



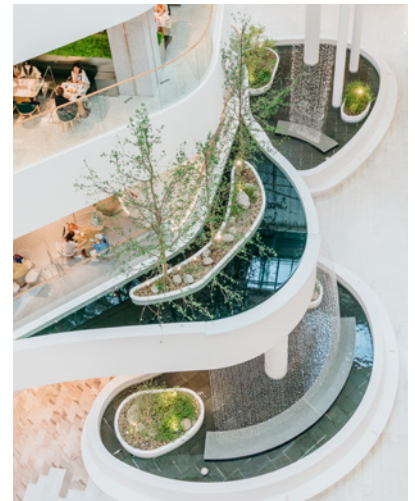
that Hyundai had was that about 50 per cent of this space was going to be given over to public space, which is unheard of because it doesn't make money – but they knew this huge space had to be about having a good experience. So we built the greenbelt and these three amazing floors with different programmes, different looks. And then, yes: we built a huge waterfall.

We're in the land of the digital here so we couldn't compete on that level; instead we chose to do something unexpected that plays with scale. We had to think just as big as the architecture; it almost – *almost* – has to be unrealistic.

There isn't a précis on the wall when you walk in telling you what our ideas were – it just has to work and if it's memorable and you want to tell people about it and be in it, then we've done our job. Hyundai is a very design-aware company, it's perfect for any design company: to know that you're working with a partner that is willing to make really memorable moments."

1 WORLD CLASS DESIGN

Hyundai's reputation for commissioning the world's best is extolled in the fabric of this new store. Its architects and designers tell us about the scope of their vision.



BURDIFILEK TORONTO

Diego Burdi and Paul Filek opened their Toronto-based agency in 1993 and build retail spaces for international clients, including Nieman Marcus, Holt Renfrew and Joe Fresh, and the occasional domestic space too. Their work for the Hyundai Seoul comprised three retail floors, a green belt around the building and, amazingly, a 12-metre-high waterfall.

"The Hyundai Seoul is probably the last piece of property of this size

left in Seoul. We were asked, 'What would be your grand scheme?' We built our models in the studio and it was a very intriguing problem, with so many atriums and what we called an 'Olympic raceway' around the edge. It's such a substantial piece of architecture that it could almost feel like an airport.

We've had the great privilege to work in Seoul for the past decade as well as spending time outside of the city and it's a place with mountains, forests and amazing nature – we wondered how to bring the outside in and soften the space. One wonderful idea

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DESIGN PROFILES