In this studio, students will be engaged in design research and design activities to propose innovative ideas for a 15,000 sf. Tourist Information Center where tourists can obtain useful information about travel, accommodations, and tourist attractions. The center is run by Korea Tourism Organization of South Korea and located in downtown Seoul and adjacent to Cheonggyecheon Stream which has been restored by a massive urban renewal project, and is one of the most popular tourist destinations in Seoul. Students will be challenged to understand the history and local culture. Students will also identify characteristics of the culture and visualize them within the site. Students will work with cultural diversity and the idea of a branded interior architecture.

Studio activities may include (but are not limited to) field trips, design research, case studies, analysis, group/peer discussion, design development, and aspects of lighting design and model making.

Objectives for this winter studio:
• To understand adaptive-reuse in an urban foreign context.
• To develop awareness of cultural diversity.
• To develop design research and programming skills and to develop a related program report.
• To develop schematic design and concept development skills justifying design solutions.
• To develop understanding of the relationship between typology of exhibition design and making interior architecture.


You can find more information about the center @ http://english.visitkorea.or.kr/enu/GK/GK_EN_2_7_2_1.jsp