

Given how this site is located in the middle of a commercial area, we focused particularly on the economical aspects of the site. We divided the whole site into 10 sections, so that each student will have a building or facility to design. As for my part of the masterplan, I had designed an exhibition hall which will also act as the landmark. Located at the main entrance where it will attract the passers-by, this building will host exhibitions which will allow the North Koreans the opportunity to advertise their products to the prospective buyers/investors. My design utilized the building currently existing on the site, including it as a part of the design rather than demolishing it. The whole building also acts as a huge ramp which visitors can use to get to the elevated level that connects all the buildings on the site.

This elevated level will act as the connection of buildings, in both physical and functional manner. Hence the name, Cloud. The whole site will be like a fair, where products made and developed by North Koreans and South Koreans will be put on sale. Various programs will help the North Koreans to have their opportunity to settle in and make a living in Seoul



MASTERPLAN PROCESS

1. INITIAL SITE ANALYSIS
2. EXISTING BUILDING VOLUME
3. MAIN EXHIBITION CONNECTION
4. MAIN EXHIBITION CONNECTION
5. MAIN CONNECTION
6. LINK TO THE EXISTING MARKET
7. LOCATION OF PUBLIC SQUARE
8. MASTERPLAN PLAN
9. EXHIBITION PLAN

1. INITIAL SITE ANALYSIS: The site is located in the middle of a commercial area, surrounded by existing buildings and roads. The goal is to create a new landmark building that can attract visitors and provide a space for exhibitions.

2. EXISTING BUILDING VOLUME: The existing building volume is analyzed and integrated into the new design. The building is designed to be a huge ramp that connects all the buildings on the site.

3. MAIN EXHIBITION CONNECTION: The main exhibition connection is established, linking the new building to the existing market and public square.

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6. LINK TO THE EXISTING MARKET: The link to the existing market is established, providing a space for visitors to browse and purchase goods.

7. LOCATION OF PUBLIC SQUARE: The location of the public square is determined, providing a space for visitors to gather and enjoy the view.

8. MASTERPLAN PLAN: The masterplan is finalized, showing the location of the new building, the existing market, and the public square.

9. EXHIBITION PLAN: The exhibition plan is finalized, showing the layout of the exhibition space and the location of the main entrance.

CLOUD 5 FAIR

SOLUTION PROGRAM

UNIFICATION
PROBLEM
CONCEPT
SOLUTION

UNIFICATION: The site is located in the middle of a commercial area, surrounded by existing buildings and roads. The goal is to create a new landmark building that can attract visitors and provide a space for exhibitions.

PROBLEM: The existing building volume is analyzed and integrated into the new design. The building is designed to be a huge ramp that connects all the buildings on the site.

CONCEPT: The main exhibition connection is established, linking the new building to the existing market and public square.

SOLUTION: The main connection is established, linking the new building to the existing market and public square.

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