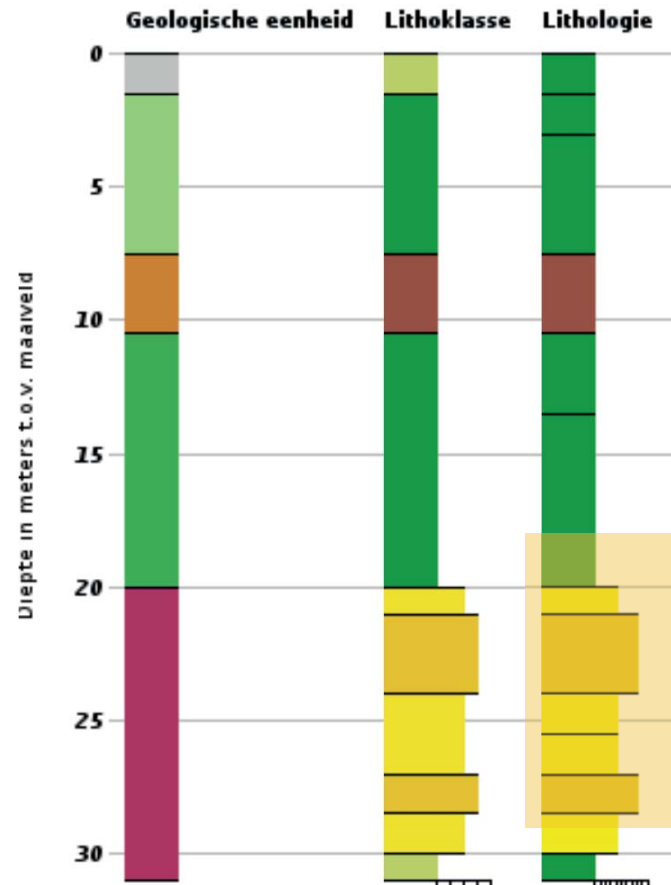
Land extension & New Bridge



SITE CONDITION



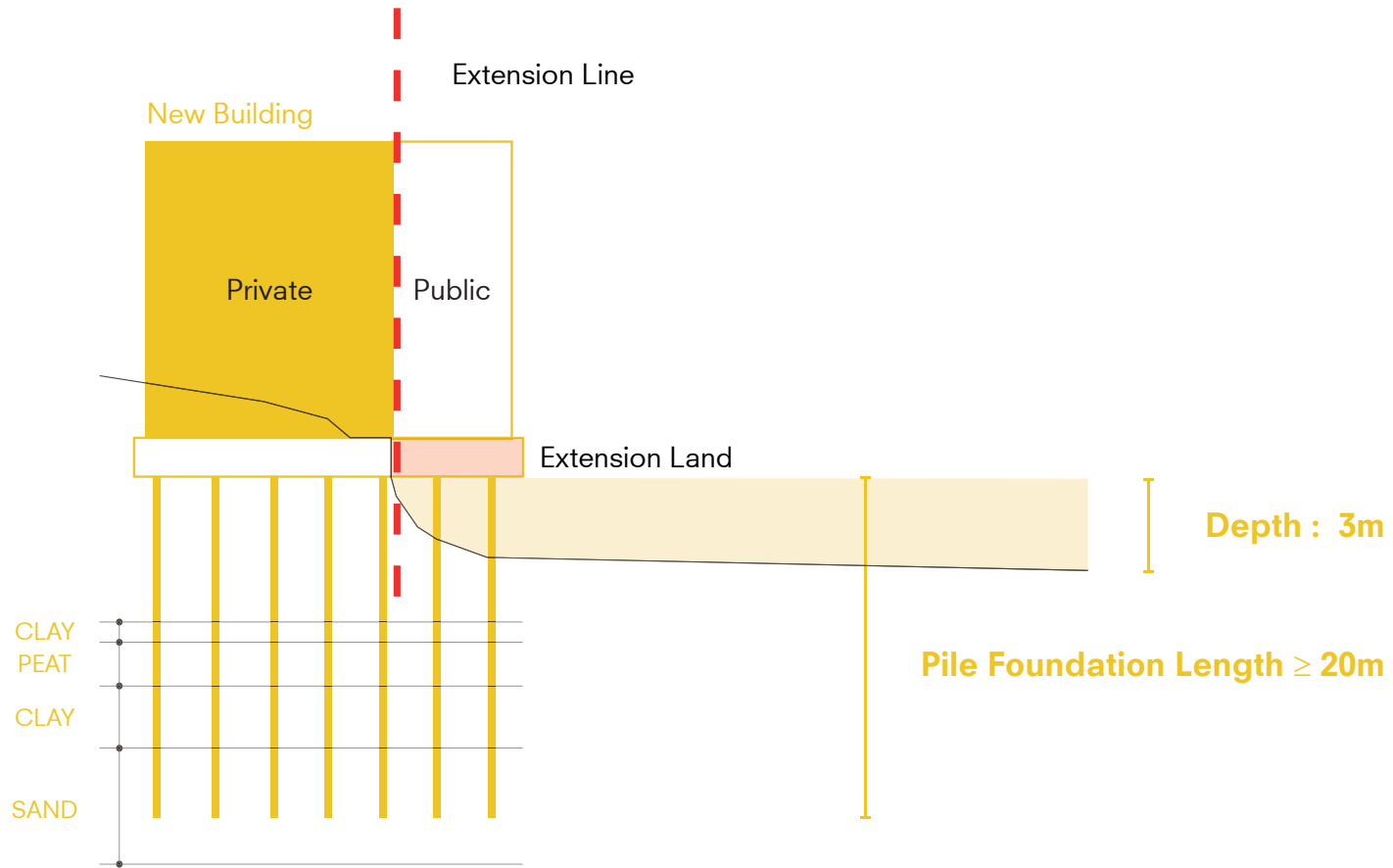
Water Depth : 3m



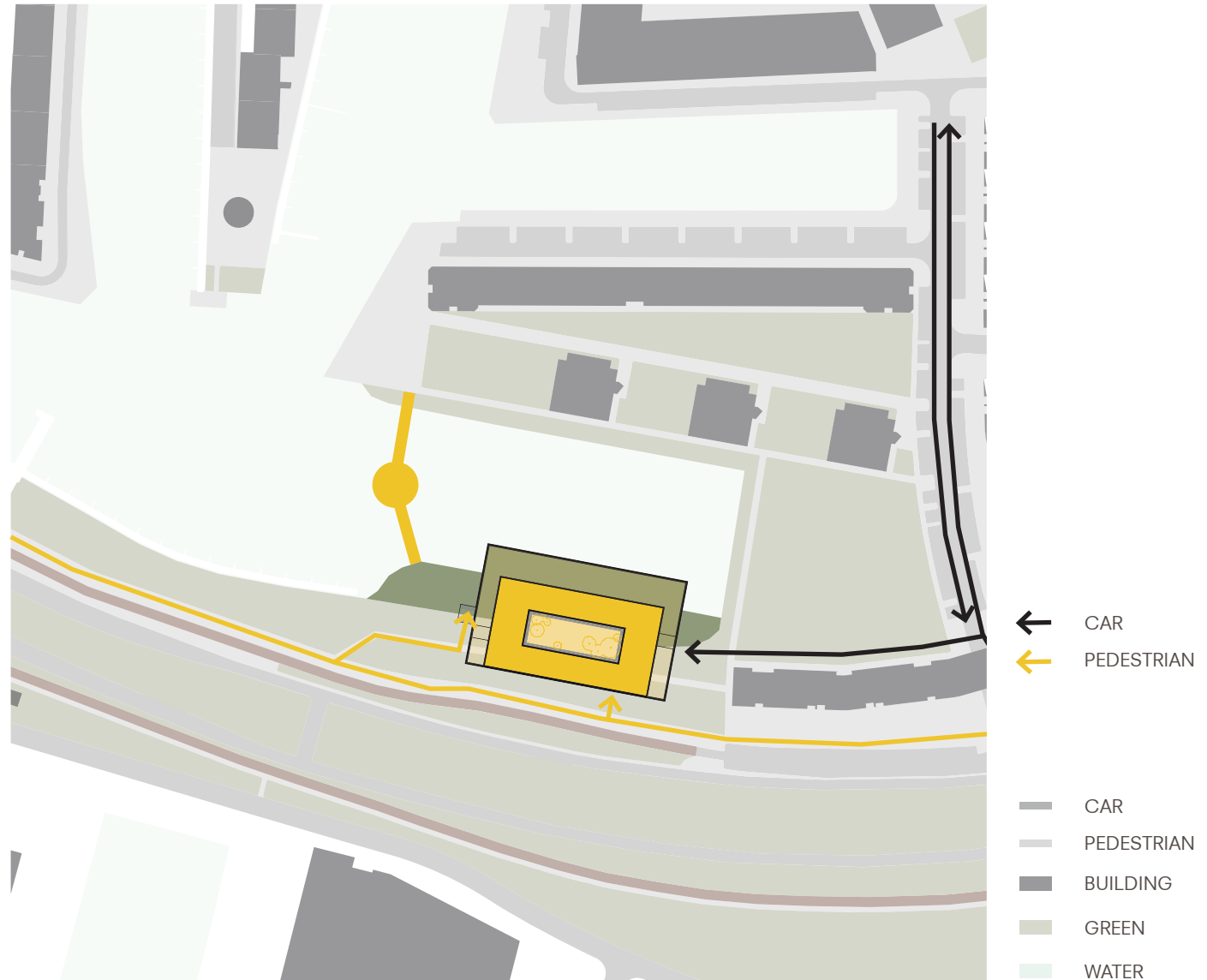
Sand 20 - 30m



SITE DESIGN DEVELOPMENT

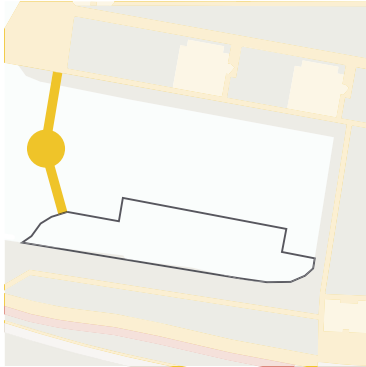


Concept
SITE PLAN

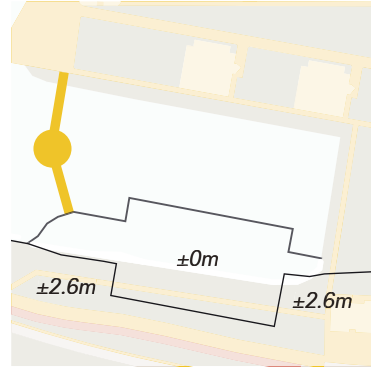


MASSING PROCESS

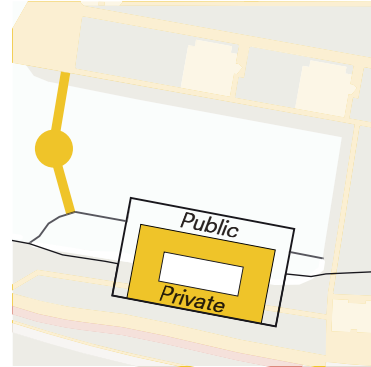
1. Land Extension



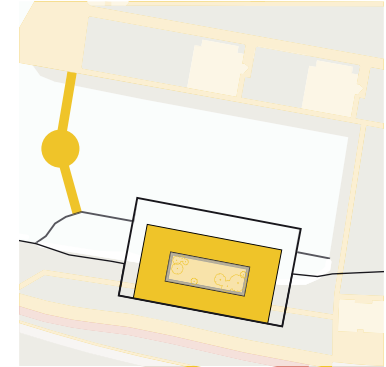
2. Level Difference



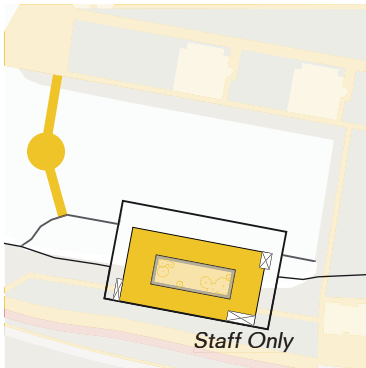
3. Program



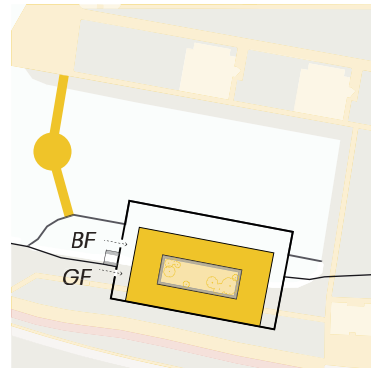
4. Courtyard



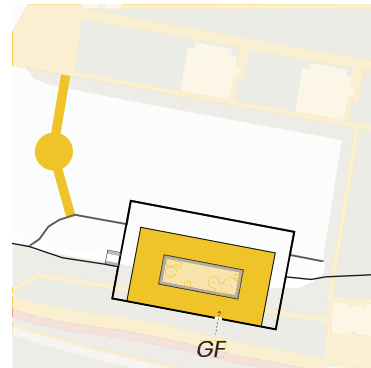
5. Core Systems



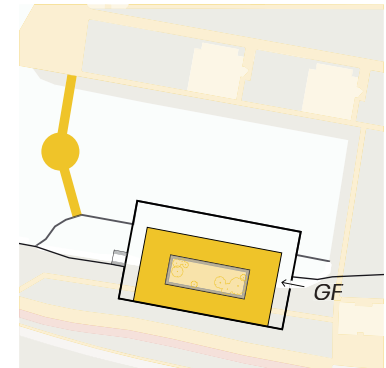
6. Entrances for Public



7. Entrance for Staff



8. Car Entrance (Staff Only)

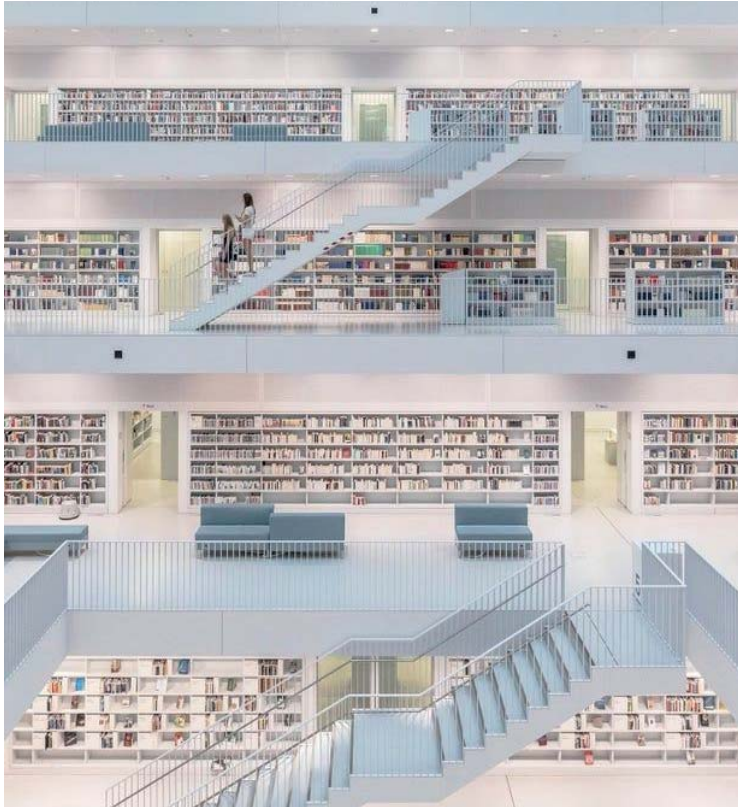


Concept

SEPARATED FACADE

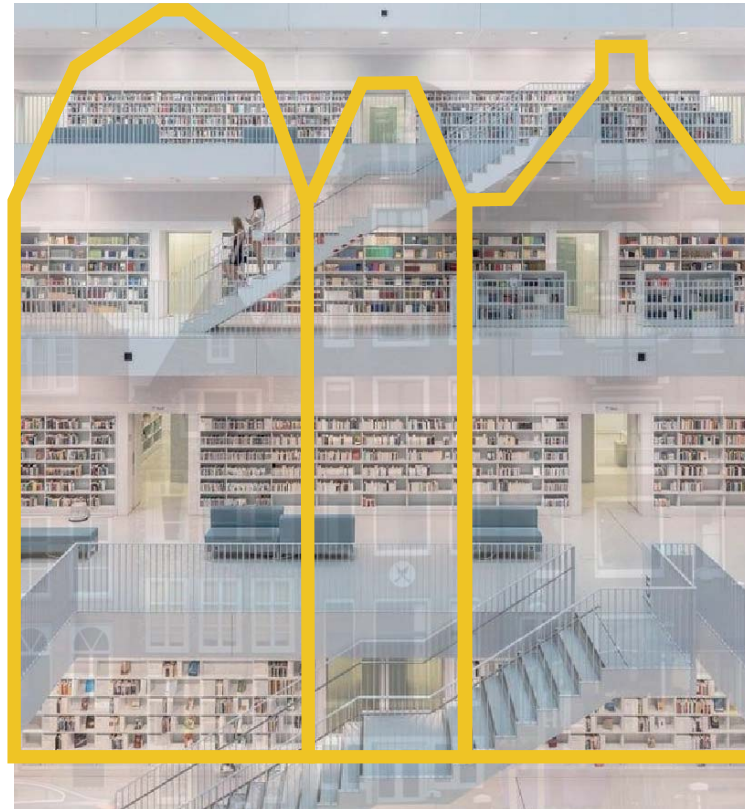


Concept
WALL DESIGN



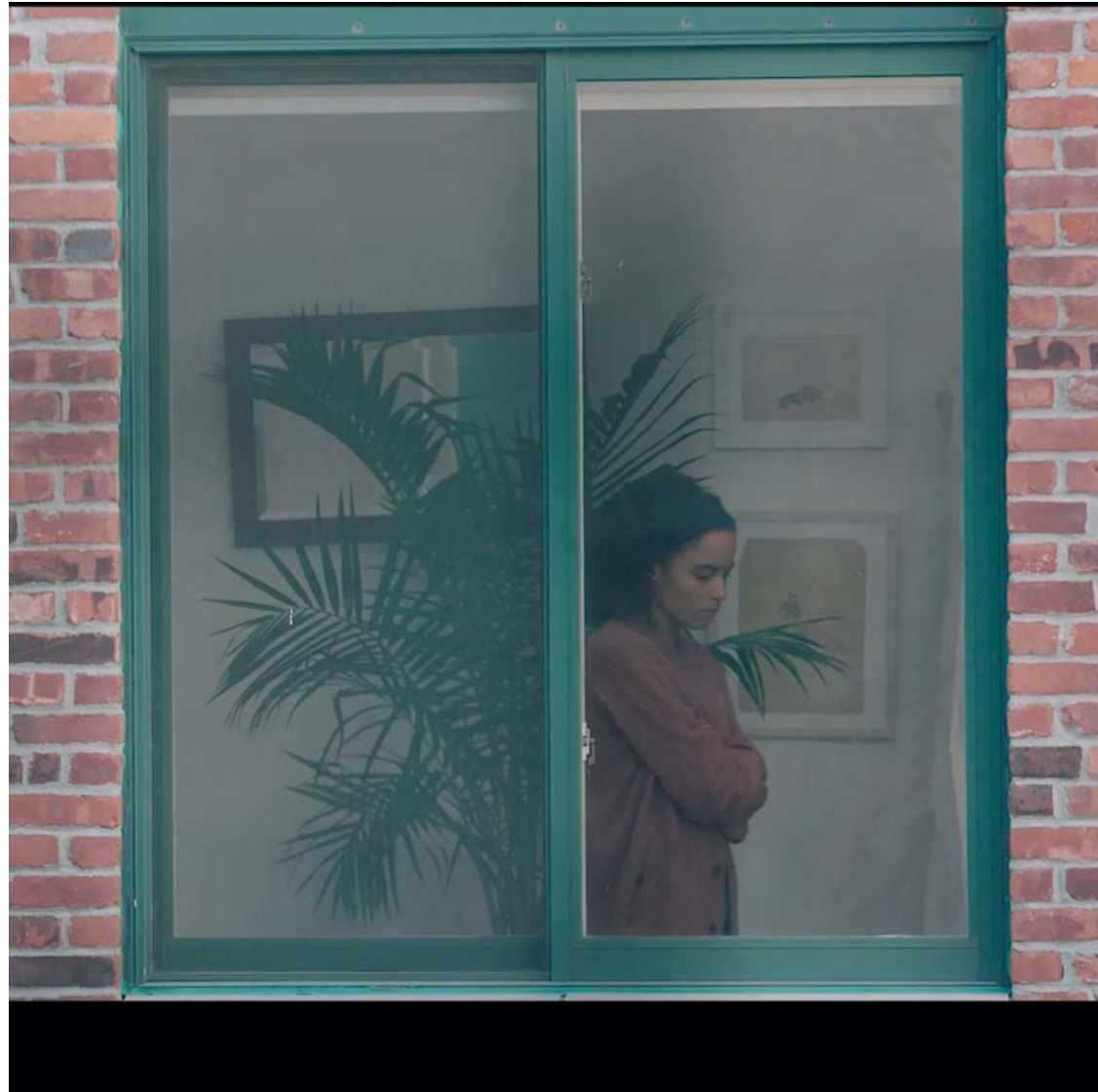
Concept

BOOKSHELF AS A FACADE



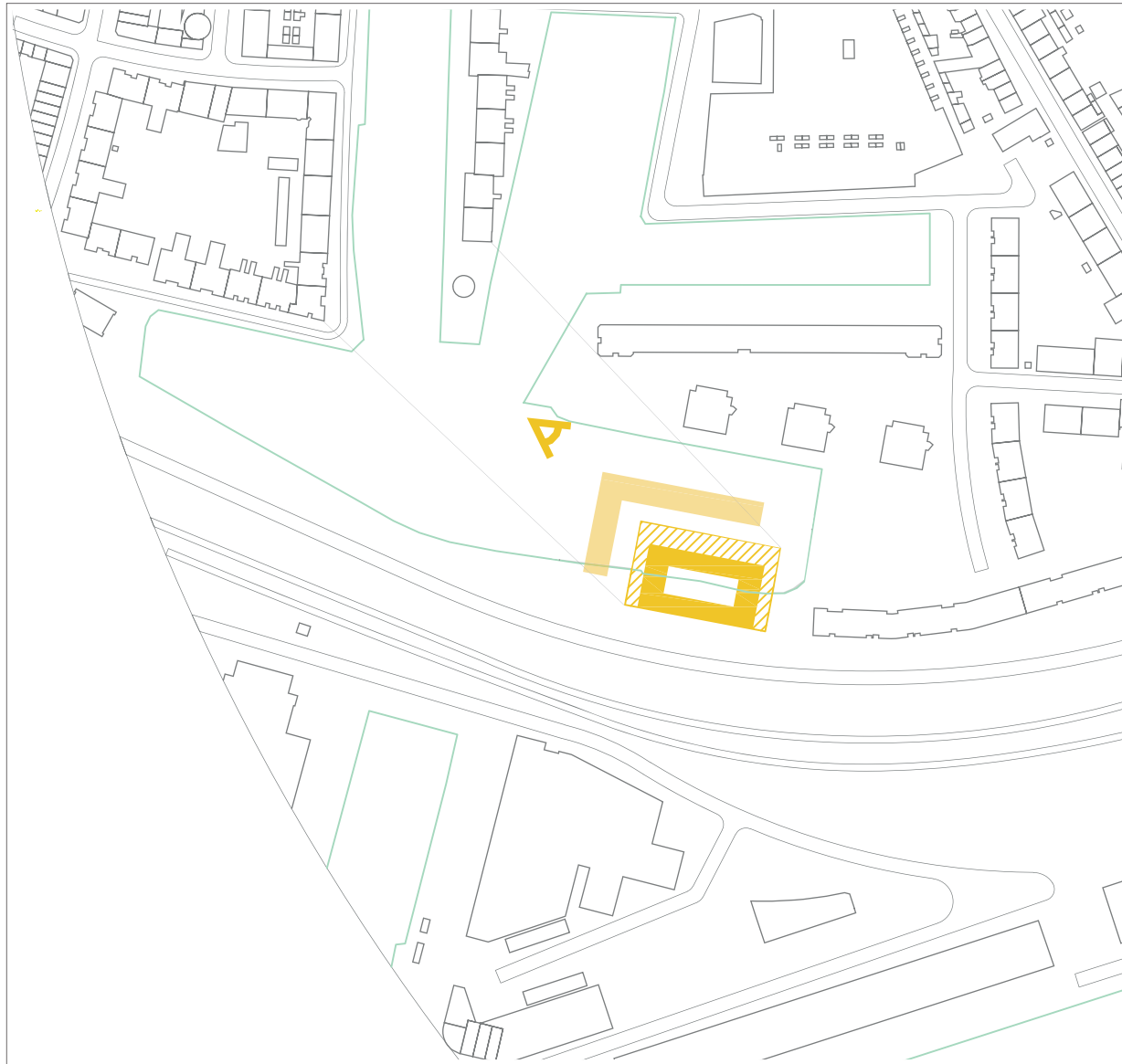
Concept

NOT OWNING CURTAINS



Concept

FACADE



Concept

REFLECTIVE GLASS

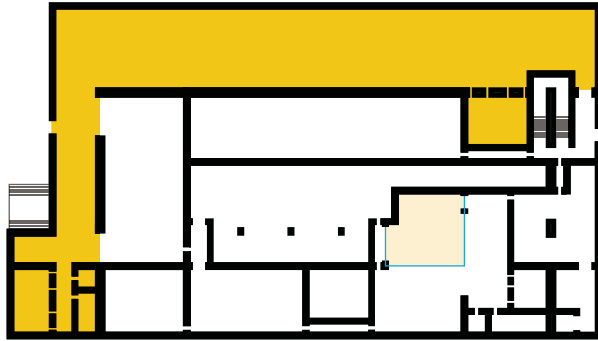


Image Source: Monsant de aewol 2015

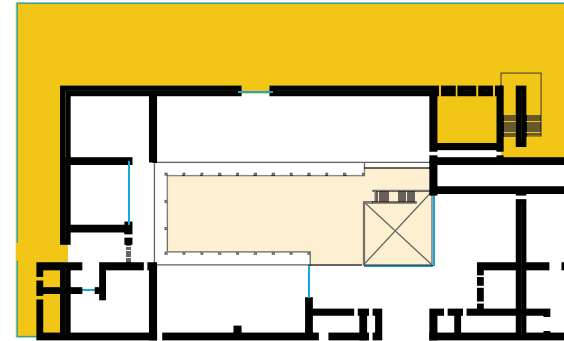


Concept
ZONING

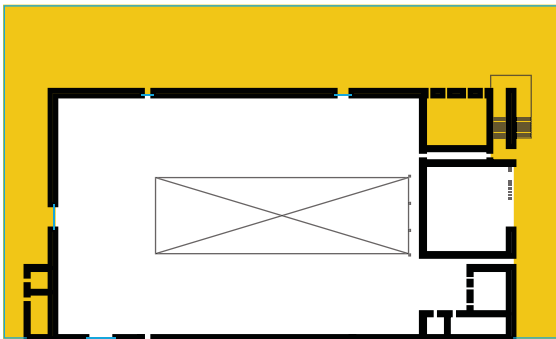
BF



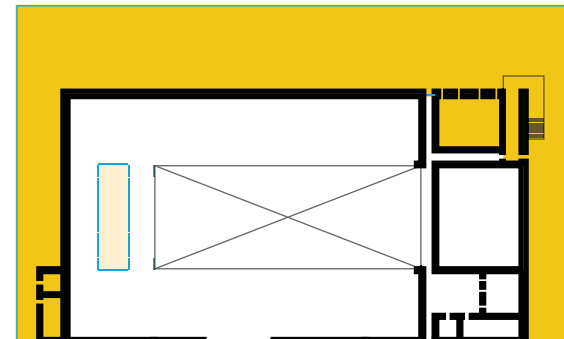
GF



1F

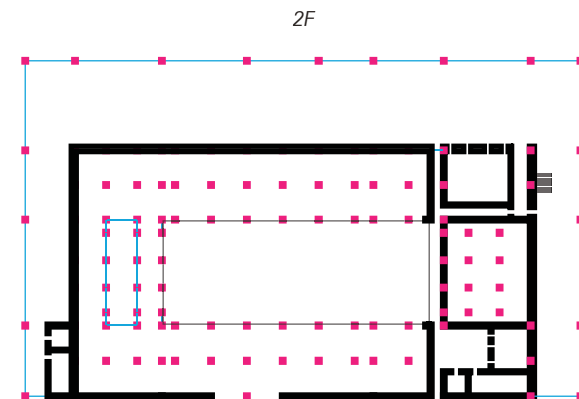
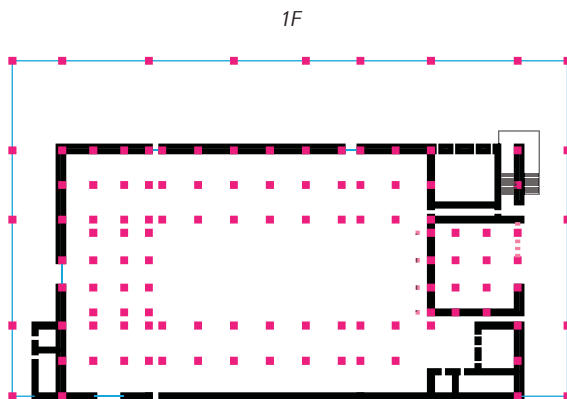
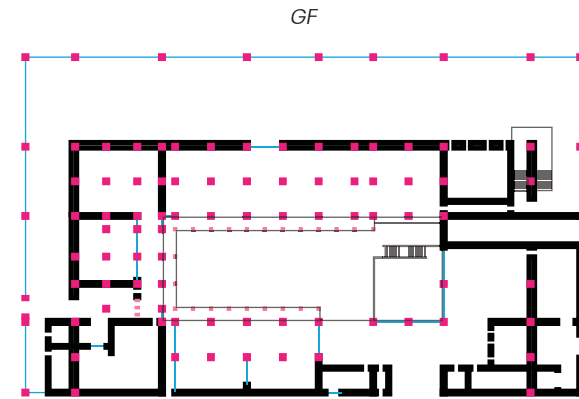
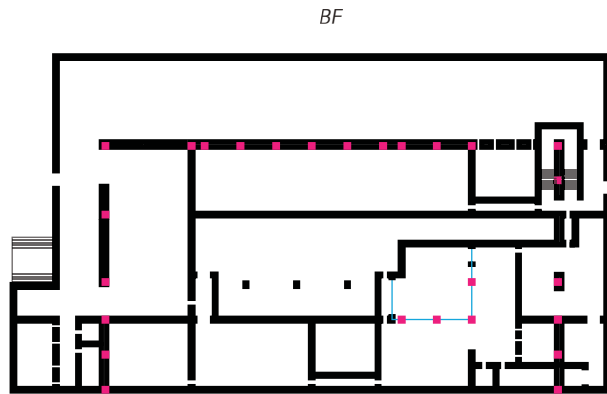


2F



- Public
- Private
- Garden

Concept
CONSTRUCTION



Concept

CLIMATE DESIGN



Solar Power



Geothermal Power

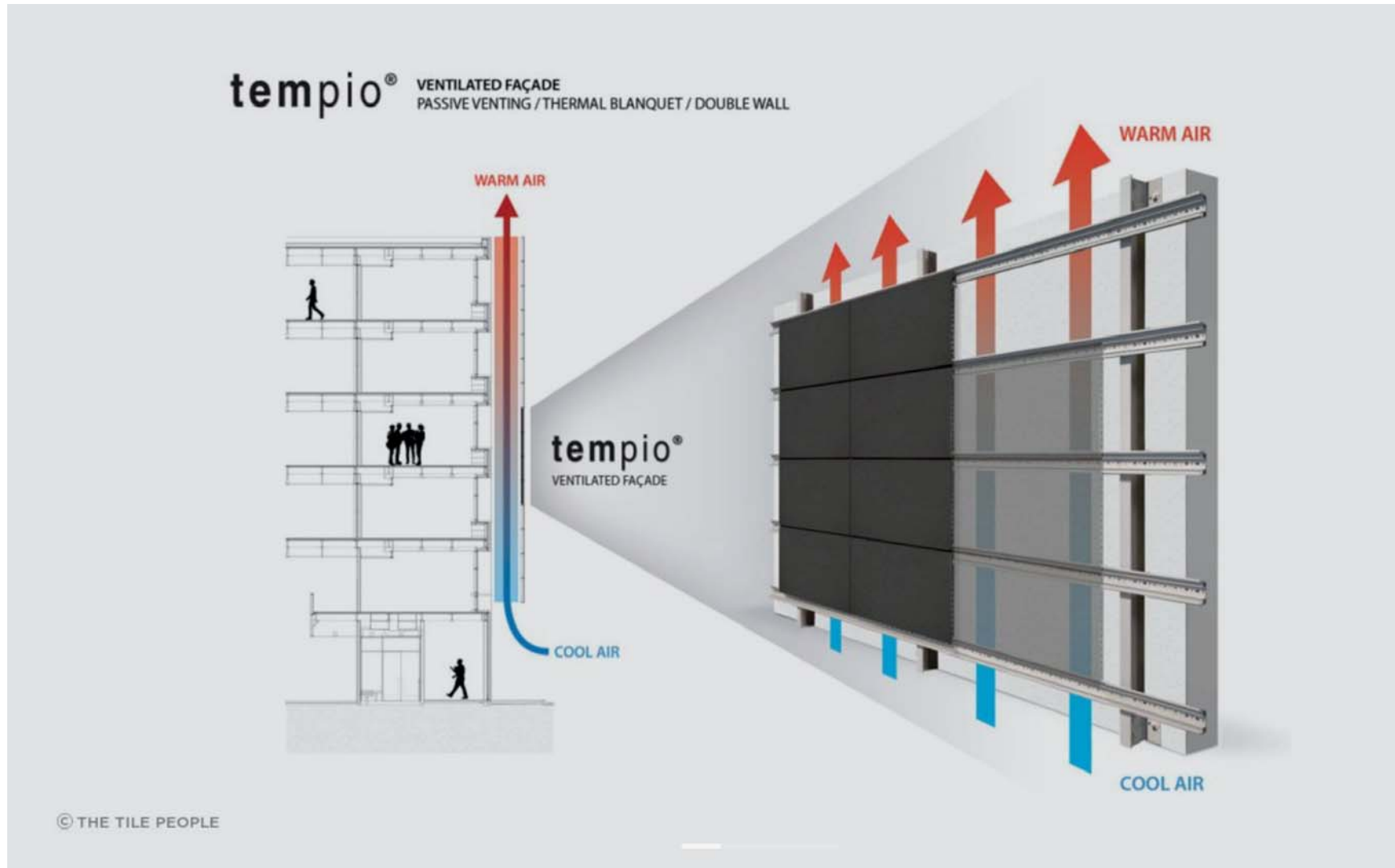


Rainwater Harvest System



Concept

VENTILATION WALL



Concept

TESLA - SOLAR ROOF REFERENCE



Tuscan Glass Tile

Slate Glass Tile

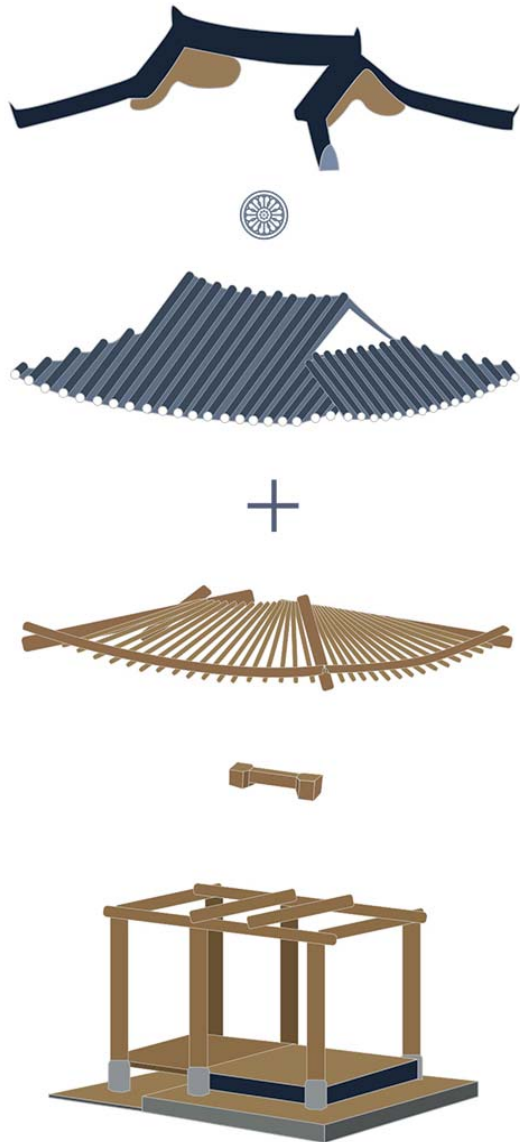
Textured Glass Tile

Smooth Glass Tile



Concept

HANOK - STRUCTURE & MATERIALITY



TERTIARY

SECONDARY

PRIMARY



Concept

HANOK - ONDOL



APPLYING REFERENCES



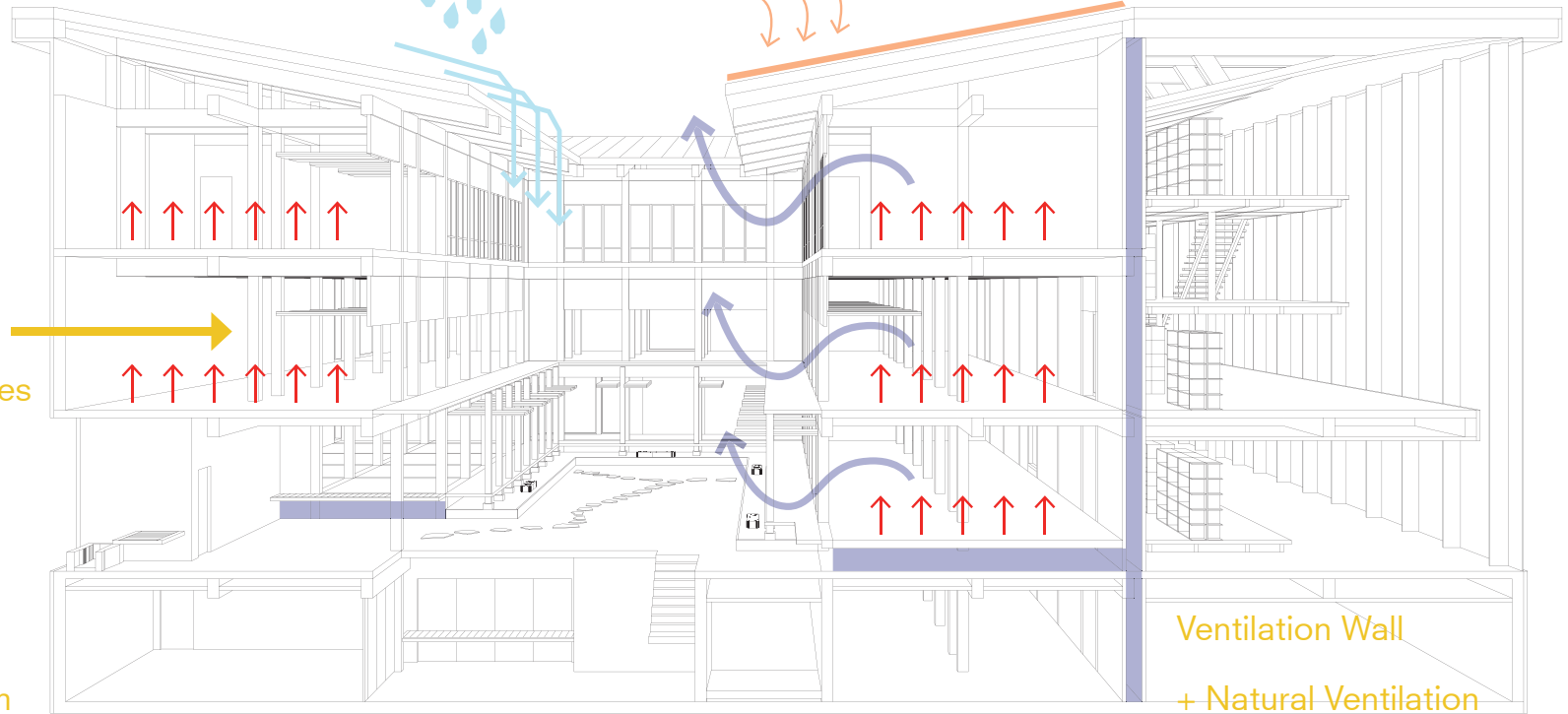
Rainwater Harvest System



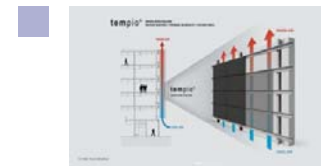
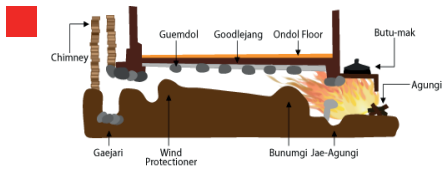
Tesla Solar Roof



Flexible Spaces



Ondol System



Introduction

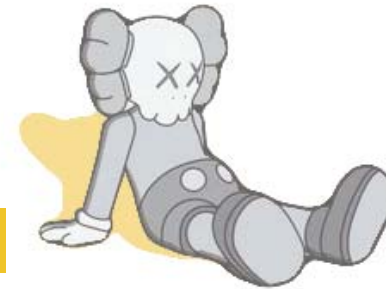
Research

Design Brief

Concept

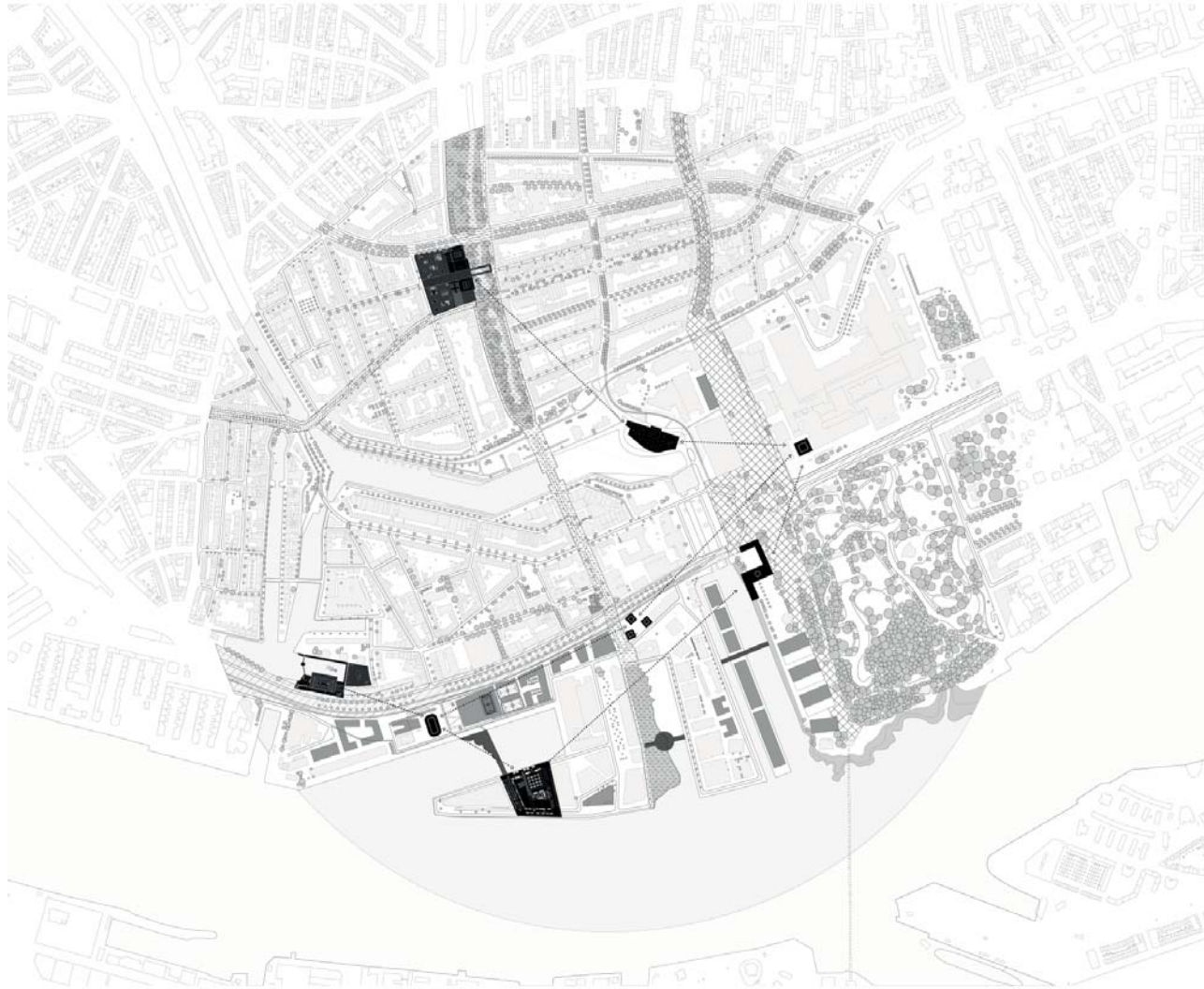
Implementation

Conclusion



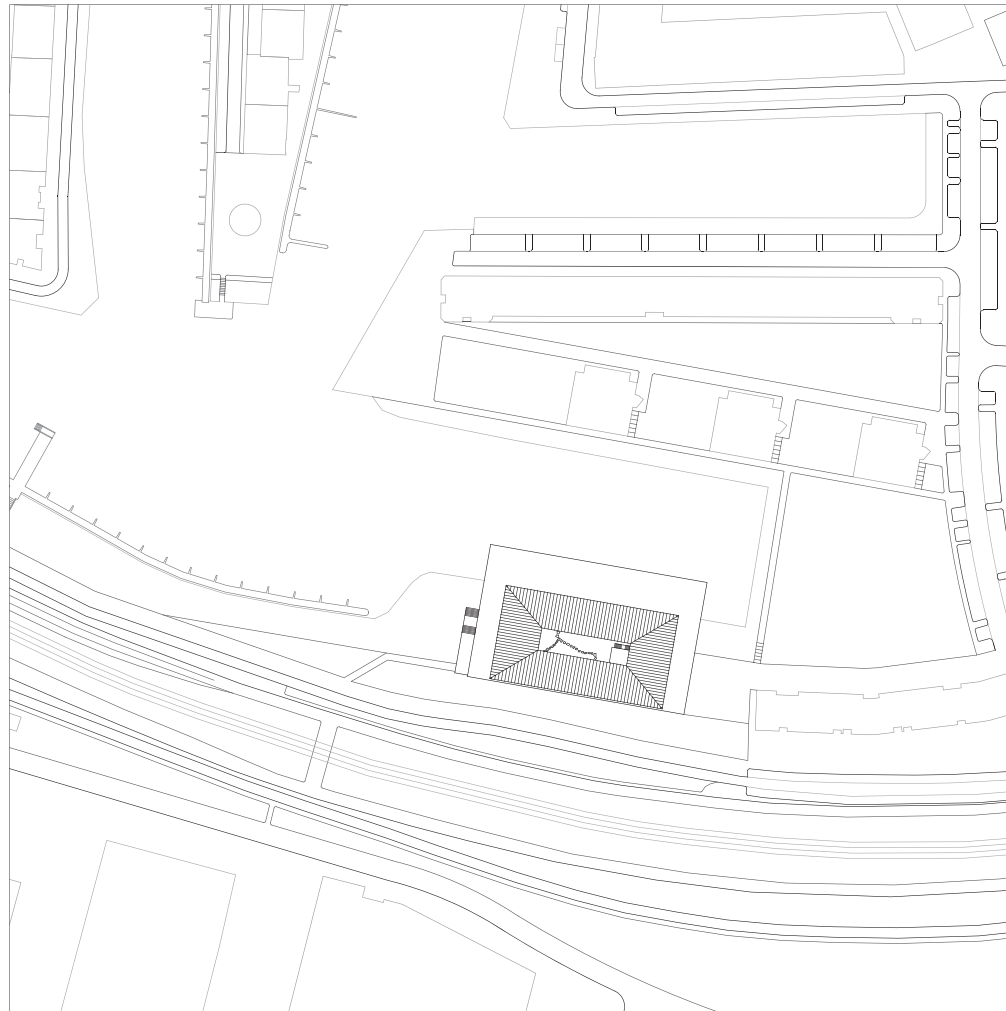
Implementation

GROUP SITE PLAN 1:10000



Implementation

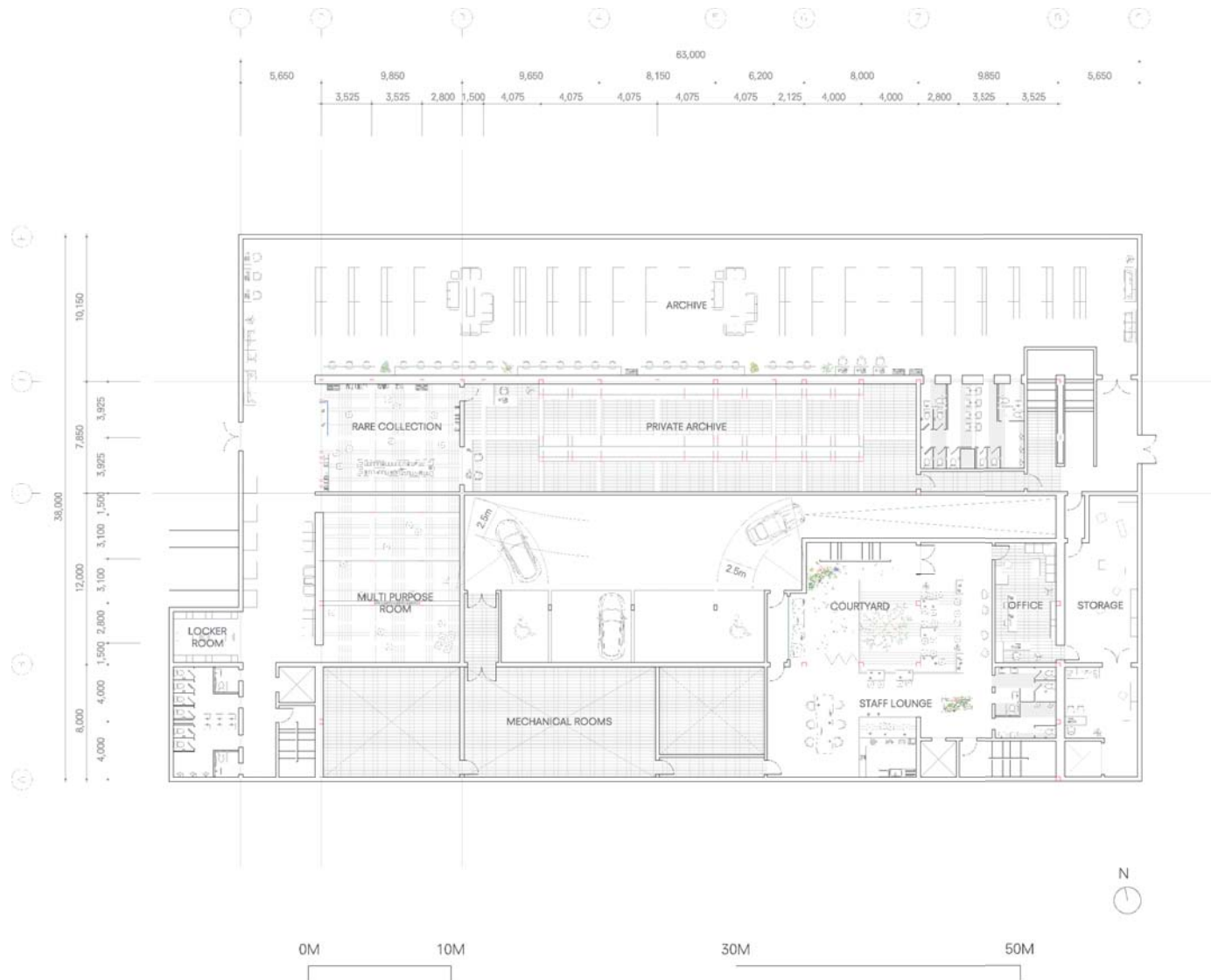
SITE PLAN 1:1000



URBAN IMPLEMENTATION 1:500

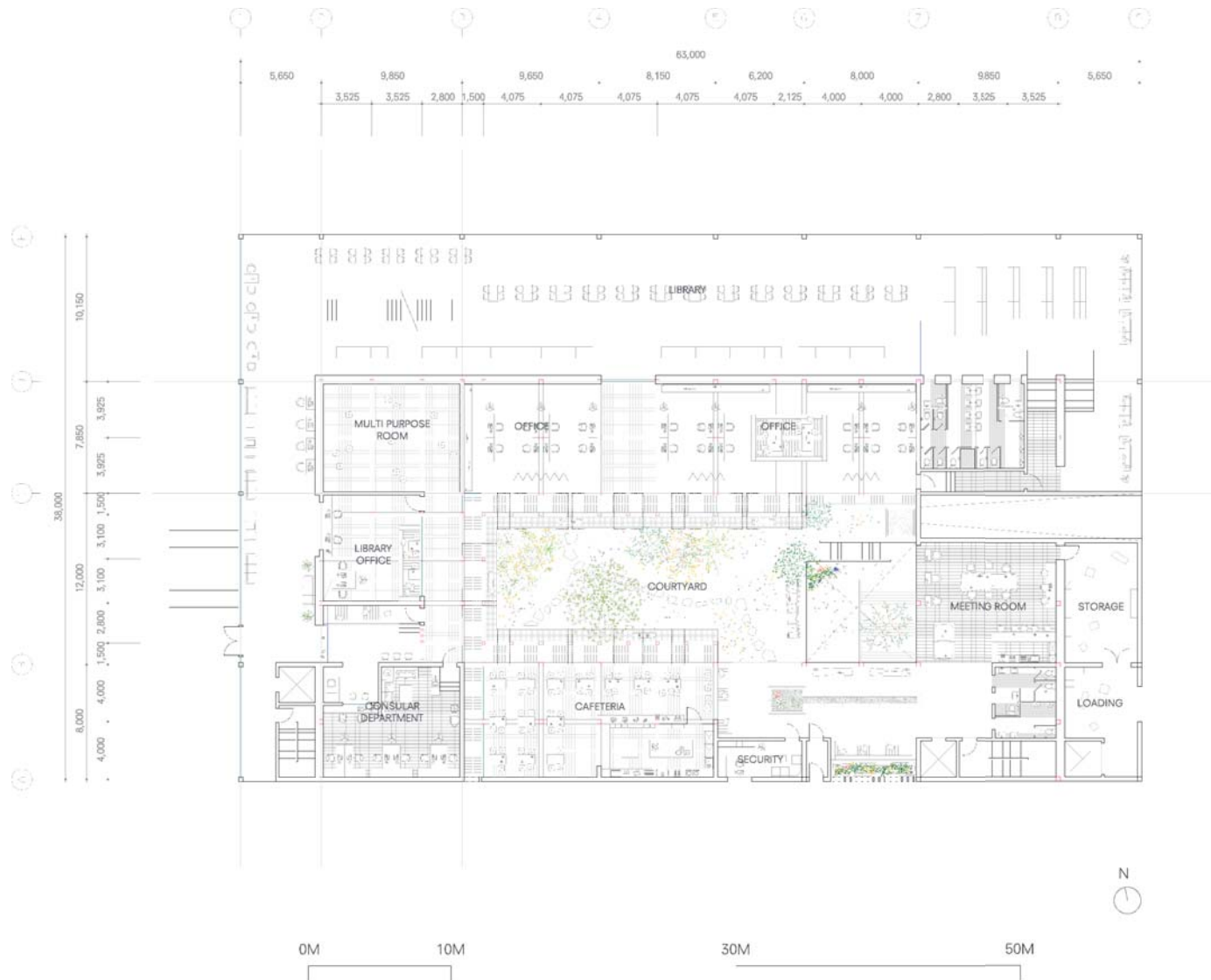


BASEMENT FLOOR 1:200



Implementation

GROUND FLOOR 1:200



Implementation

GROUND FLOOR 1:200



Implementation

FACADE



Image Source: Chaewon Yoo 2021



Implementation

GROUND FLOOR 1:200



Implementation

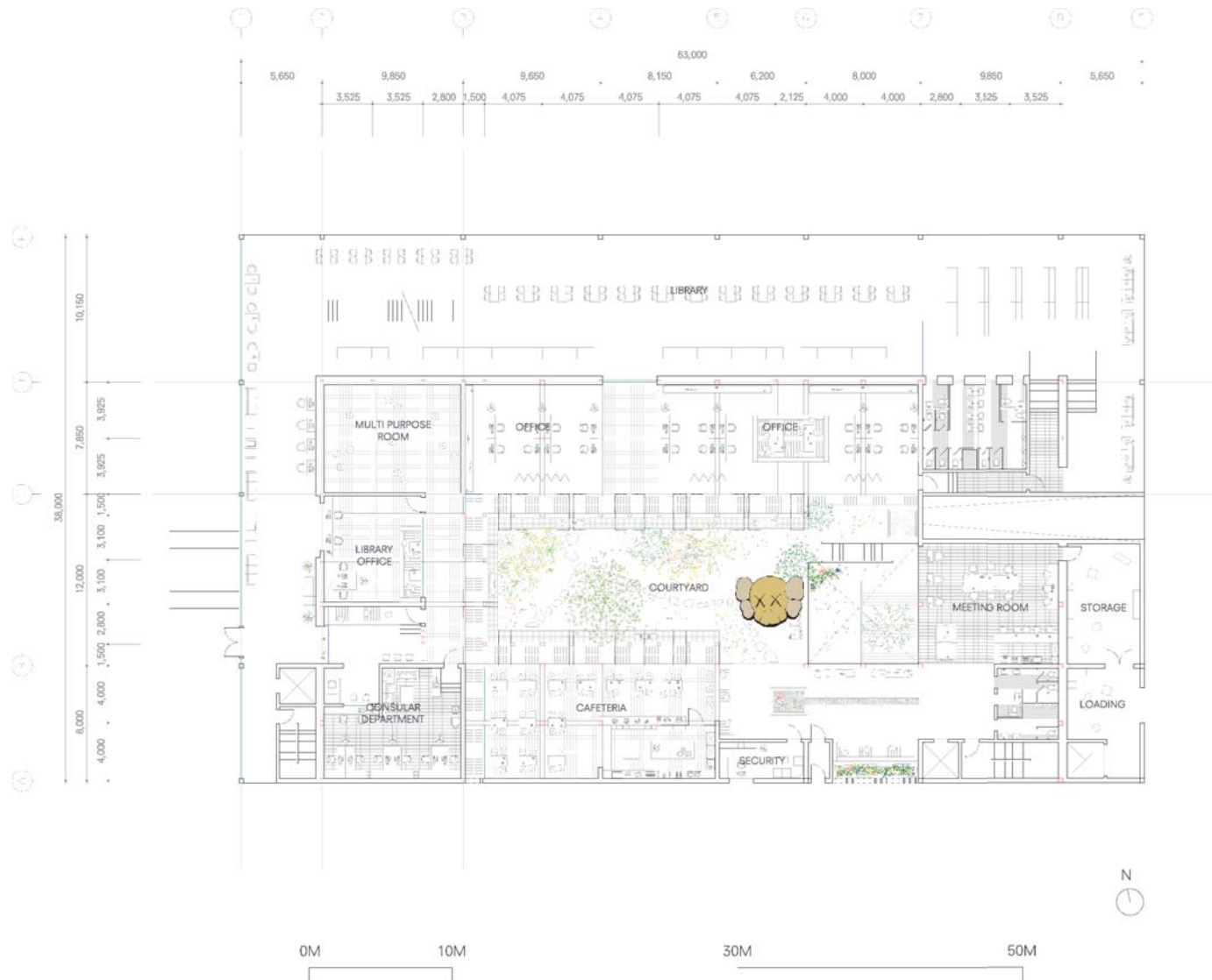
EMBASSY



Image Source: Chaewon Yoo 2021

Implementation

GROUND FLOOR 1:200



Implementation

COURTYARD (EMBASSY)

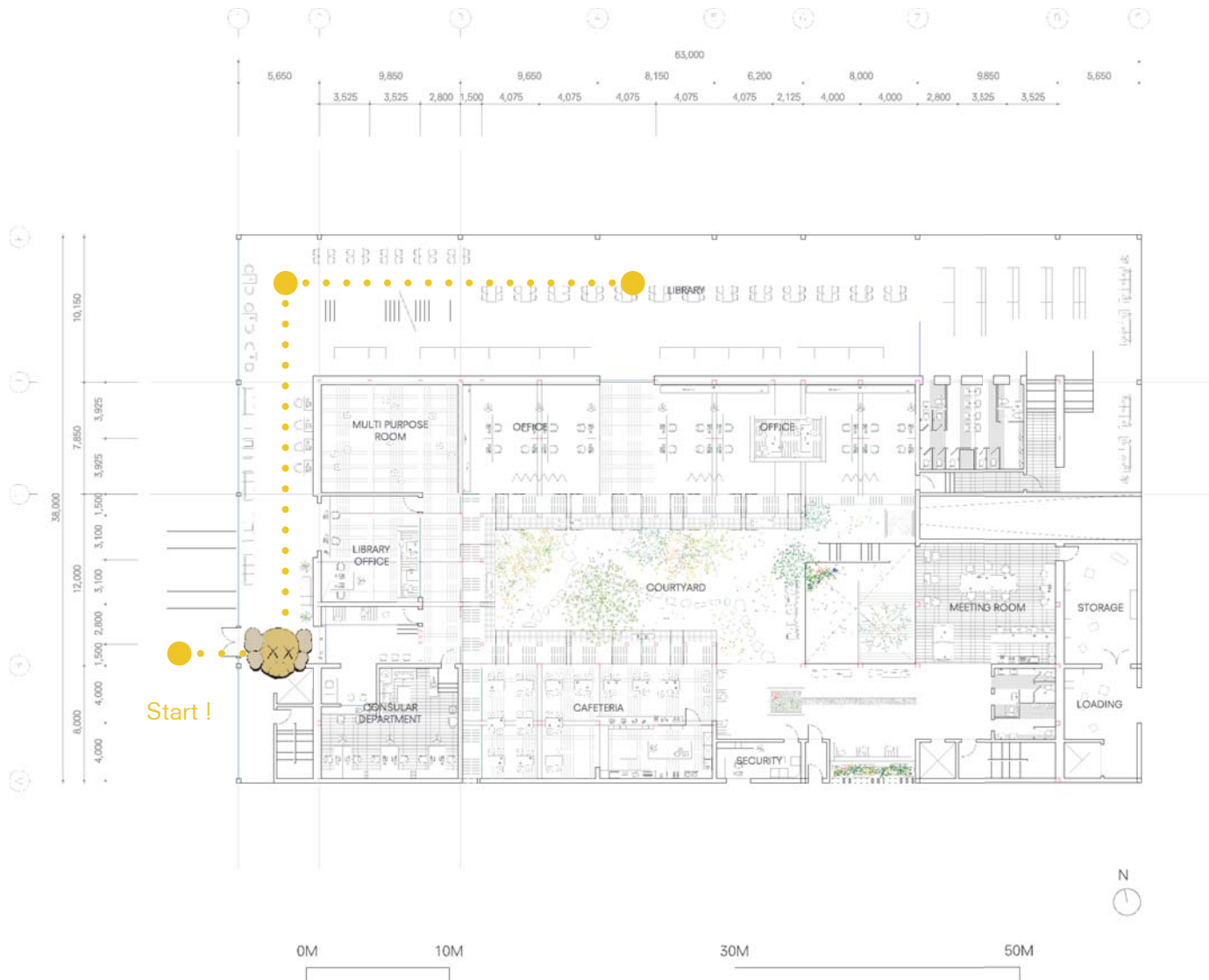


Image Source: Chaewon Yoo 2021



Implementation

GROUND FLOOR 1:200



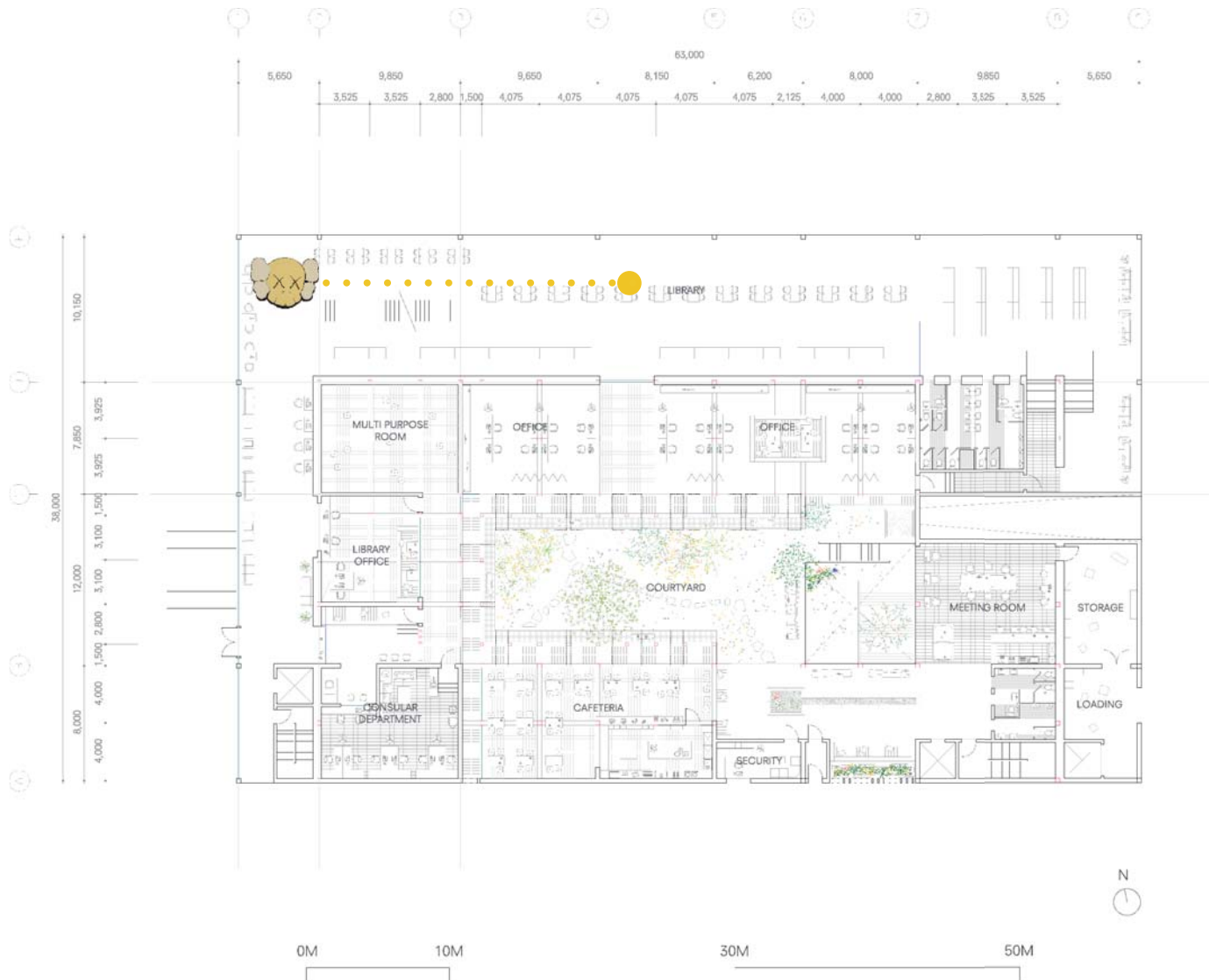
Implementation

ENTRANCE (LIBRARY)



Implementation

GROUND FLOOR 1:200



Implementation

LIBRARY



Image Source: Chaewon Yoo 2021



Implementation

GROUND FLOOR 1:200



Implementation

CHA GYEONG (FROM LIBRARY SIDE 1)



Image Source: Chaewon Yoo 2021



Implementation
1ST FLOOR 1:200

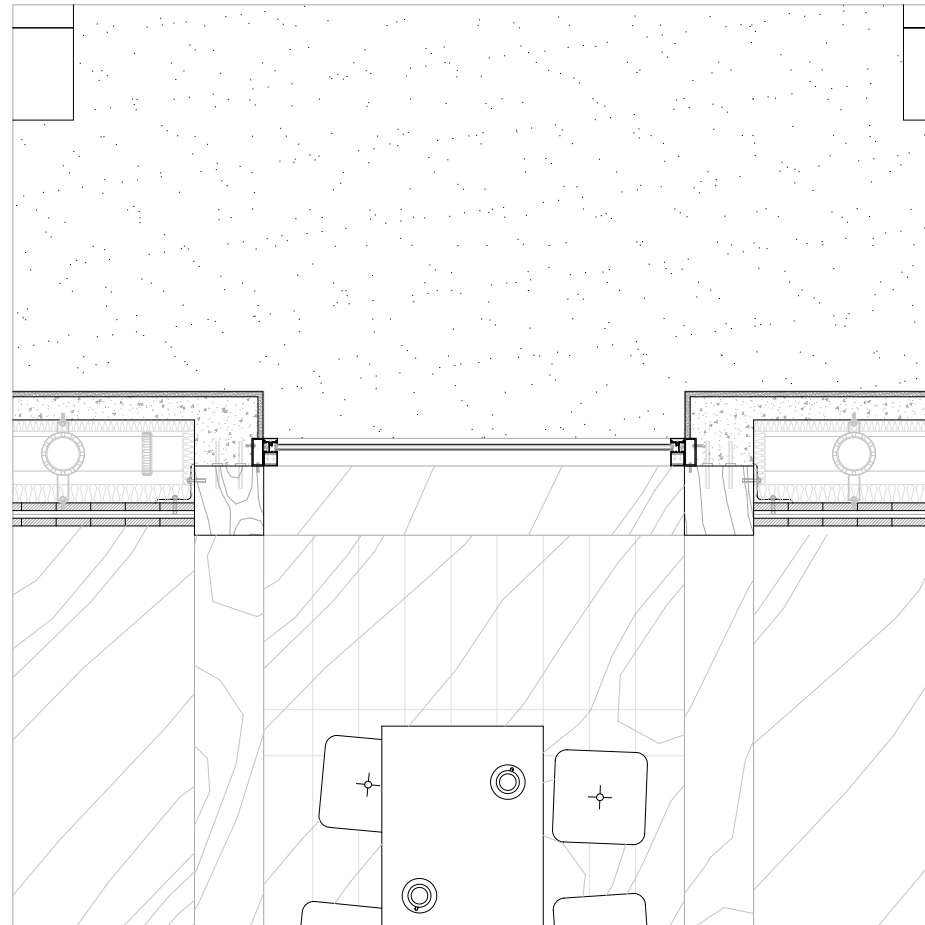


Implementation
1ST FLOOR 1:200



Implementation

ENVELOPE FRAGMENT 1:20



0.1 0.5 1 2M

Implementation
1ST FLOOR 1:200



Implementation

CHA GYEONG (FROM LIBRARY SIDE 2)



Image Source: Chaewon Yoo 2021



Implementation
1ST FLOOR 1:200



Implementation

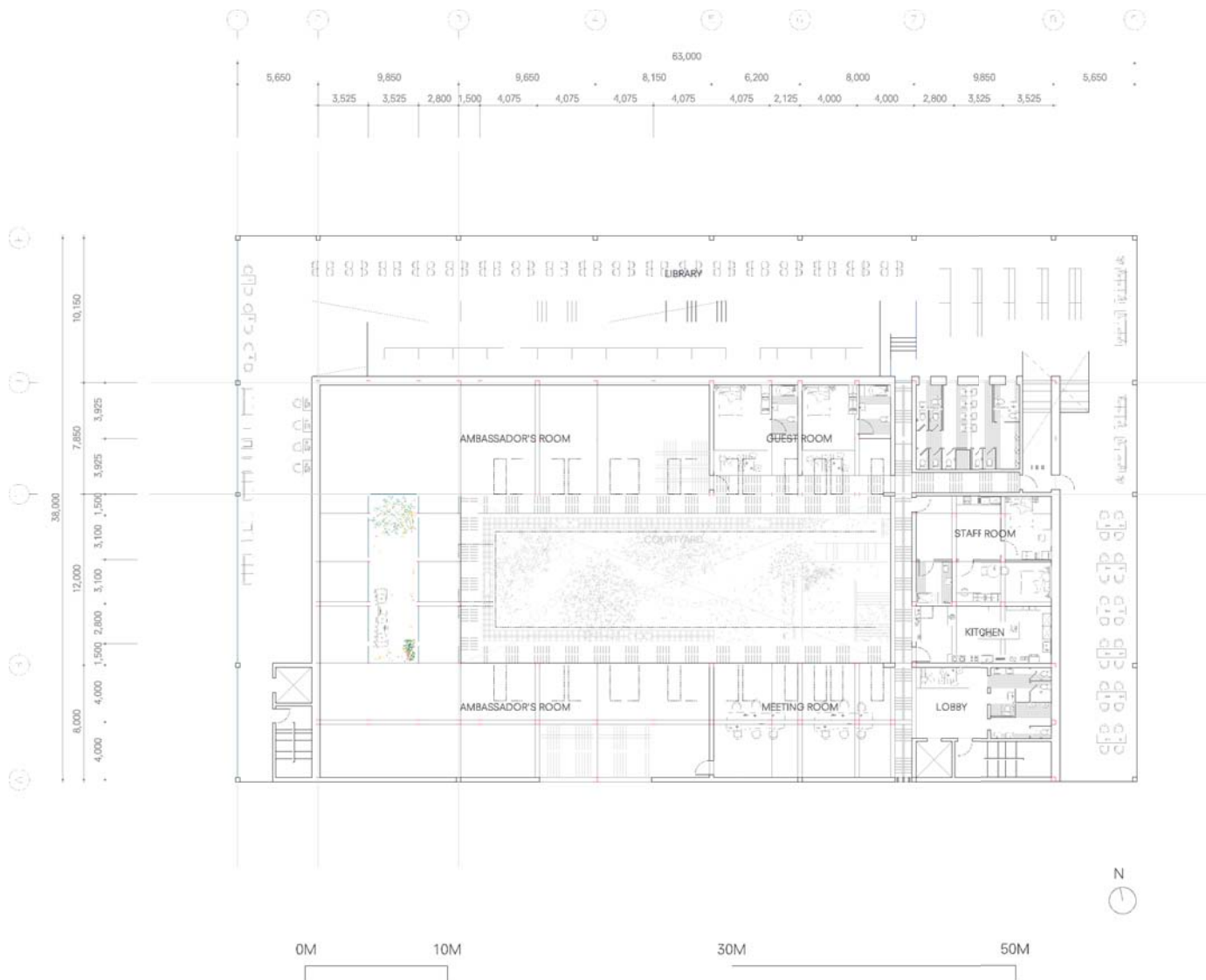
CHA GYEONG (FROM EMBASSY SIDE)



Image Source: Chaewon Yoo 2021



Implementation
2ND FLOOR 1:200



Implementation

LIBRARY 2

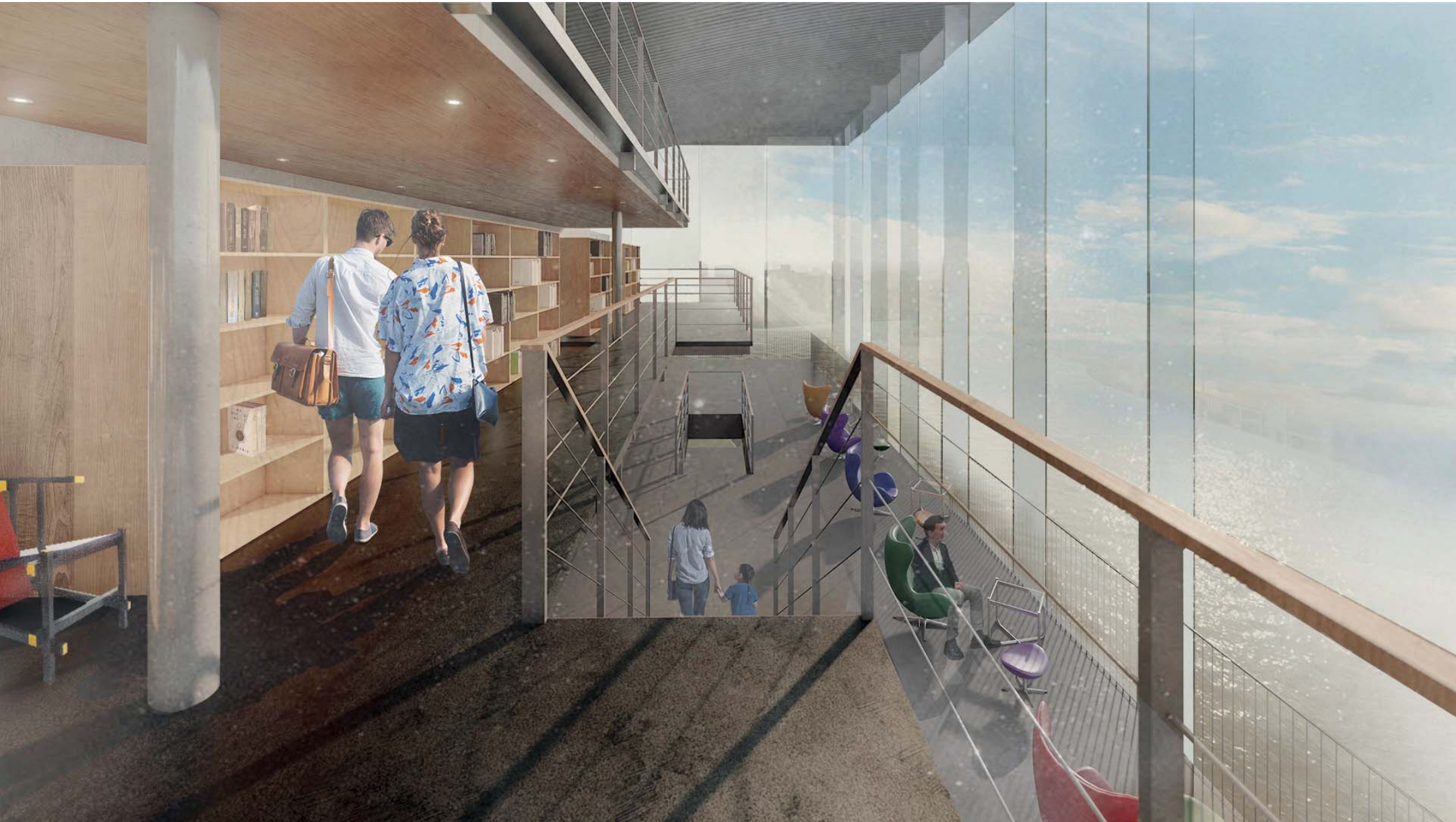
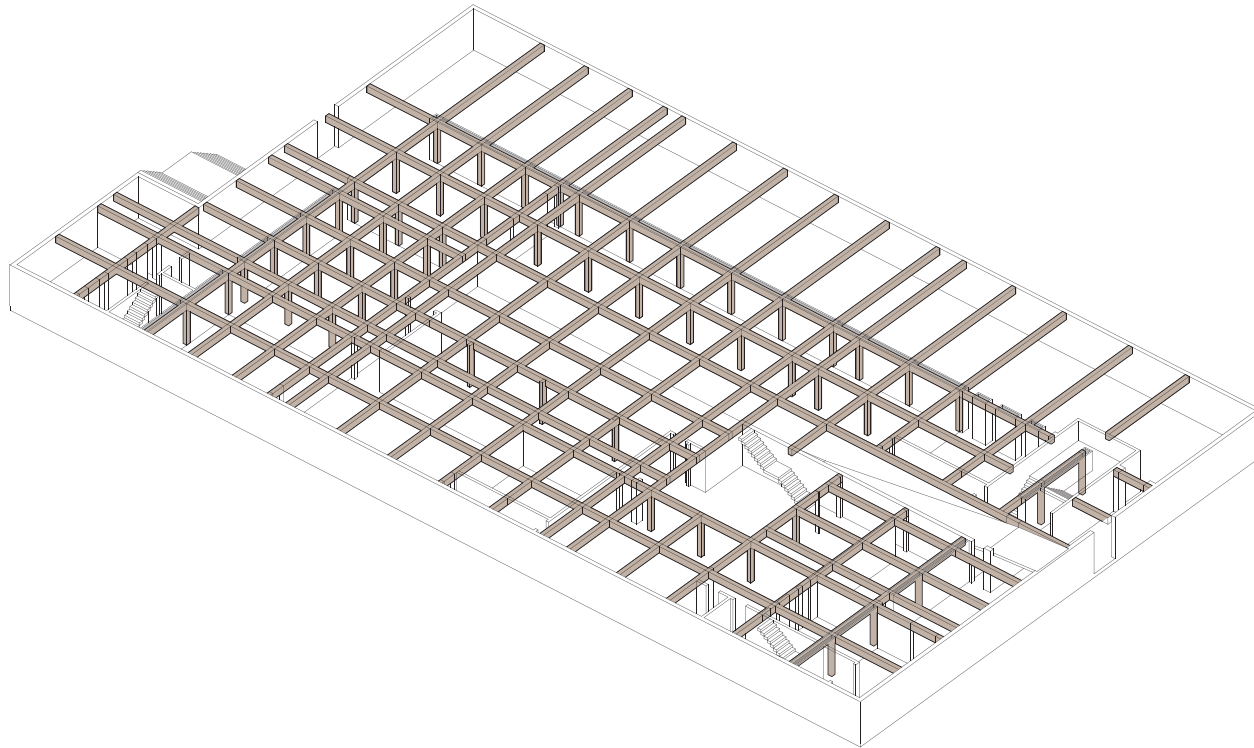


Image Source: Chaewon Yoo 2021



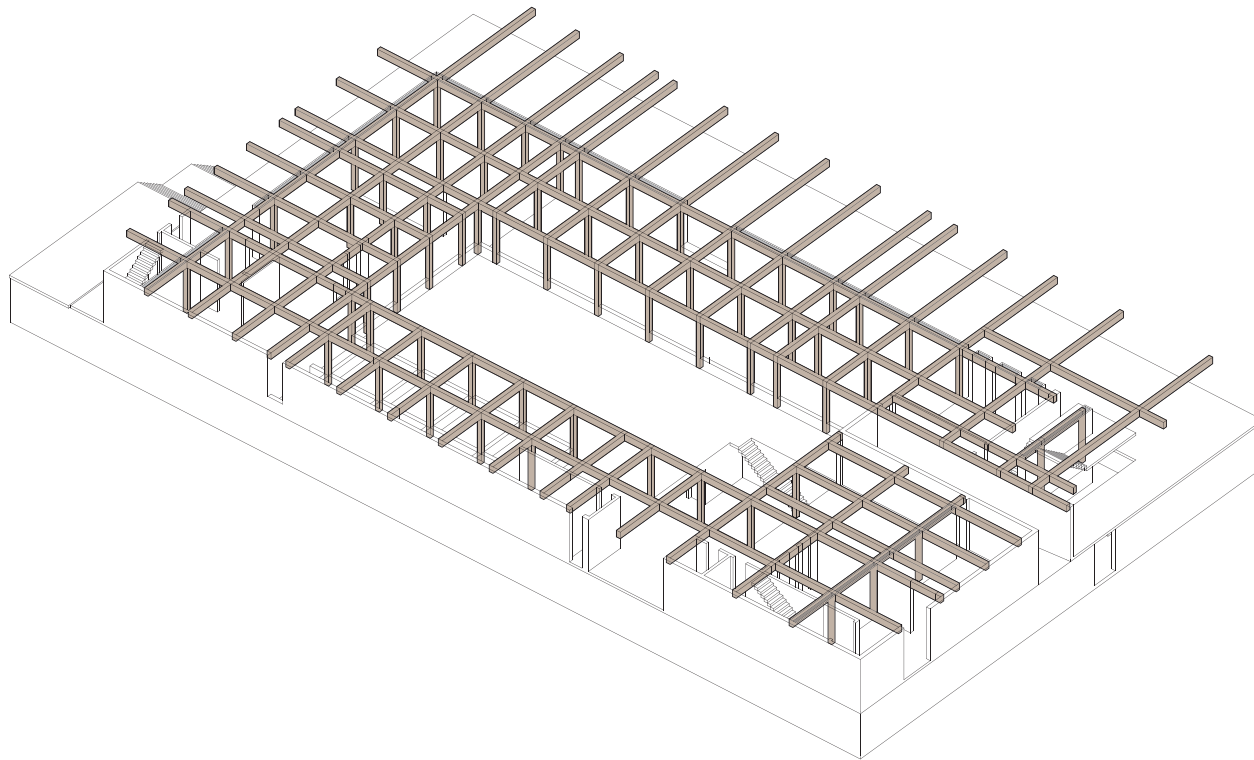
Implementation

STRUCTURE SCHEME



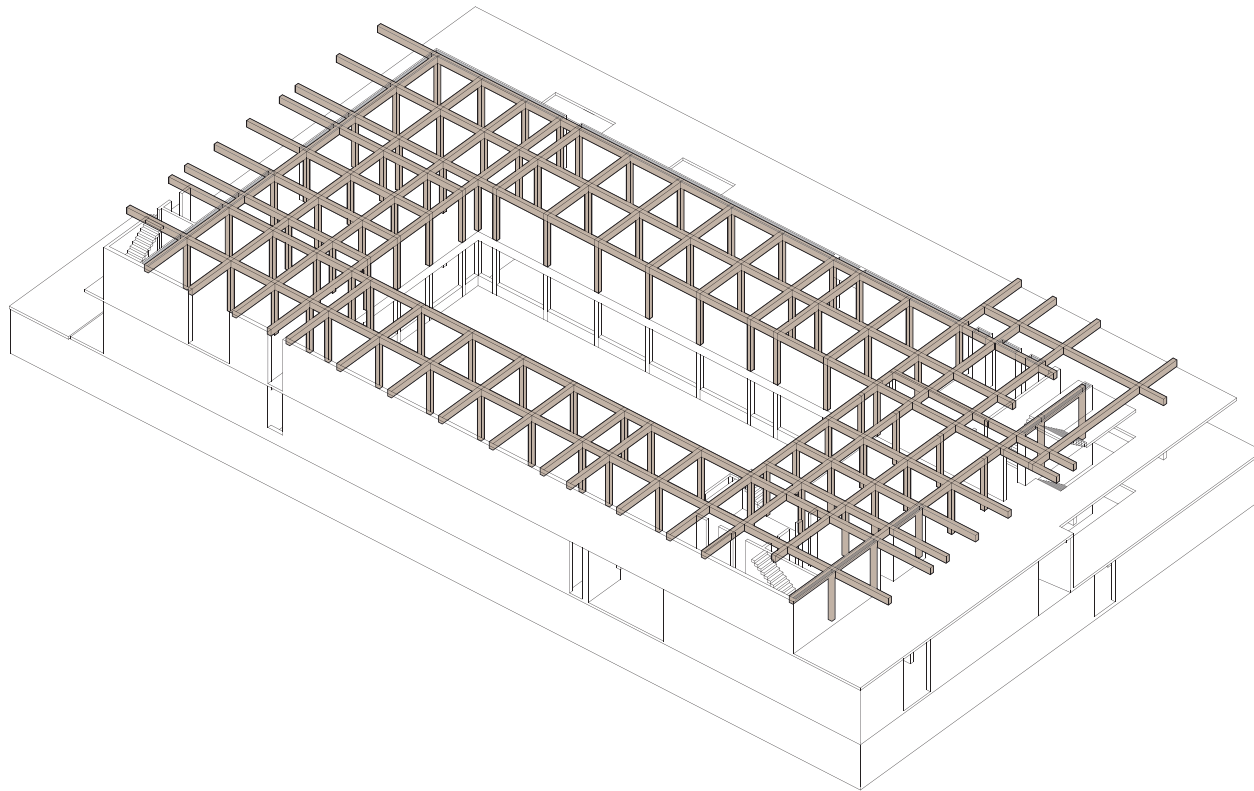
Implementation

STRUCTURE SCHEME



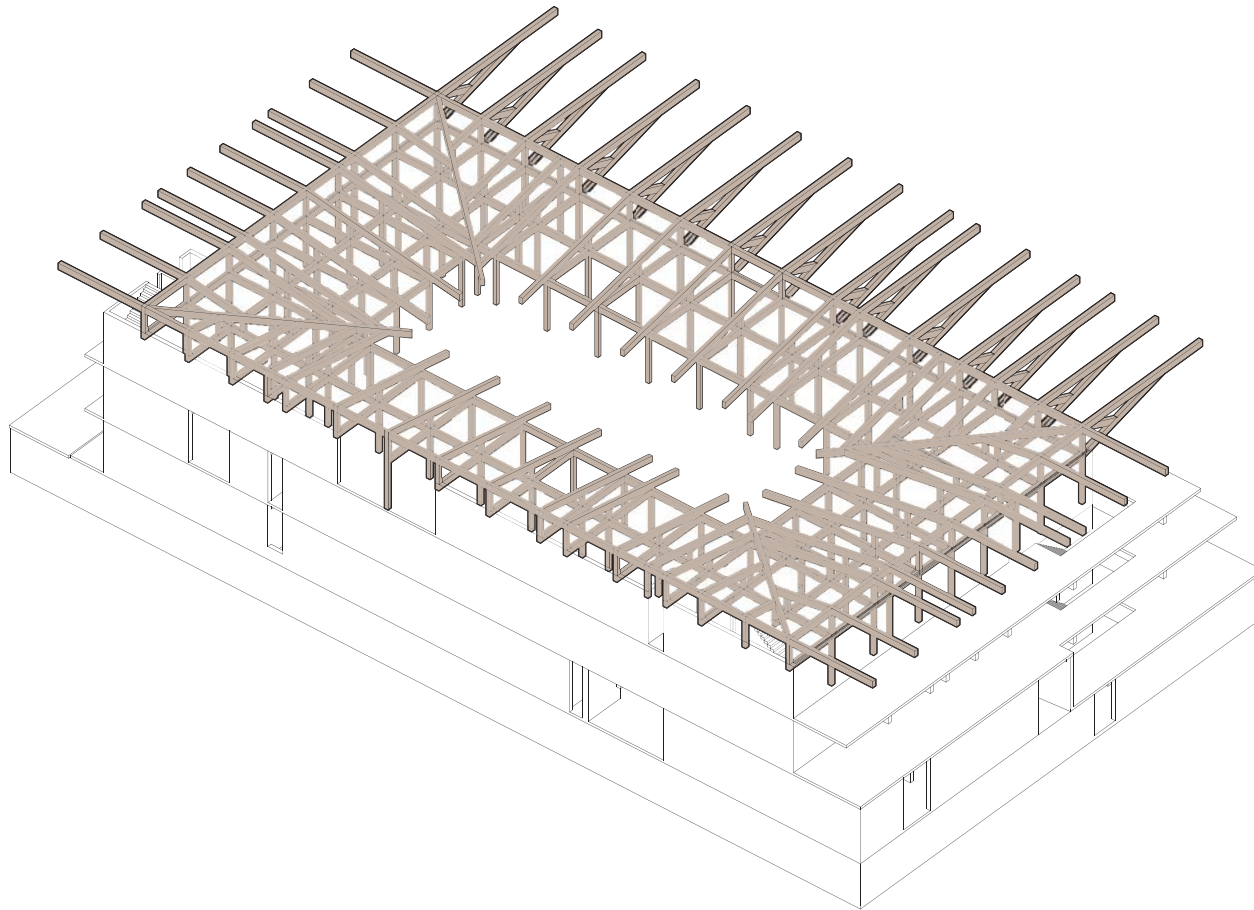
Implementation

STRUCTURE SCHEME



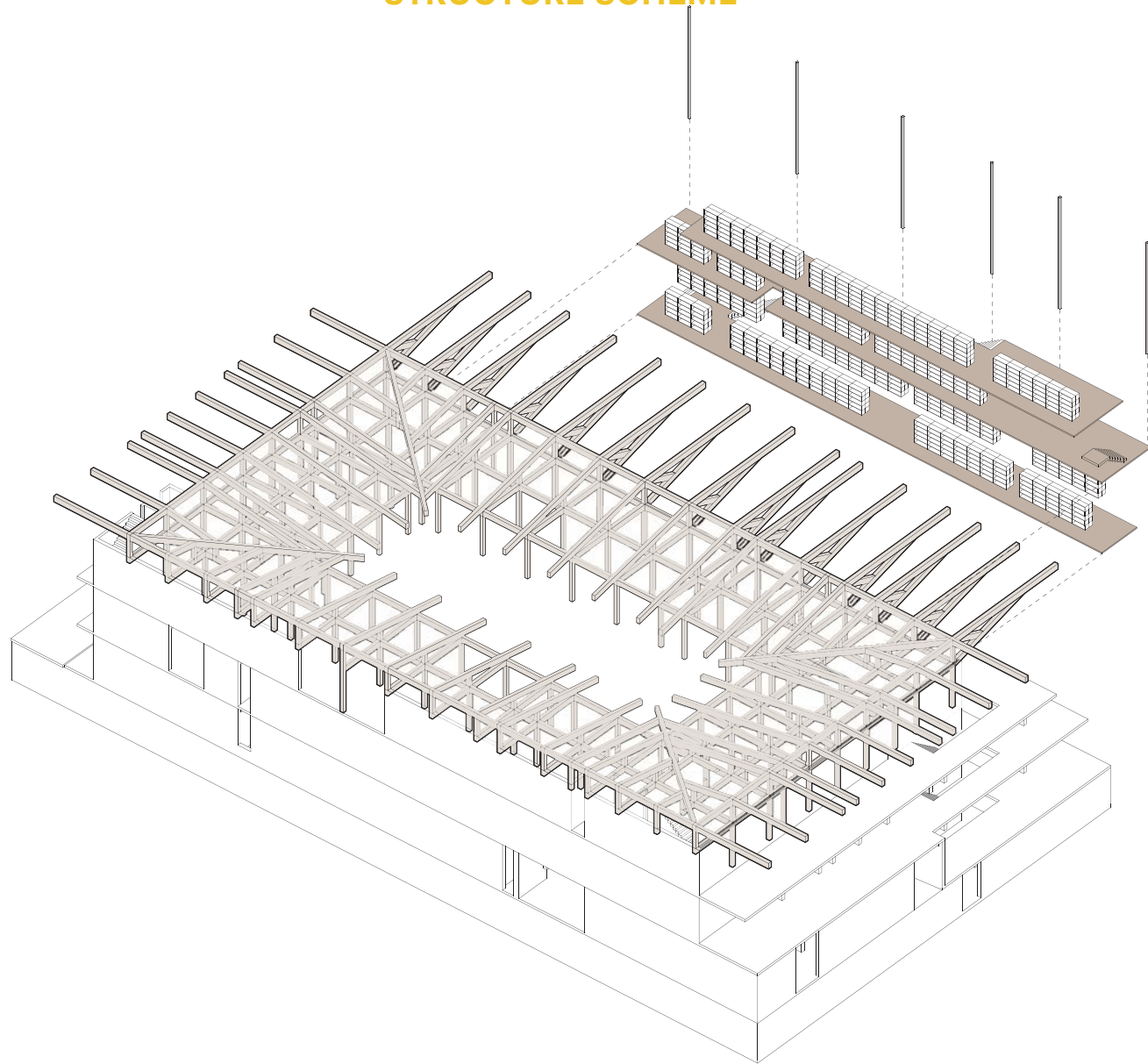
Implementation

STRUCTURE SCHEME

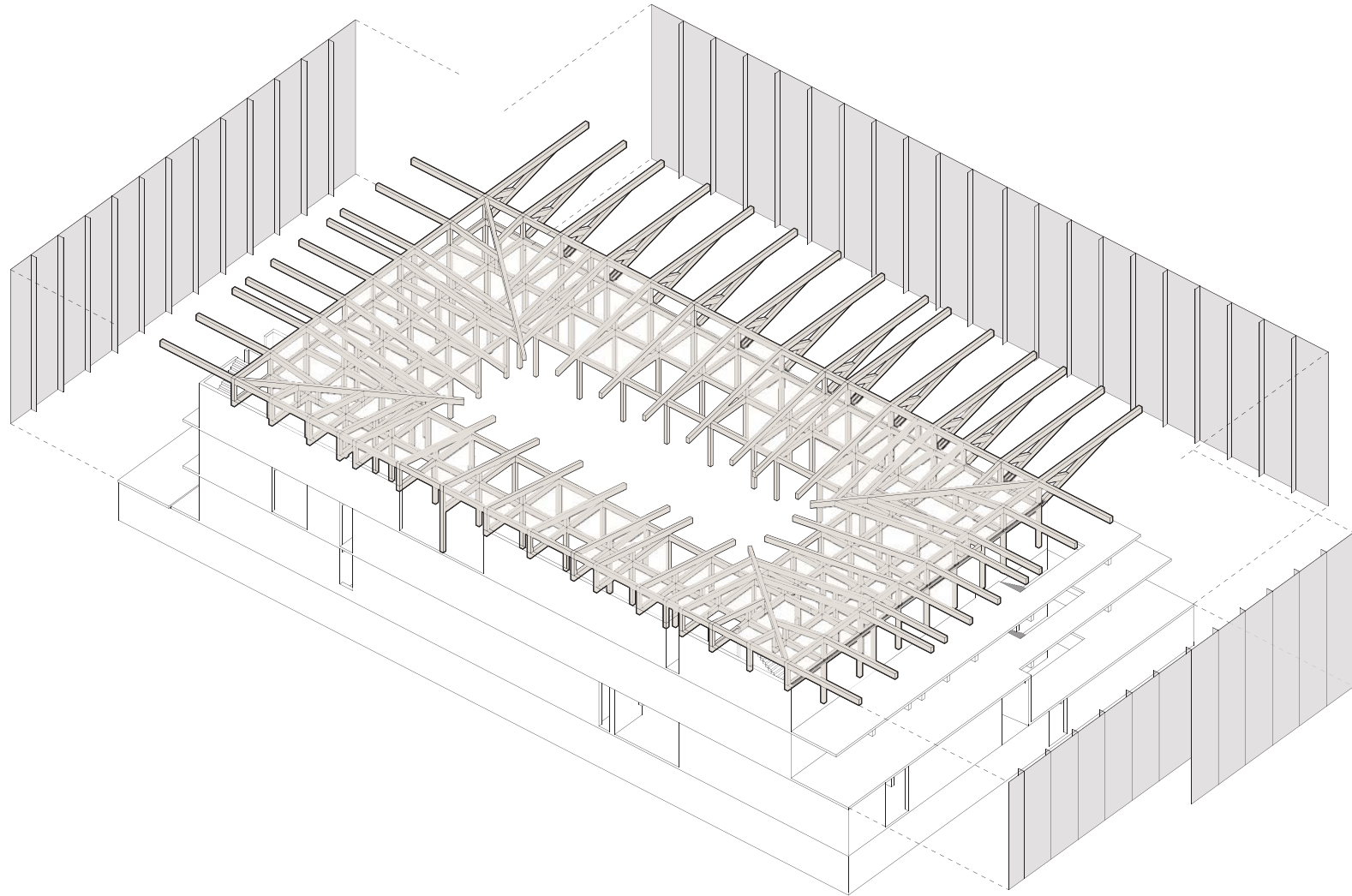


Implementation

STRUCTURE SCHEME

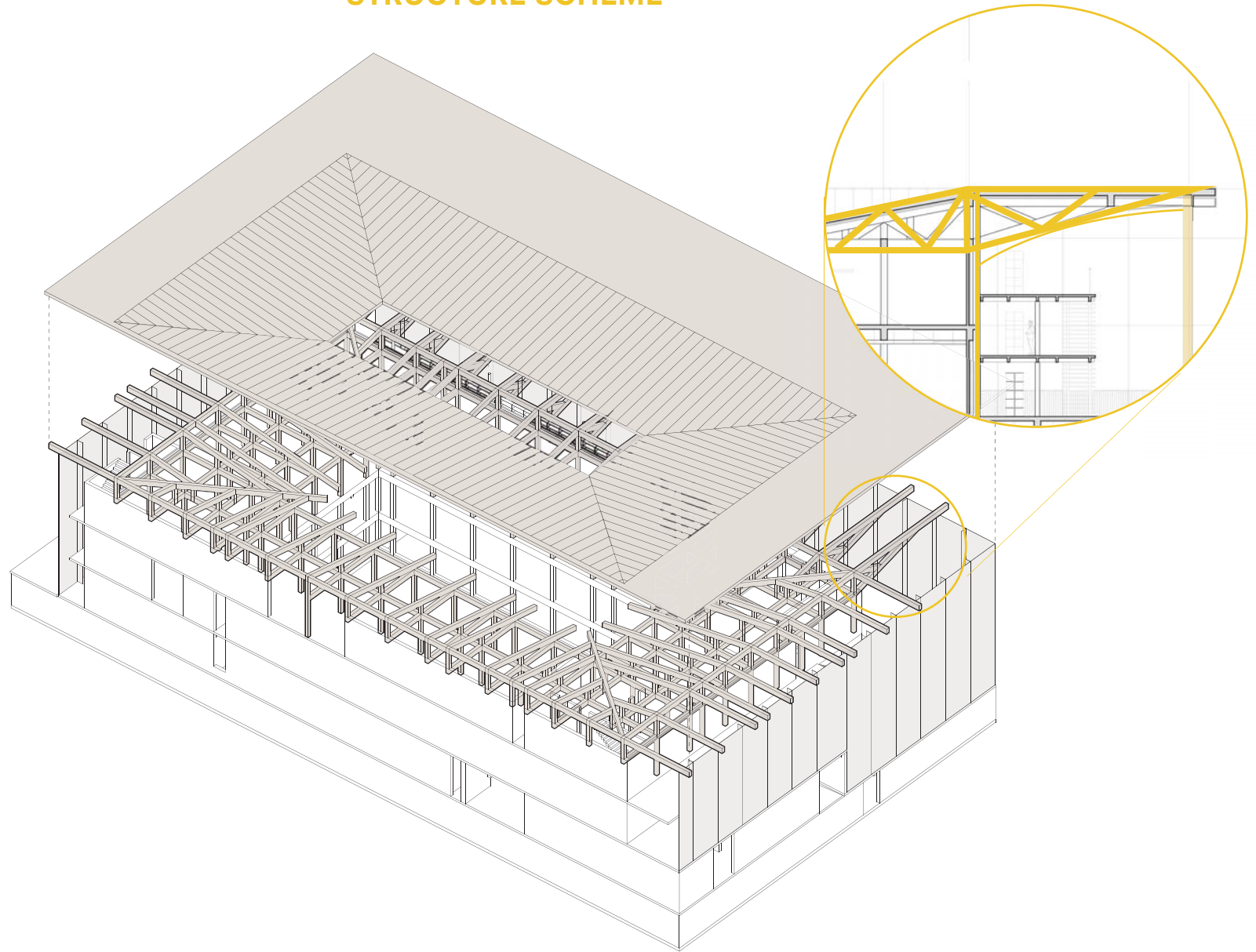


STRUCTURE SCHEME



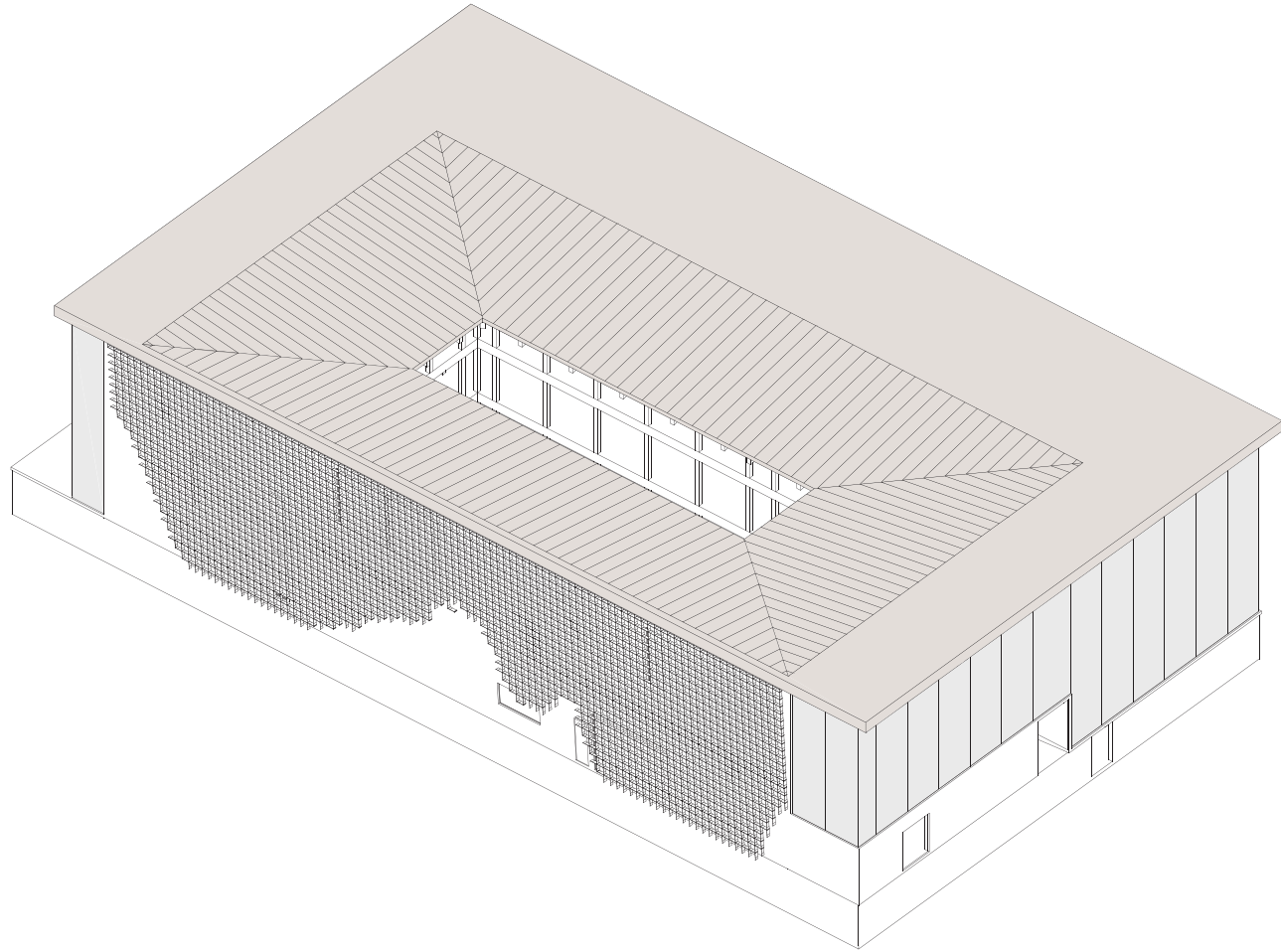
Implementation

STRUCTURE SCHEME



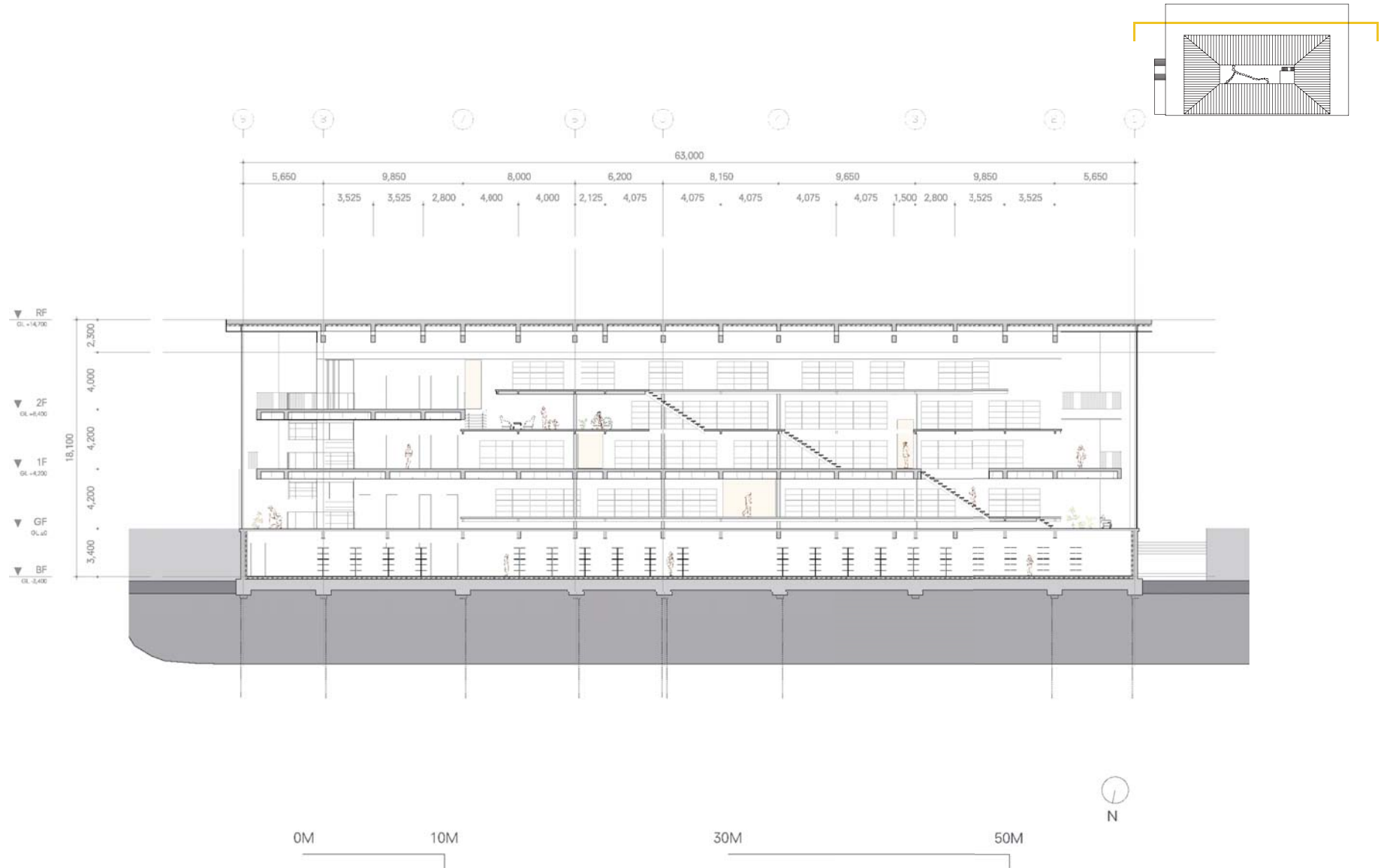
Implementation

STRUCTURE SCHEME



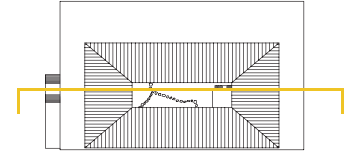
Implementation

LONGITUDINAL SECTION 1:200



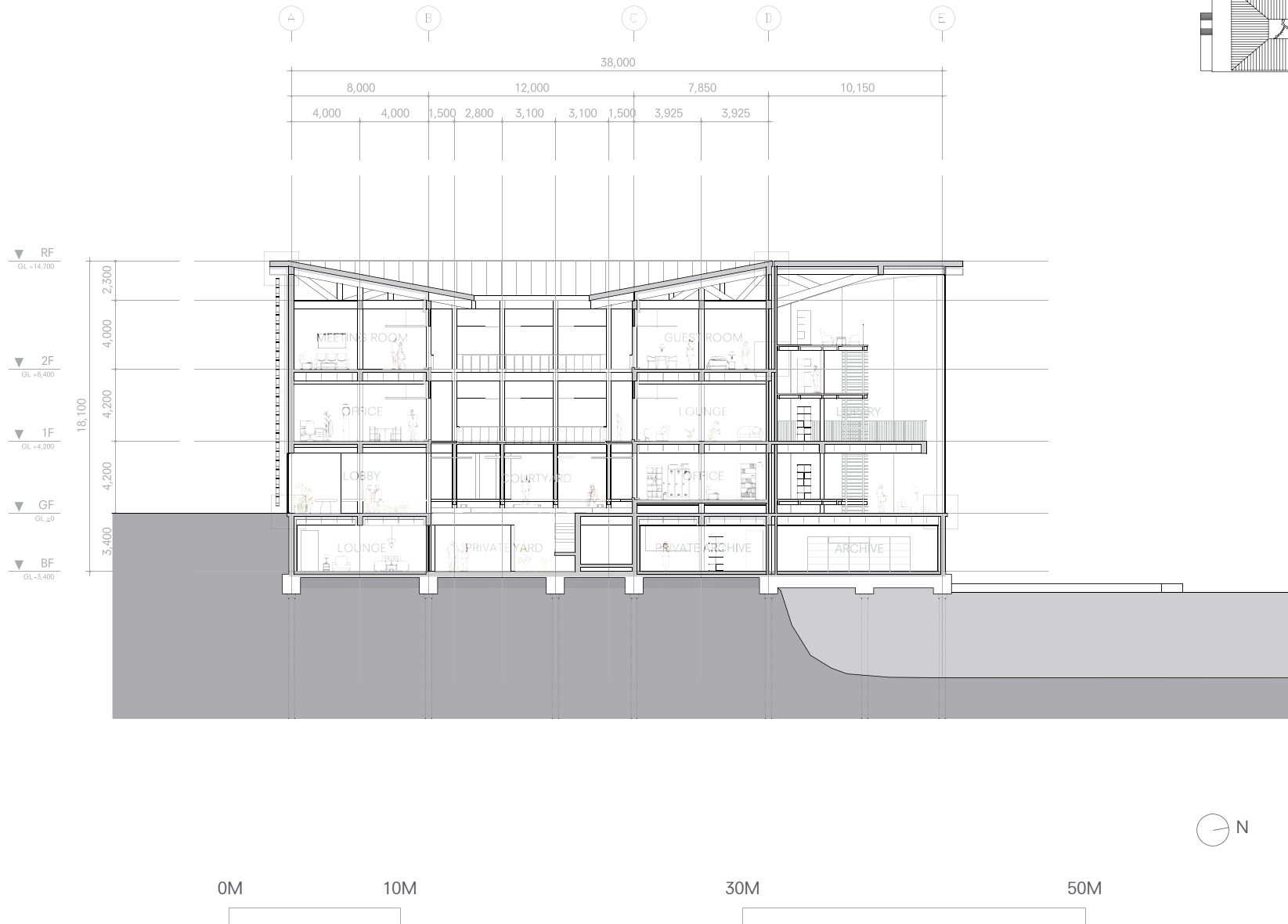
Implementation

PERSPECTIVE SECTION (INTERIOR FRAGMENT)



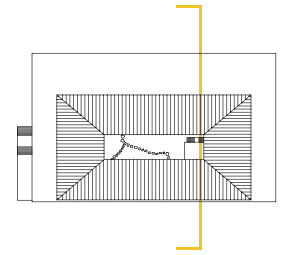
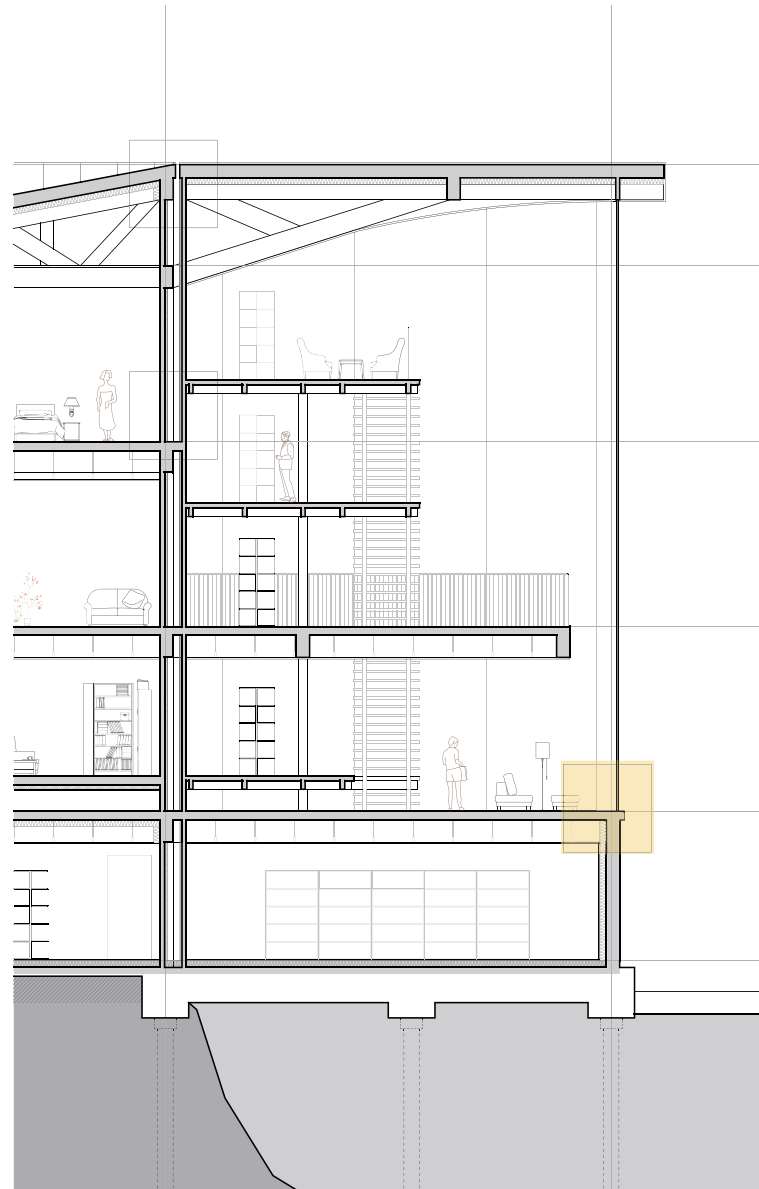
Implementation

CROSS SECTION 1:200

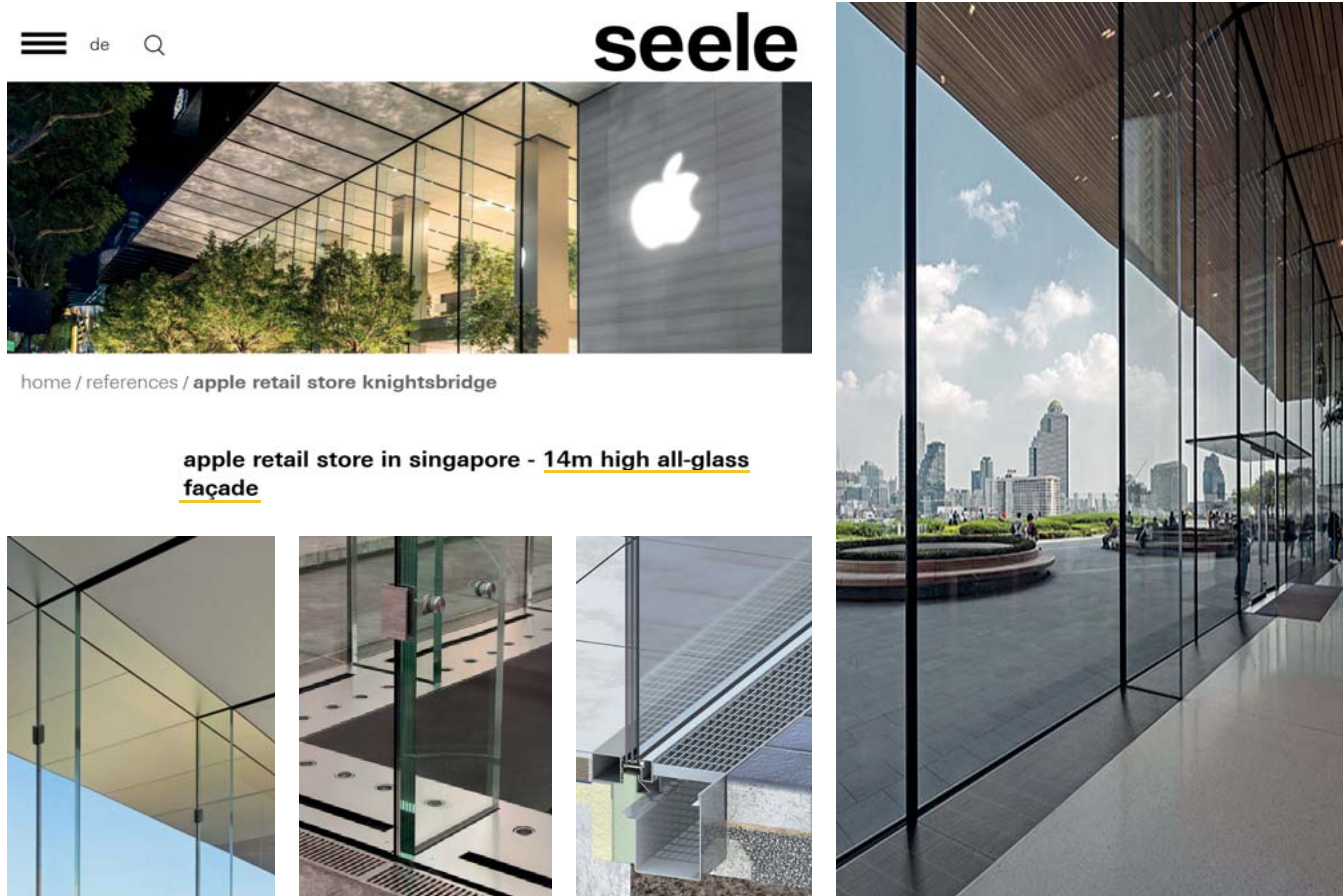


Implementation

GLASS FACADE DETAIL



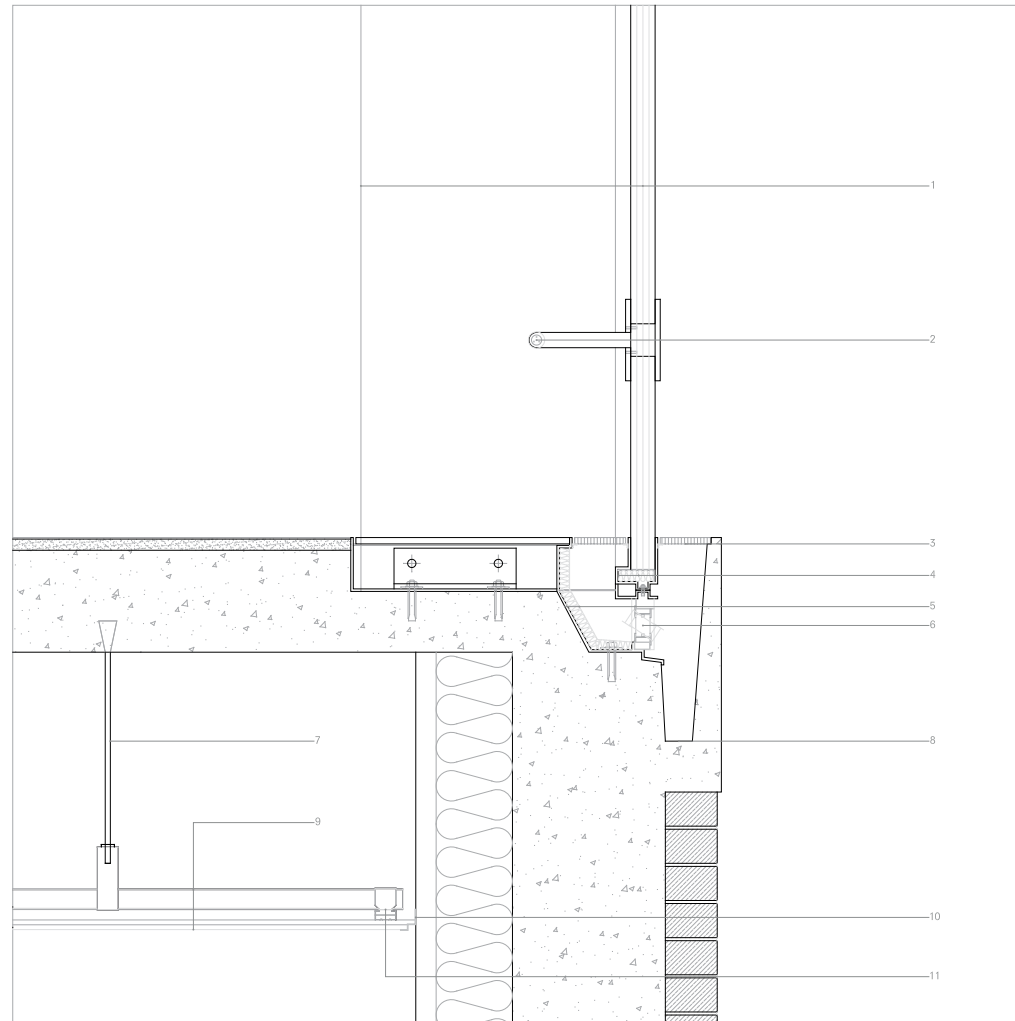
FRAMELESS GLASS



**5-PLY 12MM INSULATING GLASS PANES
+ GLASS FINS (5-PLY 12MM HEAT-STRENGTHENED GLASS)**

Implementation

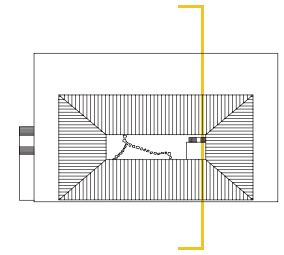
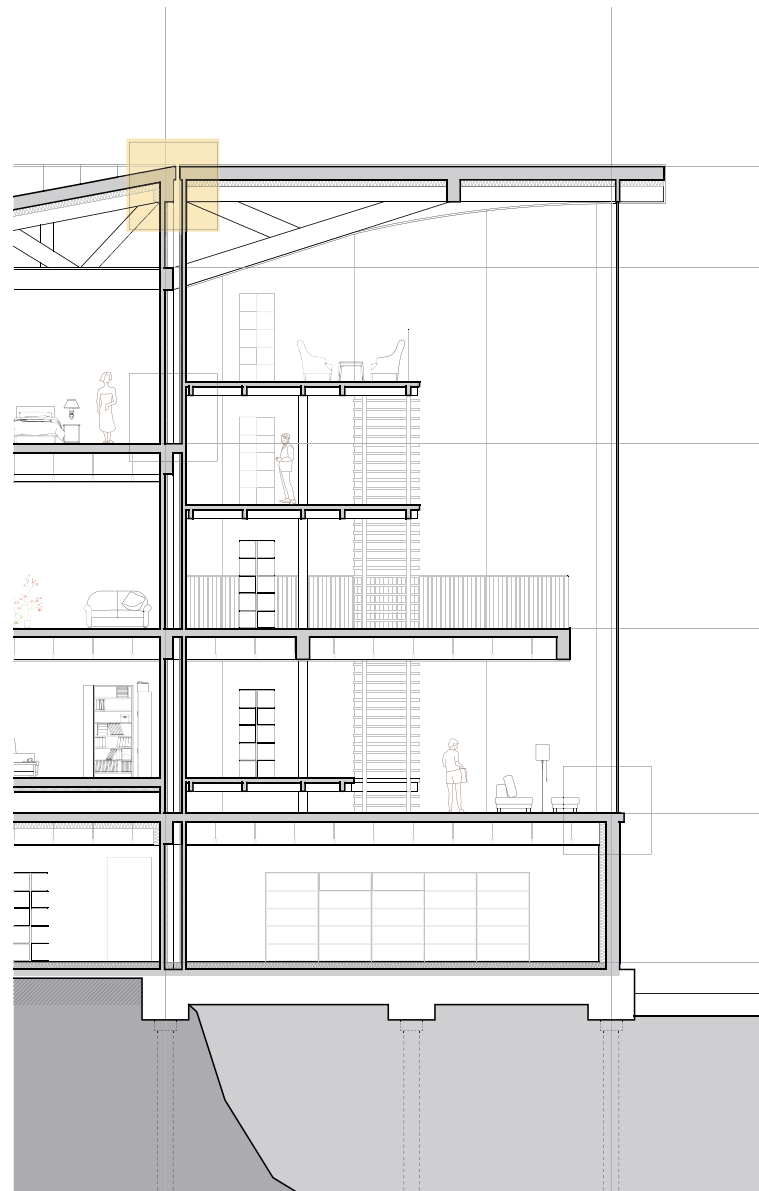
GLASS FACADE 1:5



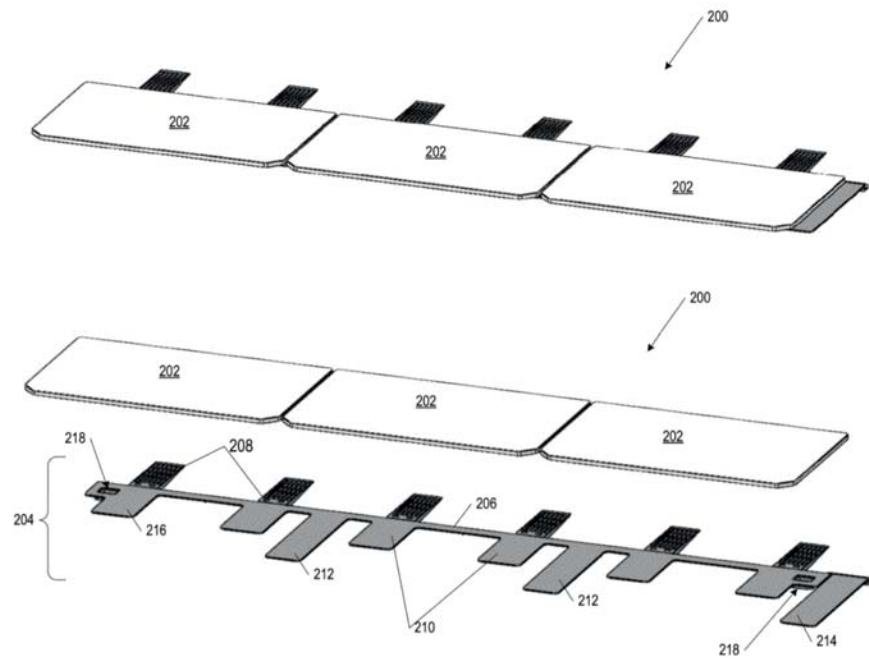
- 1 5-PLY 12MM HEAT-STRENGTHENED GLASS FIN
5-PLY 12MM INSULATING GLASS PANES
- 2 STAINLESS STEEL BRACKETS
- 3 COVER GRILLE HEATING STAINLESS STEEL
- 4 INSULATED STAINLESS STEEL PANEL
- 5 INSULATED STAINLESS STEEL VENTILATION BLADES
- 6 VENTILATION DUCT
- 7 $\phi 9$ HANGER BOLT
- 8 PRECAST CONCRETE DRAINAGE
- 9 CARRYING CHANNEL 38*12*T1. 2@909
- 10 M-BAR CLIP
- 11 AL MOLDING



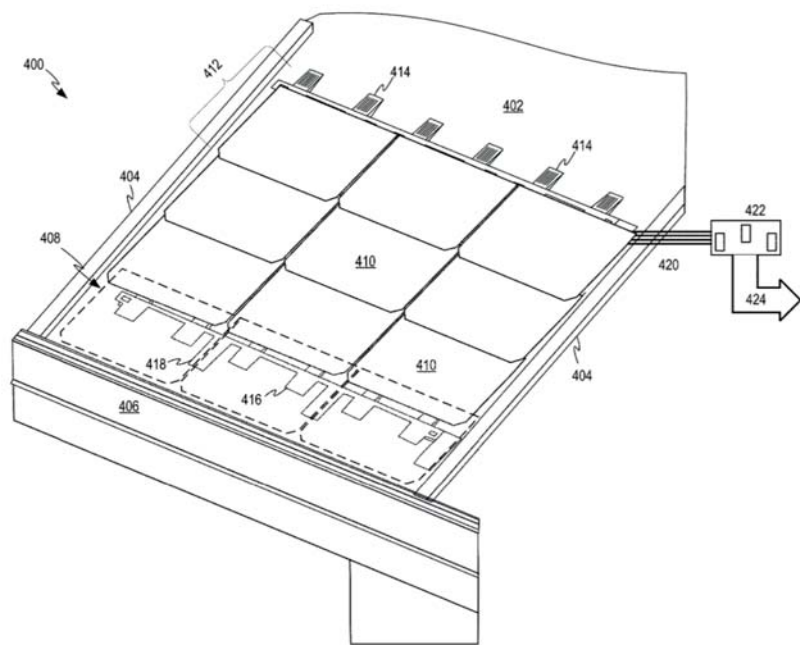
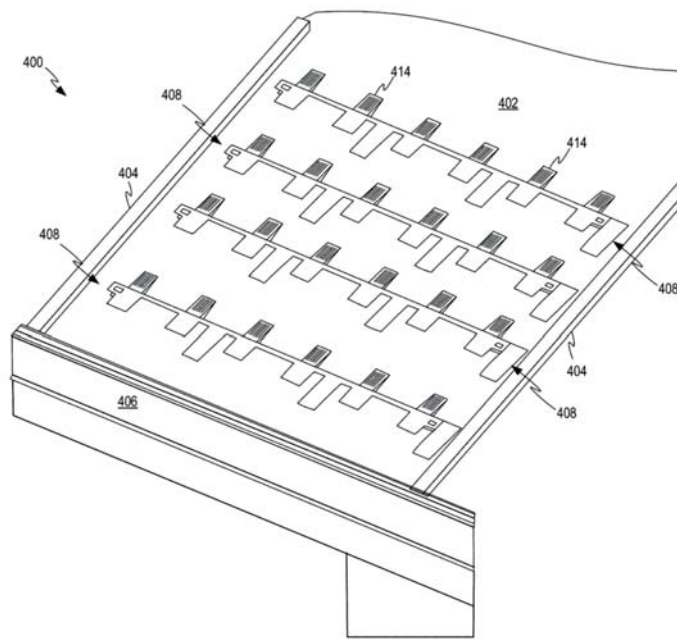
Implementation
ROOF DETAIL



TESLA - TEXTURED GLASS TILE

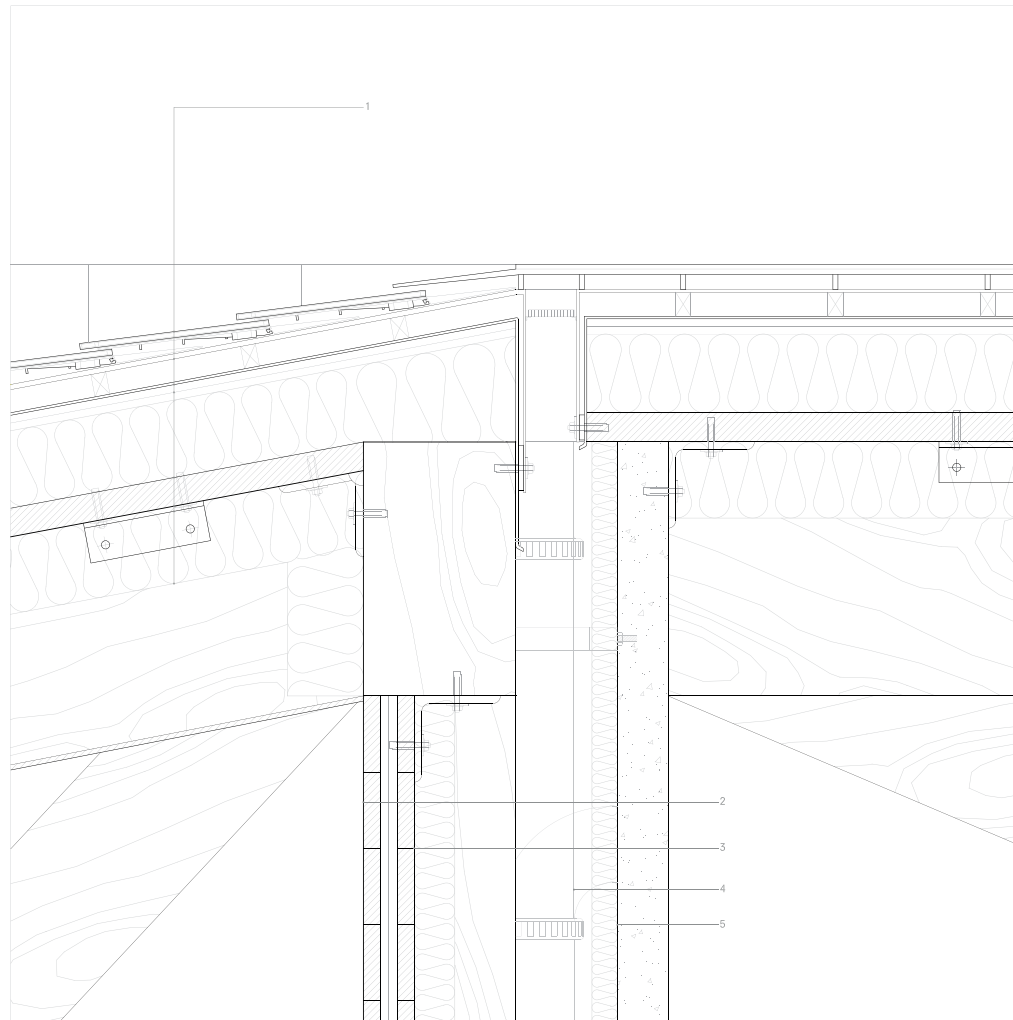


TESLA - TEXTURED GLASS TILE



Implementation

ROOF 1:5



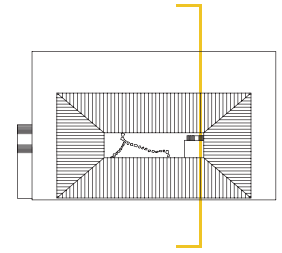
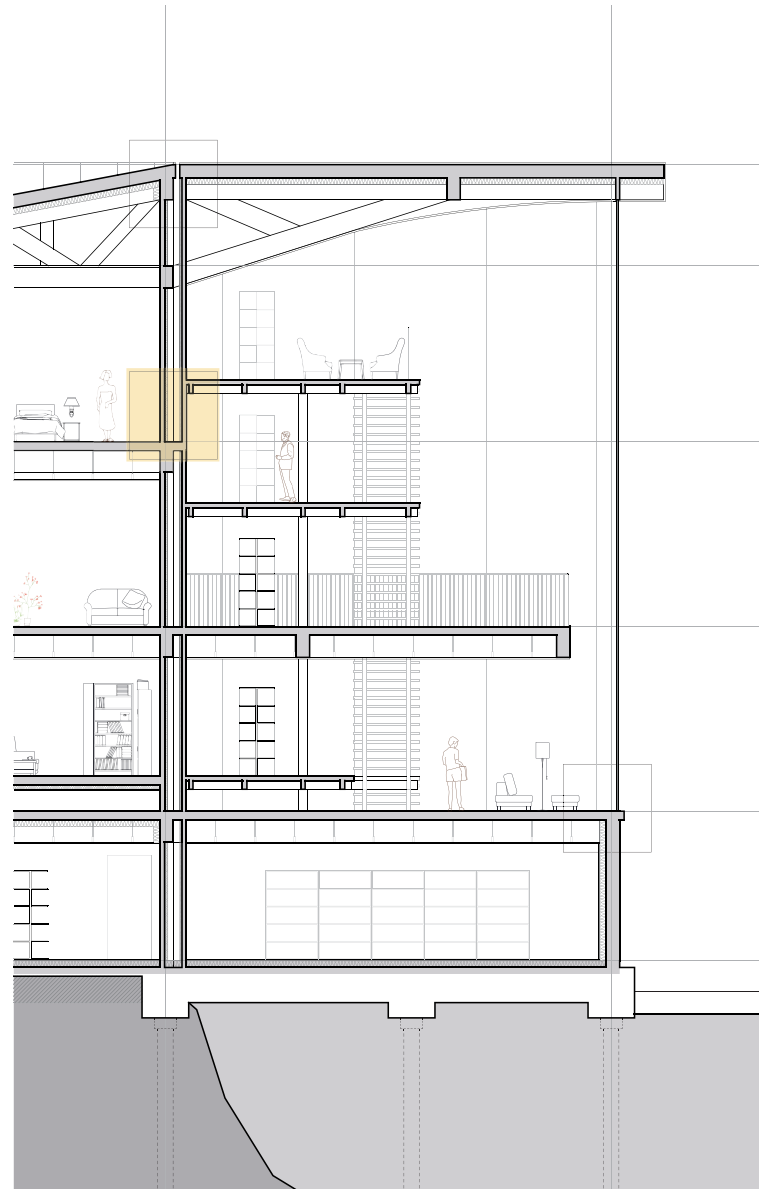
- 1 THK 150 EPS
THK 55 TIMBER
THK 150 EPS
THK 10 WOOD FIBREBOARD
TESLA SOLAR PANELS
- 2 GLUED LAMINATED TIMBER
- 3 THK 80 XPS
- 4 VENTILATION PIPE
- 5 THK 50 XPS

0 0.1 0.5 1M



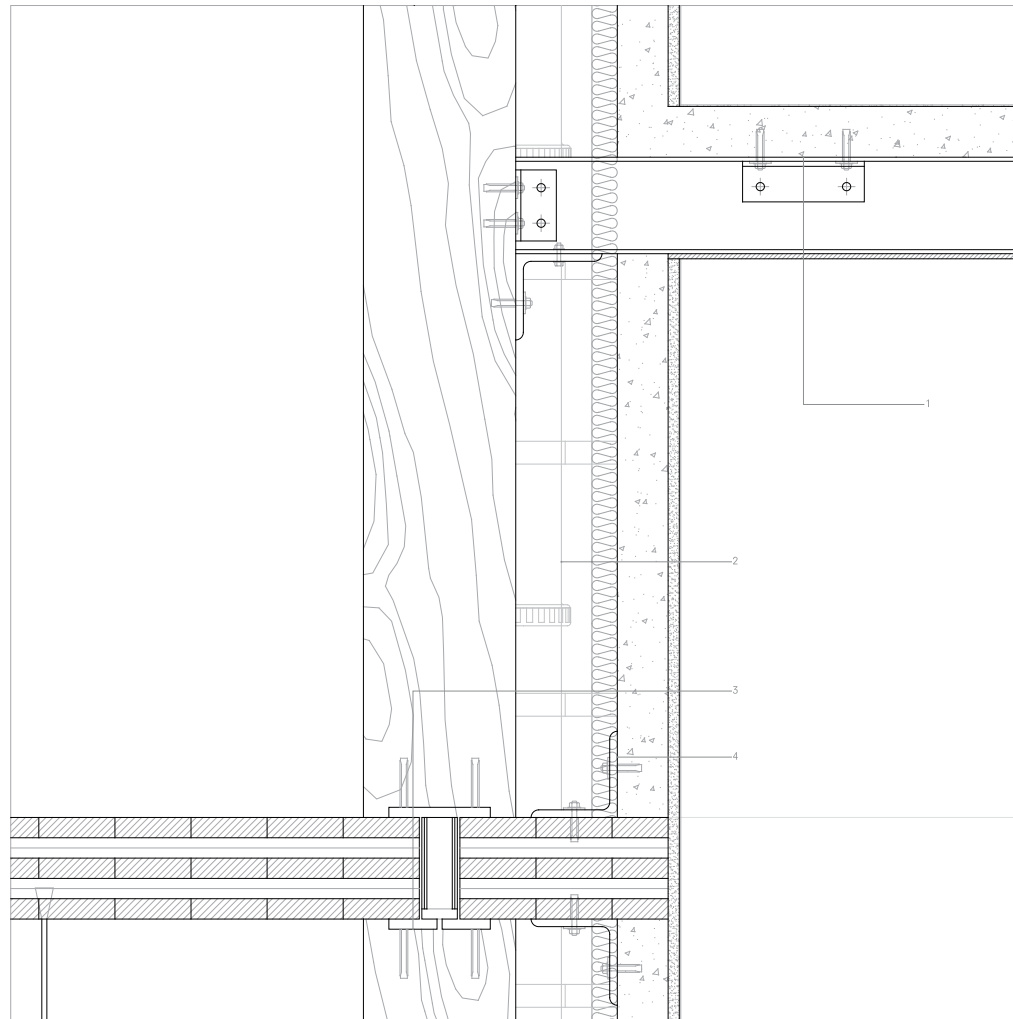
Implementation

VENTILATION WALL DETAIL



Implementation

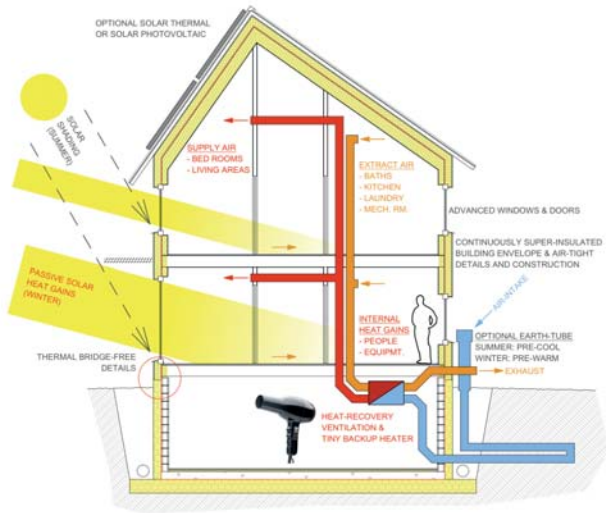
VENTILATION WALL 1:5



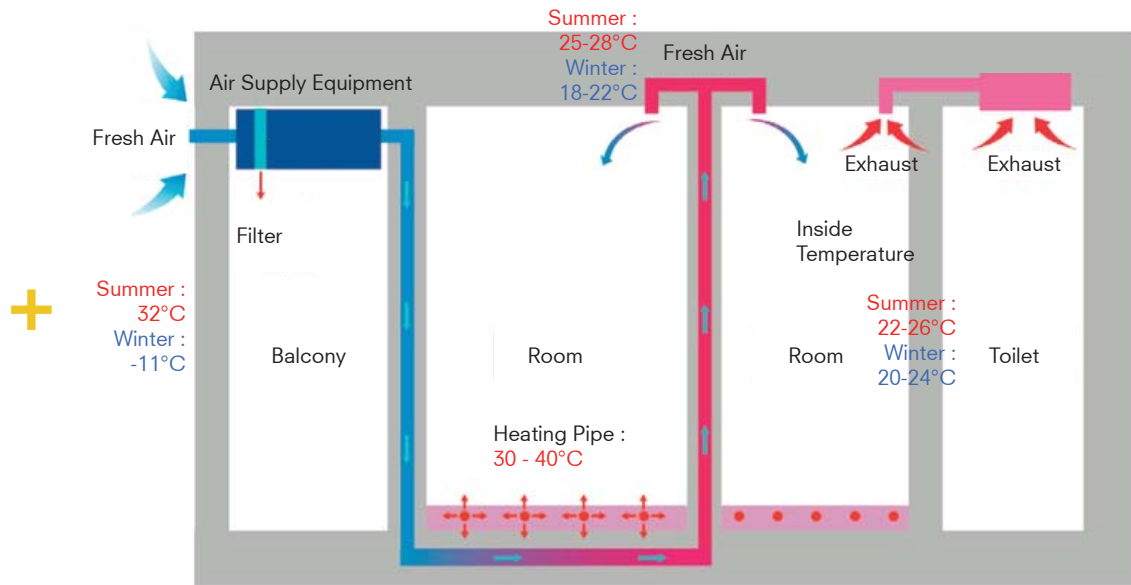
- 1 STEEL BEAM
ANCHOR BOLT
- 2 VENTILATION PIPE
THK 50 XPS
THK 100 PLAIN CONCRETE
THK 22 DUBBING MORTAR
- 3 STEEL CONNECTION
- 4 CLADDING ANCHOR



Implementation
CLIMATE DESIGN



HRV SYSTEM

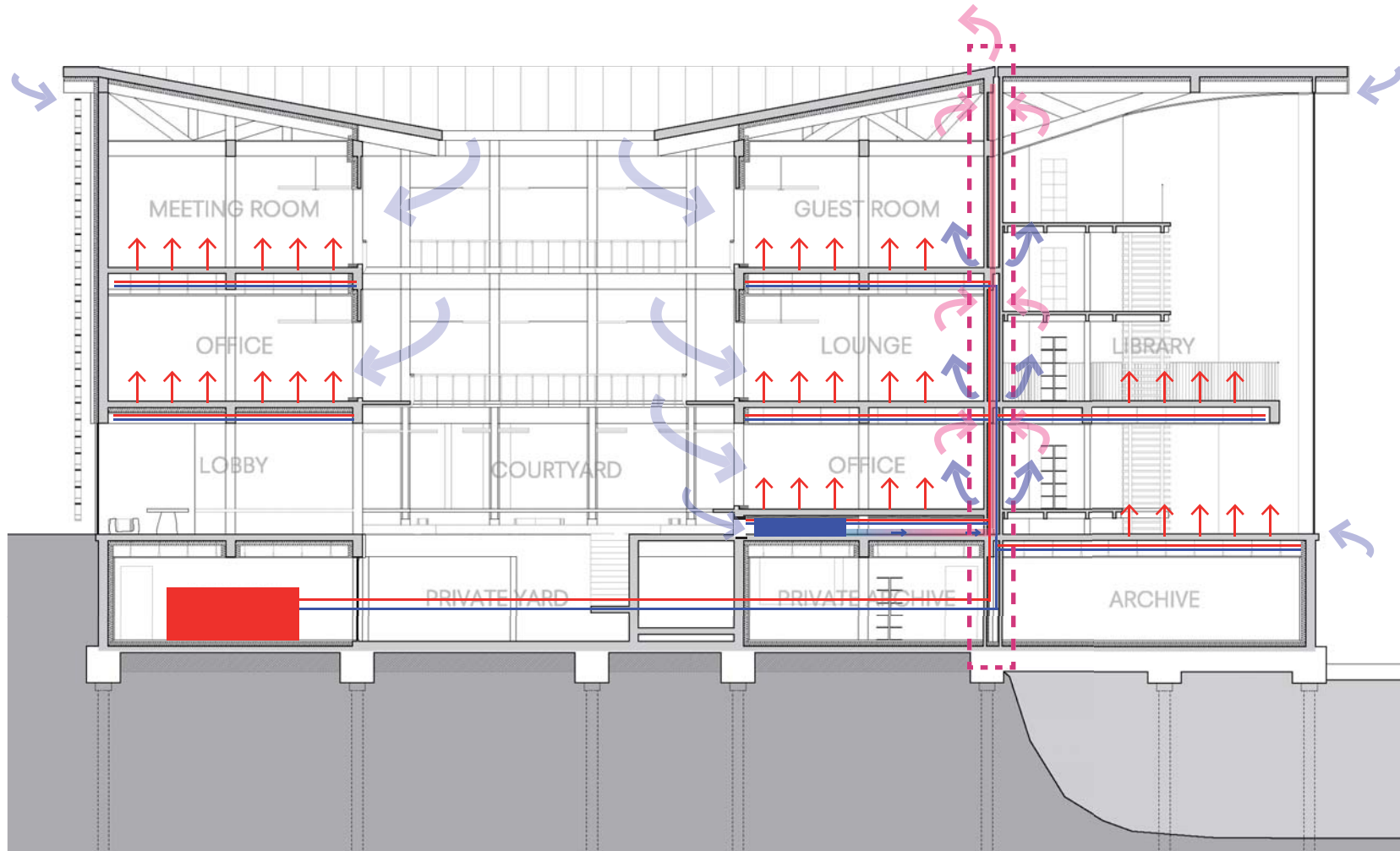
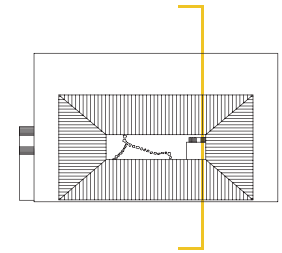


FLOOR HEATING VENTILATION SYSTEM



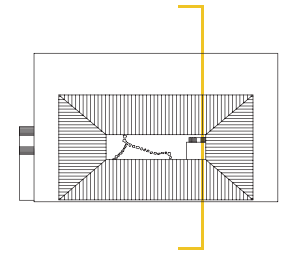
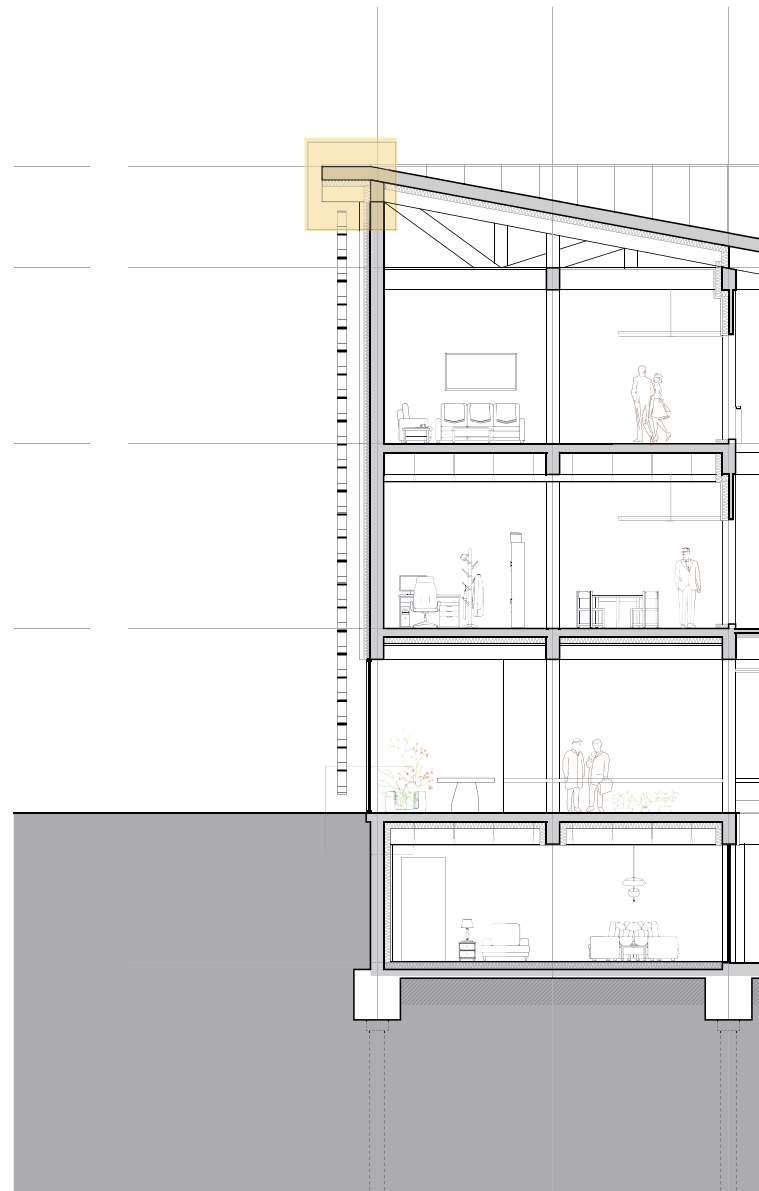
HEATING AND COOLING

■ Heat Pump ■ Air Supply Equipment ■ Ventilation Wall ↑ Fresh Air ↑ Exhaust Air



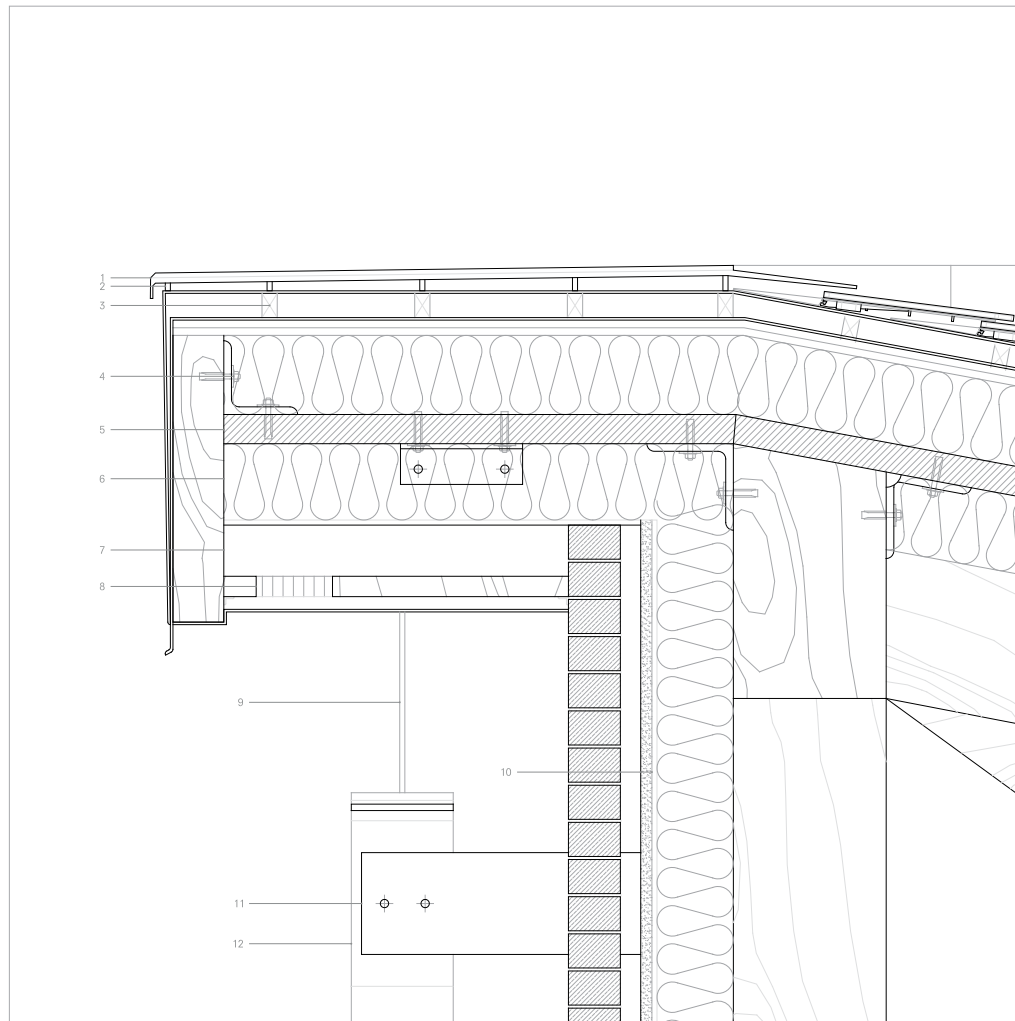
Implementation

ROOF DETAIL



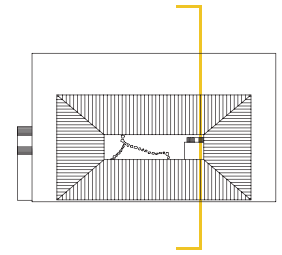
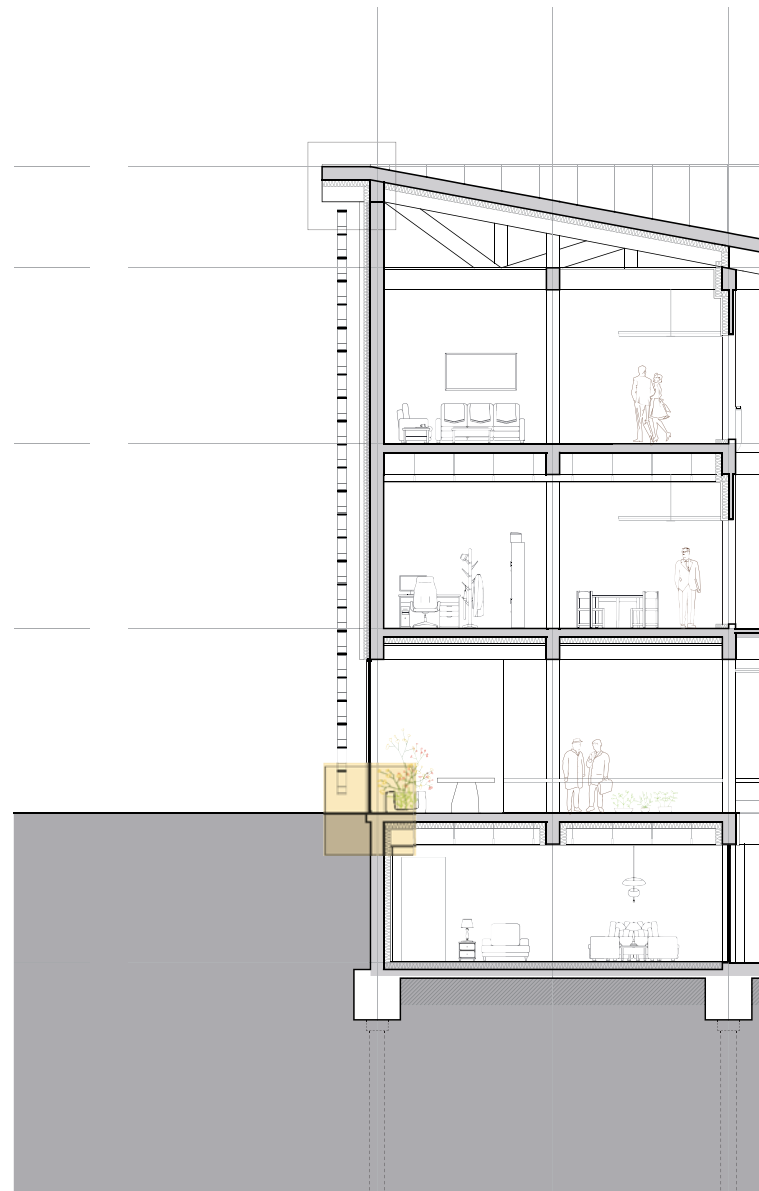
Implementation

ROOF 1:5



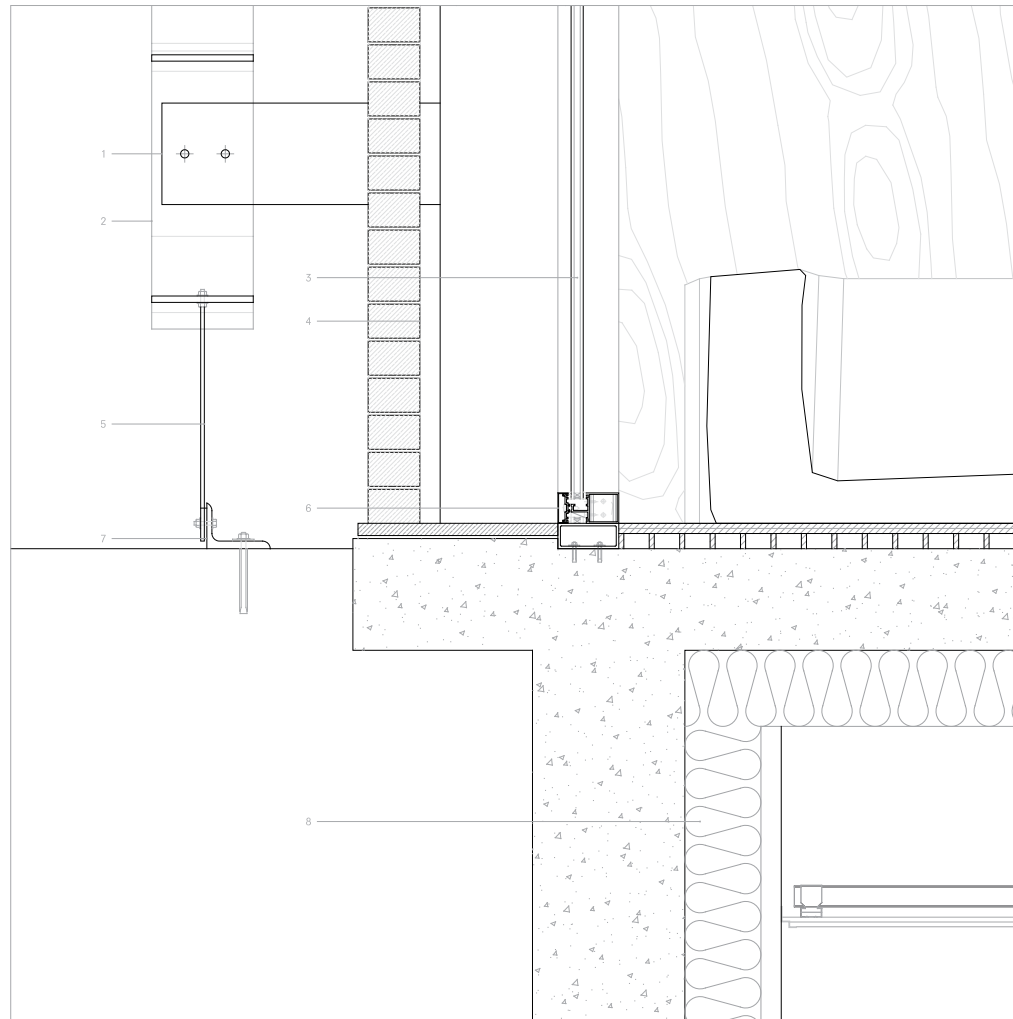
Implementation

GROUND LEVEL DETAIL



Implementation

GROUND LEVEL 1:5

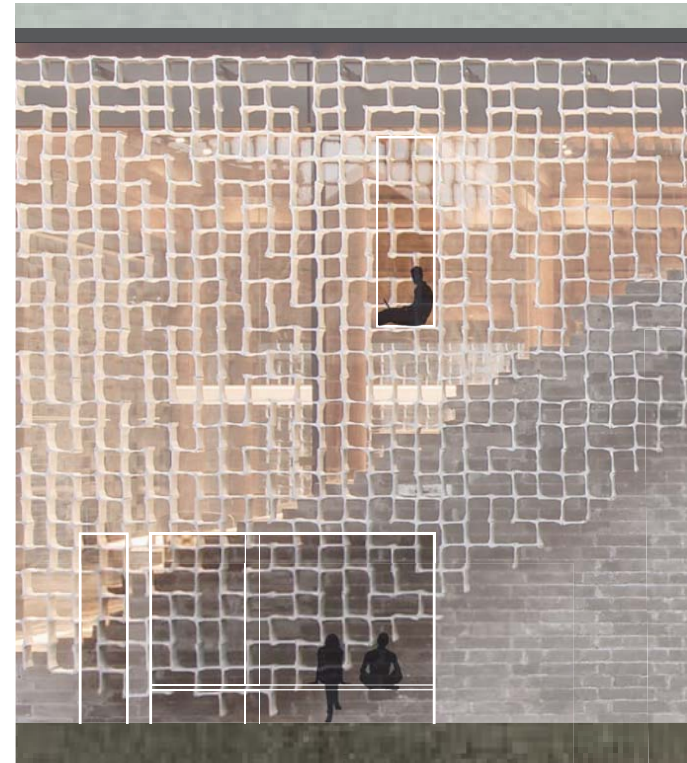


- 1 METAL SCREEN BRACKET
- 2 L-SHAPED EXTRUDED STAINLESS STEEL UNITS
- 3 5-PLY 12MM INSULATING GLASS PANES
- 4 BRICKWORK
- 5 HANGER BOLT
- 6 MULLION CAP
- 7 CLADDING ANCHOR BOLT



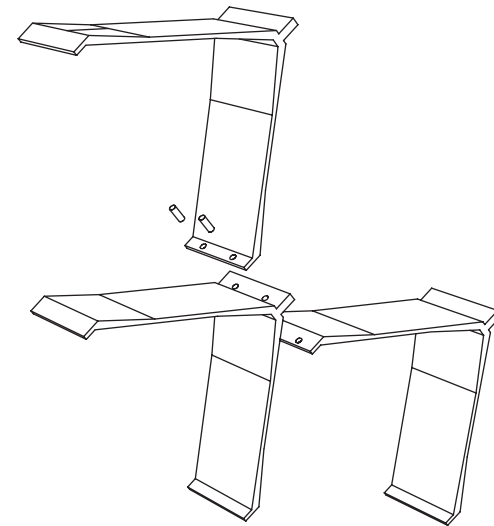
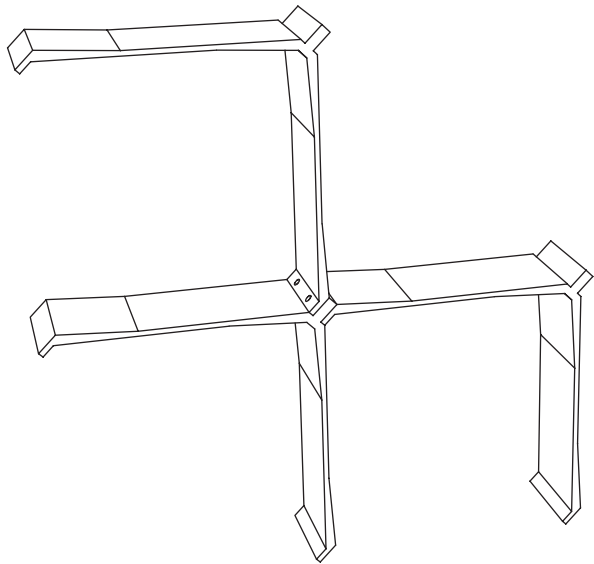
Implementation

FACADE PATTERN

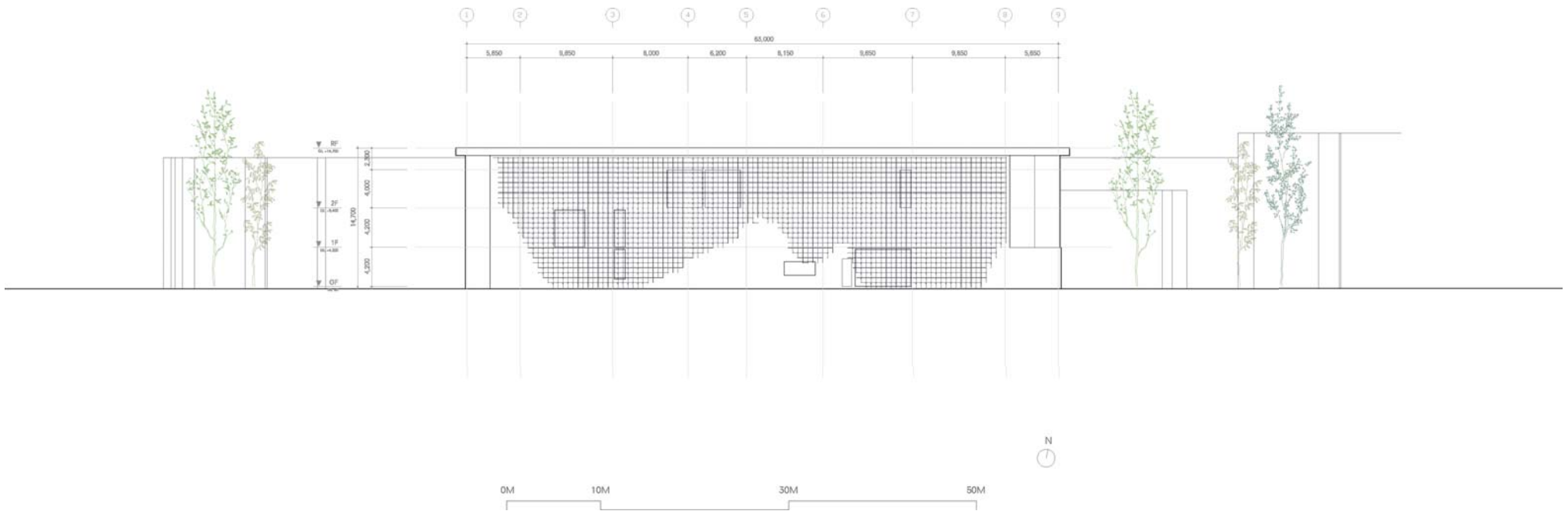
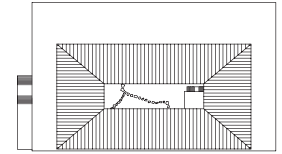


Implementation

FACADE PATTERN



Implementation
ELEVATION 1:500



Implementation

VIEW 1

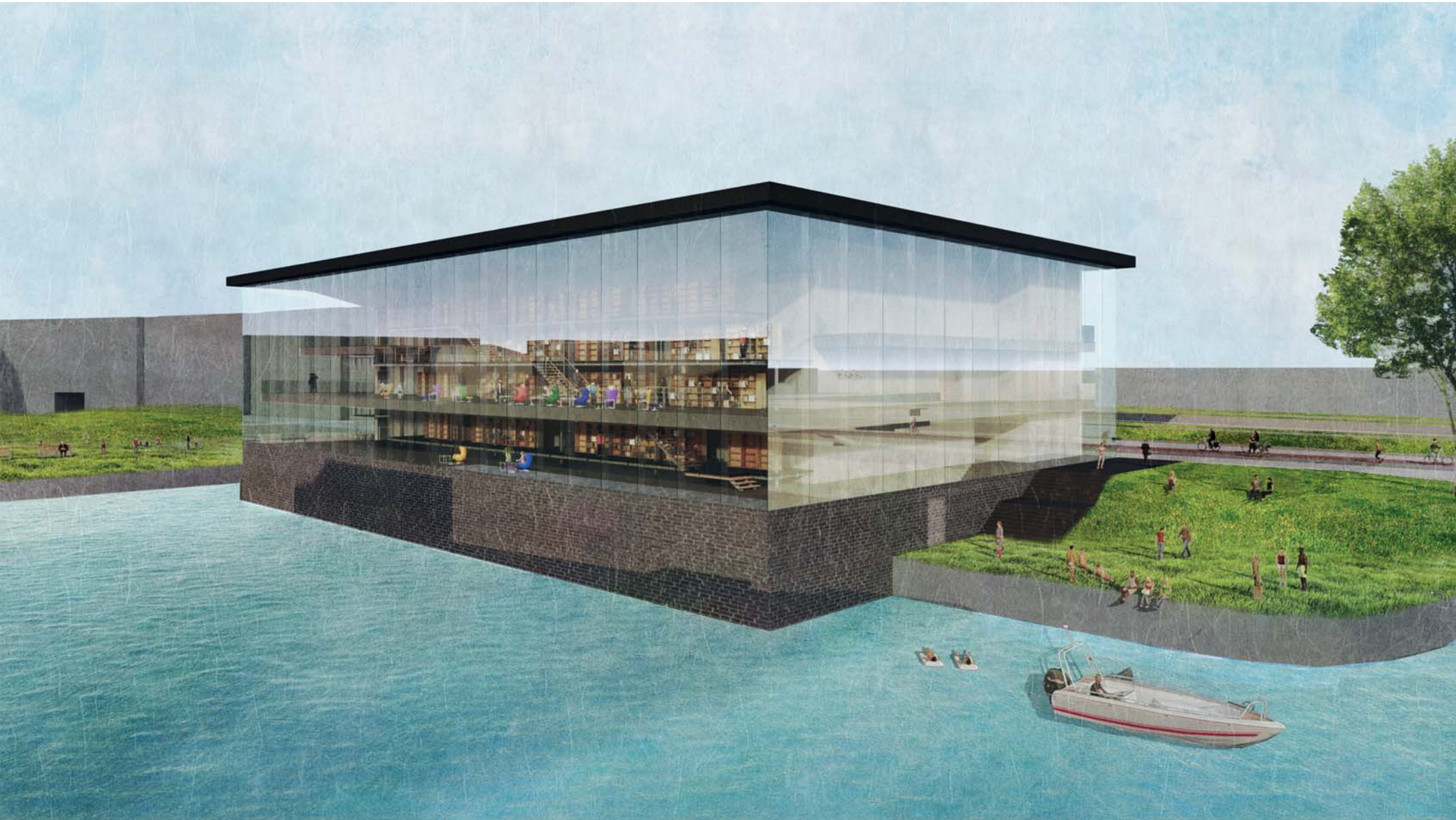


Image Source: Chaewon Yoo 2021



Implementation

VIEW 2

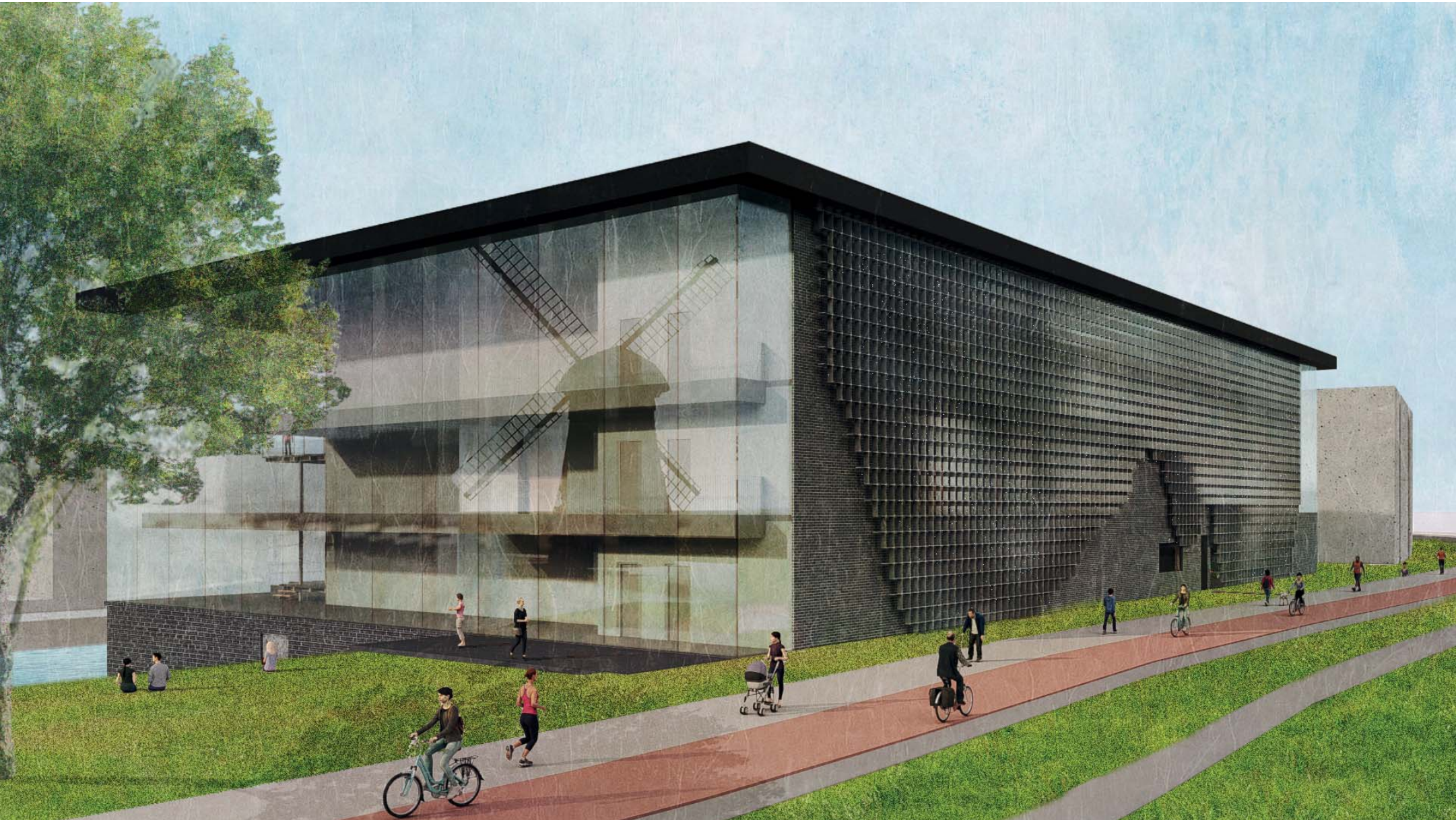


Image Source: Chaewon Yoo 2021



VIEW 3



Introduction

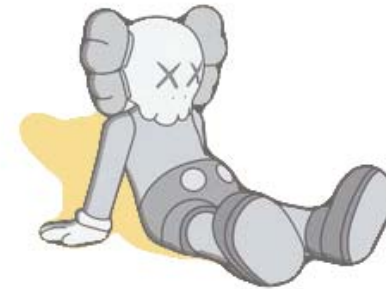
Research

Design Brief

Concept

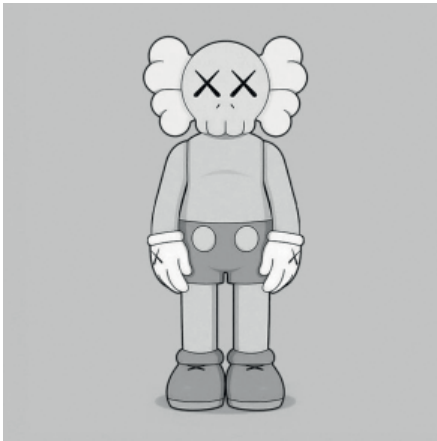
Implementation

Conclusion



Conclusion

BACK TO THE INTRO



'Companion(1999)' by KAWS



'Companion(1999)' in 'The Simpsons(1989)'

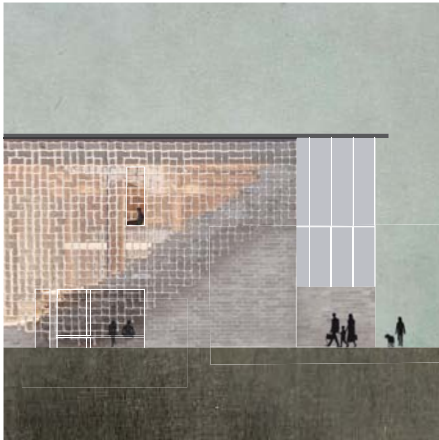


'The Simpsons: The Movie(2007)'



Conclusion

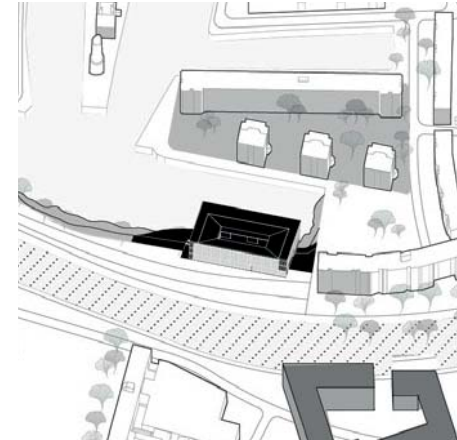
CONCLUSION



South Korean Embassy



Delfshaven



Embassy in Delfshaven



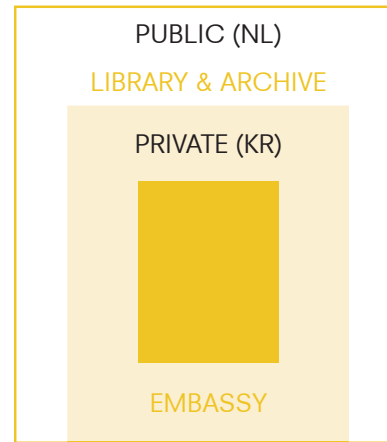
Conclusion

REALIZATION OF THE CONCEPT

CONTRAST



Private Embassy



Public Library

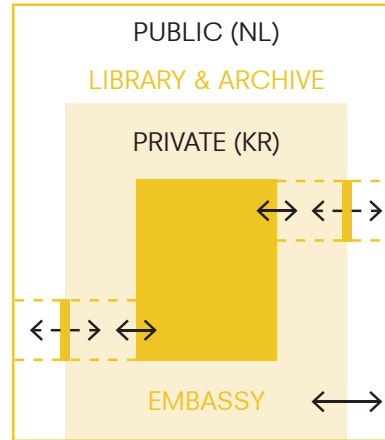


REALIZATION OF THE CONCEPT

CHA GYEONG



From Embassy Part

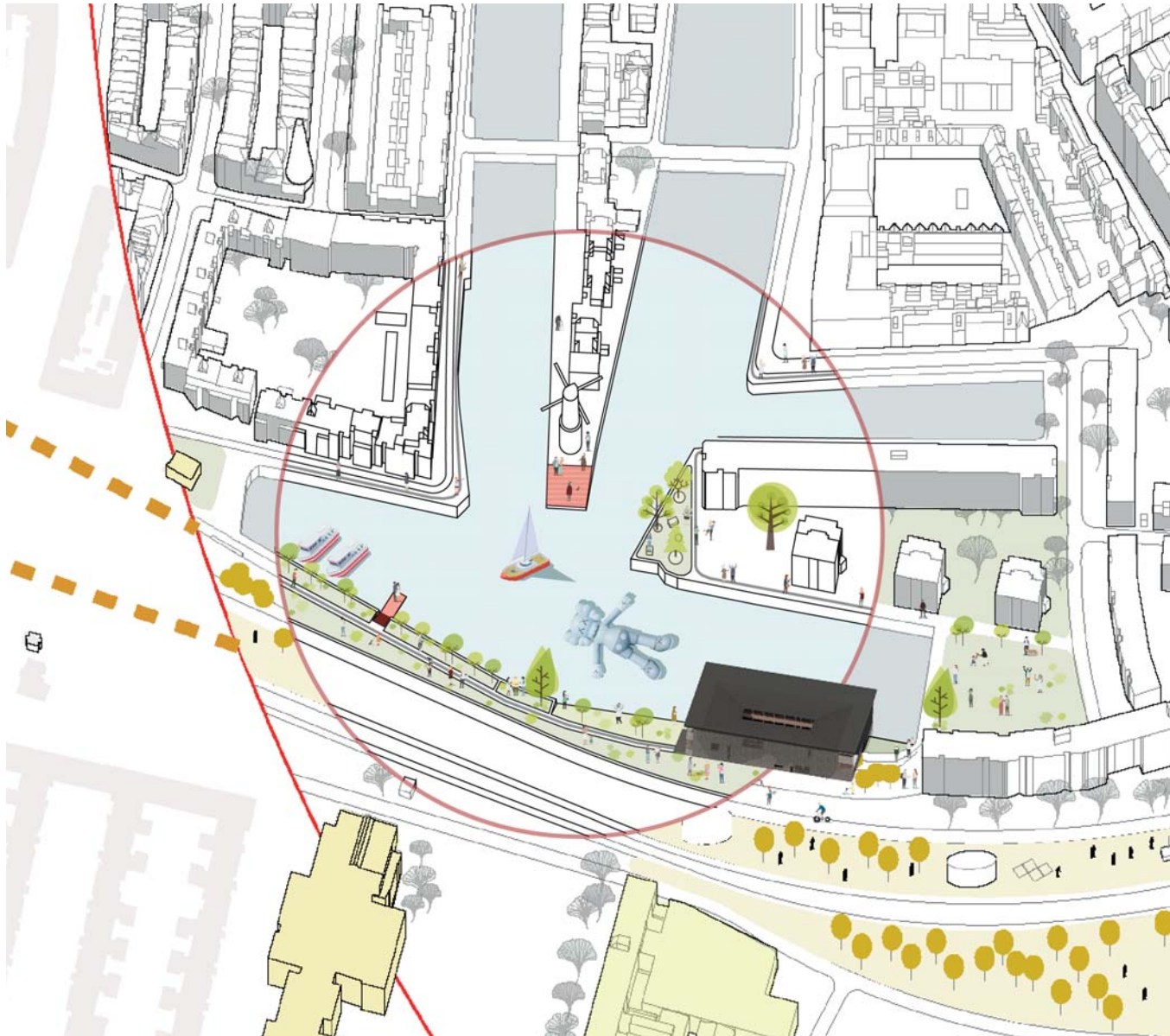


From Library Part



Conclusion

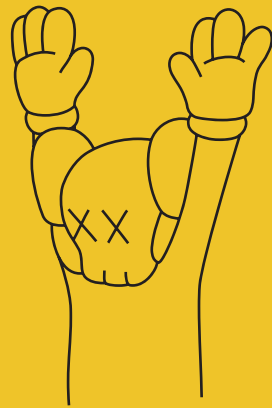
AXON



Conclusion

GROUP AXON





THANK YOU.



complex projects