

PROJECT OF THE MONTH | TIME Handsome Store, Seoul [KOR]

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COMPLETION August 2020

ARCHITECT/DESIGN Casper Mueller Kneer Architects
Design Bono

PRODUCTS **QUADRA open-cell ceiling**
Material: 0.95mm thickness of aluminium; dimensions:
600mmx1200mm; cell size: 75mmx75mm; height: 40mm; colour:
pre-coated in standard white; surface area: 141.12m²

Department stores and boutique line either side of the Apgujeong-ro avenue in Seoul, a delight for every true shopping enthusiast. One of the largest stores on this street is the Hyundai Department Store. Since it opened in 1985, it has been one of the leading providers of refined shopping culture and many high-calibre brands are accommodated over its many floors. One of those brands is TIME, a modern lifestyle brand from the Handsome Corporation whose store has received a new architectural identity.

With QUADRA, durlum supplied the appropriate ceiling solution for this new design. The single-blade louvre imbues the space with a light and airy character. The light installed above the ceiling creates an almost immaterial impression, creating a real contrast with the walls plastered in natural clay and the robust furnishings made of sedimentary rock.

This store is only the starting point because yet more branches are going to be equipped with our open-cell ceiling, because it perfectly matches the modern lifestyle image of the TIME brand.