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"All the energy of the world gathers"

SEWOON SANGGA

"shopping centre"

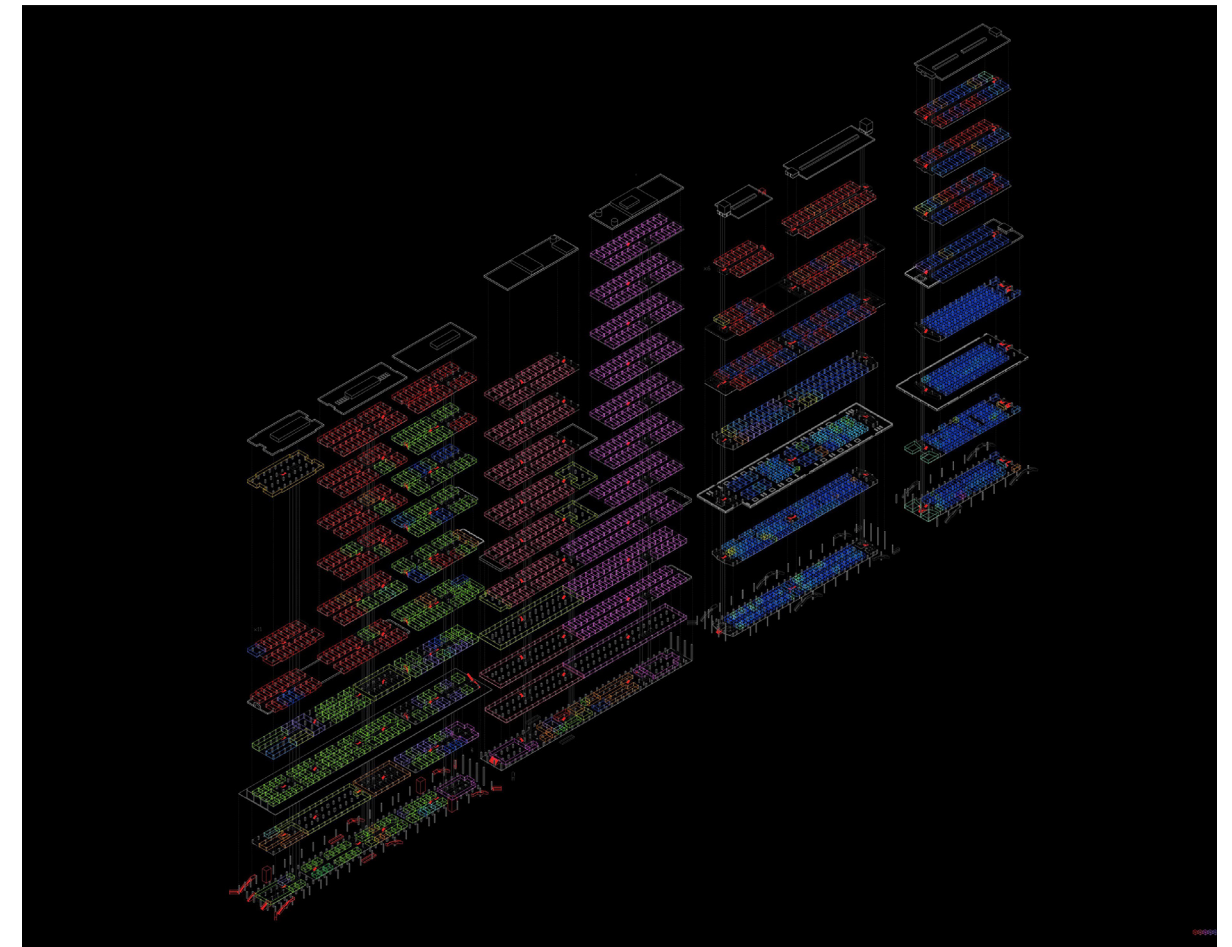
세운상가

INTRO

Project
Sewoon Sangga
Construction 1966
Regeneration 2015

Location
Seoul, Korea

“Sewoon Sangga has everything you need to build a tank or nuclear submarine!”



“Programmable chameleon able to blend and change its architectural chromosomes to suit any possible function”

TIMELINE

1910

Japanese Occupation of Korea until 1945 Influence over culture and urban development

1945

Korea under the control and influence of
United States Military Government

1966

Sewoon Sangga constructed in the post-war urban fabric as a mixed-use megastructure

1967

Sewoon Sangga was the first mixed use structure in Korea with many novel features

1970

Sewoon Sangga among other large urban structures becomes important for pedestrian movement

1980

Sewoon Sangga becomes a hub of innovation within Seoul

1985 1987

Sewoon Sangga looses its residential space in lieu of office and light industrial apartments

Majority of Sewoon Sangas electronic market shifted to the Yongsan district

1998

Sewoon Sangga is in a state of
disrepair with major renovations needed

2006

Mayor Oh Se-Hoon announces the demolition of the Sewoon Sangga

2008

Global Economic Crisis stops demolition
Only one section is demolished

2014

First Seoul City Architect, Seung H. Hang
appointed by Mayor Park Won-soon

2015

Official Announcement of Regeneration Project
by Seoul Metropolitan Government

2017

Reopening after Regeneration Project Phase One

2019 2020

Sewoon Sangga promoting both innovative spaces and intergenerational collaboration

Although Sewoon Sangga has been saved from developmental pressures the surround community is at risk



1910

1910

Japanese Occupation of Korea until 1945
Influence over culture and urban development



1953 Domination of United States
Military Government



Pursuit of National Identity and Modernism,
Western Culture = Modernism

1945

Korea under the United States Military Government
drawing modern influence from the west



Proposed urban redevelopments in order to introduce, and display visually, a sense of national identity.

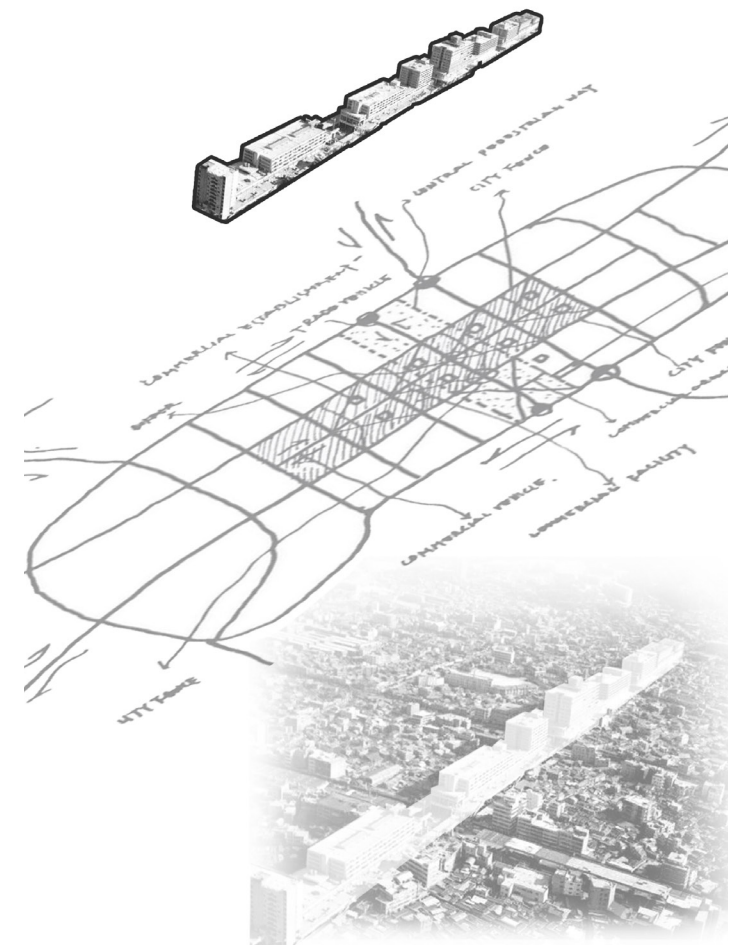
After 1945, with the exit of Japanese occupation of Korea, the United States assisted South Korea in winning the Korean War and further accommodated their economic system which led to their interest in seeking their own national identity. South Korea's modernism has always been seen as a collective identity which is a fusion of its state and foreign influence, such as their colonial predecessors Japan and United States's ways of organizing the urbanism. Its modernism also focuses on transforming itself into an industrialized based station, which successfully results in economic prosperity and wealth independent state.

1966

Sewoon Sangga constructed in the post-war urban fabric as a mixed-use megastructure



* Main streets* were symbolic sites of modernity and its production.
Commercial streets were seen as a display of nation's economic situation.

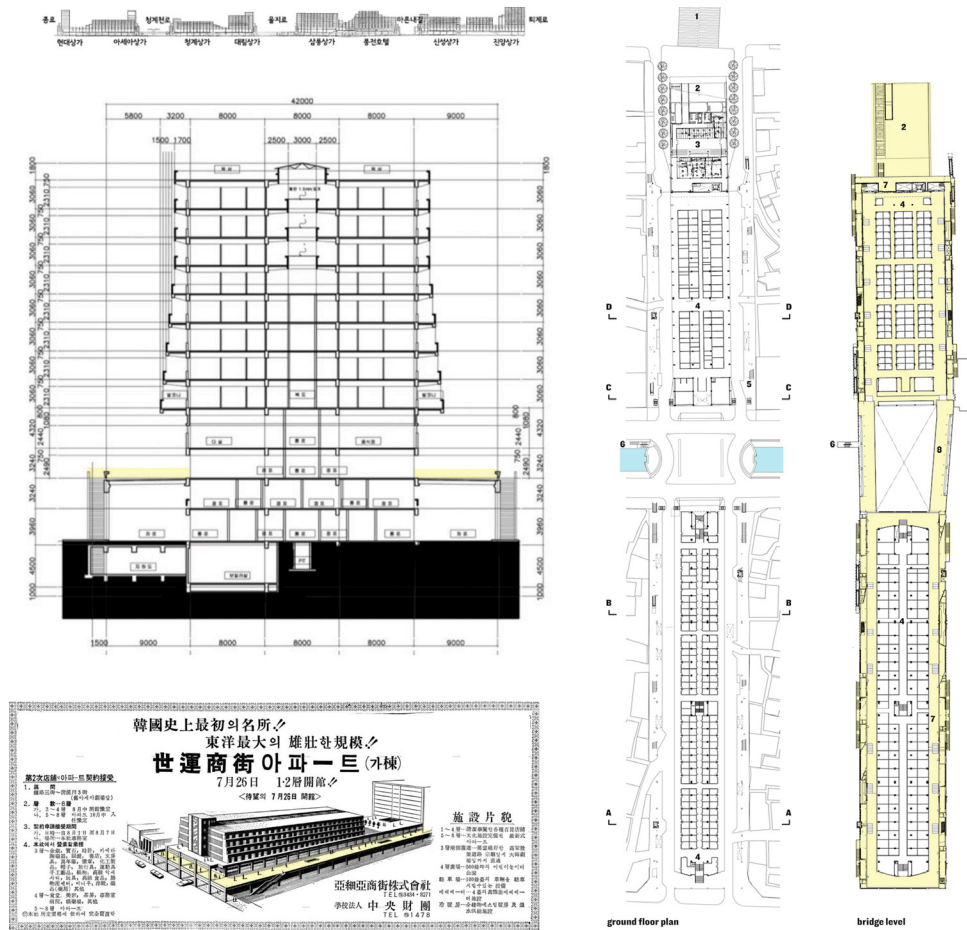


Reject and Challenges the perception of western modernity - instead of placing grid like commercial streets, Sewoon Sangga placed onto the city fabric as a block or a node of commercial space.

1967

1967

Sewoon Sangga was the first mixed use structure in Korea with many novel features



Sewoon Sangga's Spatial Organization

Commercial + elevated pedestrian street in connecting surrounding neighbourhoods



The atrium was meant to enhance the residents quality of living conditions by providing sunlight and a natural ventilation system.

Sewoon Sangga is one of the nationalism projects for South Korea in displaying their newly found national identity and their own interpretation of modernism. Sewoon Sangga is a building that is infused of the culture of its colonial past and also a new style of modernism which rejects the western perception of modernity. It has always been comprehended into a socio-economic influencer, as its physicality of form, organization of programs, functionalities which positioned on the city fabric has significantly transformed the downtown area of South Korea into a crucial economic sector.

1970

Sewoon Sangga among other large urban structures becomes important for pedestrian movement



Indoor Arcade _ World of Electronics

The local streets are 'invalidated' by the motor car



Social-Economy of Sewoon Sangga

1980

The 1980s saw a growth in the prominence of Sewoon Sangga as a cultural and economic backbone in Seoul, becoming very well known for its electronics market and industry. The space was a collision of new and recycled electronics and a hub of innovation in the city, with many of Korea's largest technology firms coming from Sewoon Sangga at this time. The market halls and interior streets were brimming with both residents, customers, and tourist who would all come to be part of the mecca of innovation that this space represented.



Sewoon Sangga's electronics market was on the forefront of global trade, being one of the only places in the country that one could find foreign computers such as Apple at the time.



By the 1980s Sewoon Sangga began a process of programmatic shifting with residential units being converted into office and light industrial spaces, as other more attractive residential location began to pop up around the city



Sewoon Sangga's importance in the electronics industry also worked to centre it as a cultural space for Korean youth in the 1980s. Being one of the first places to see the emergence of arcade games and karaoke machines it became a cultural center for a younger generation of the Korean populous.

1980

Sewoon Sangga becomes a hub of innovation within Seoul

1985

Sewoon Sangga loses its residential space in lieu of office and light industrial apartments



Sewoon Sangga's customer base was highly diverse, looking to attract both casual shoppers as well as industrial manufactures, and wholesalers.



The crowded halls and interior streets of Sewoon Sangga were filled with busy merchant stalls selling a variety of products stretching from commercial goods and electronic appliances to pornography.



The complexity of merchandise sold at Sewoon Sangga is highlighted by residents who would say that one could find everything that they would need to build a tank without ever having to leave.

1987

Fueled by governmental policy shift in Seoul's management and distribution of its electronics industry, the majority of Sewoon Sanggas electronic market was shifted to a new location across the city in the Yongsan district. This coupled with a financial crisis in the 1990s, competition from China, and a shift to an online economy resulted in Sewoon Sangga losing a large majority of its shops and customers, with many vacant and ageing spaces. During this time the once packed internal streets of the complex falls silent, with only a few remaining shops.



Sewoon Sangga's customer base was highly diverse, looking to attract both casual shoppers as well as industrial manufactures, and wholesalers.



With an aging structure and a lack of proper maintenance left Sewoon Sangga at a critical point of either demolition or redevelopment by the late 1990s



1987

Majority of Sewoon Sanggas electronic market shifted to the Yongsan district



Closed shop with sign advertising for lease inquiries in the late 1990s



During the late 80s and early 90s the local government focused its attention on the development of new greenfield districts in the city such as the Gangnam District shown above. These spaces took both the public's attention and public funds away from Sewoon Sangga.

1998

Sewoon Sangga is in a state of disrepair with major renovations needed



The once bustling market halls of Sewoon Sangga had been left mostly dormant with only local shoppers by the end of the 1990s

2006

In 2006, Seoul Mayor Oh Se-hoon announced that Sewoon Shopping Center would be demolished and the entire area would be transformed into a park. Despite the opposition of the merchants who lived there at the time, one building was demolished in 2008, and Sewoon Green Belt Park was created.

In 2014, there was a shift to find Seoul's identity through regeneration, not redevelopment. Mayor Park Won-soon created a position to lead this cause, with Seung H. Hang appointed as the first City Architect of Seoul



Financial crisis and proximity to World Heritage Site prevent the demolition of Sewoon Sangga

Oh Se-hoon
Mayor of Seoul, 2006 - 2011



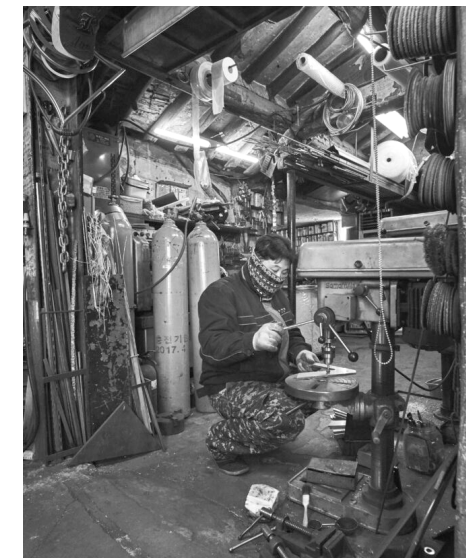
Park Won-soon
Mayor of Seoul, 2011 - 2020



The outlook on urban projects begins to shift from redevelopment to regeneration

"How many tourists and people who come to the shows will buy things in the electronics store?"

Lee Mo
Owner, electronic repair shop



Occupants begin to worry about gentrification

"I'm rather worried that the rental fee will rise because of the development project. I don't know if I can withstand it if it rises."

Kim Gwang-woong
Chairman, Sewoon Shopping Centre



2006

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2014

First Seoul City Architect, Seung H. Hang appointed by Mayor Park Won-soon

2015

Regeneration Project is announced by the Seoul Metropolitan Government in 2015. Design competitions are carried out for components of the new design including the reconnection of the Sewoon Sangga buildings, a new rooftop pedestrian deck and Daseun Sewoon Square. In efforts to regenerate without gentrification, the government held 270 interviews, gathered artists together on 18 occasions, sought advice from culture and art planners 15 times and made 17 presentations to residents to hear their opinions.



View of Jongmyo Shrine from rooftop deck



Bridges between buildings are reimagined, reconnecting the city for pedestrian movement



Rooftop pedestrian deck can be used for events and gatherings with views of the city



Daseun Sewoon Square, a square built on a slope with views of the Jongmyo Shrine



View of Jongmyo Shrine from rooftop deck



Gentrification Prevention Agreement signed



Reopening of Sewoon Sangga Regenerated spaces

2015

Official Announcement of Regeneration Project
by Seoul Metropolitan Government

2017

Reopening after Regeneration Project
Phase One

2019

Affordable spaces are provided within Sewoon Sangga for groups such as Living Labs and Sewoon Makers' Cube where young designers and entrepreneurs can create and test their ideas. 19 start-ups have launched products here by 2018. Opportunities for innovation are supported through partnerships with University of Seoul and FabLab. These institutions not only help provide training and educational programs, but they also bridge the generation gap and encourage more collaboration between innovative ideas and long-accumulated skills.



Children participating in a workshop with Living Labs



Start-up drone developers work and shop for parts for prototypes within Sewoon Sangga



Learning from repair shop owners in Sewoon Sangga



Young designers test 3D pen in Sewoon Makers' Cube workshop

2019

Sewoon Sangga promoting both innovative spaces and intergenerational collaboration

ONWARD

With the preservation and revitalization of Sewoon Sangga itself underway a wave of gentrification and development has been sprung onto the surrounding communities. These developments are all look to clear the exiting urban form that exists and replace it with large residential, commercial, and office spaces. This approach, although saving the form of Sewoon Sangga, ignores its connections to the surrounding communities which is integral to operations of this space.



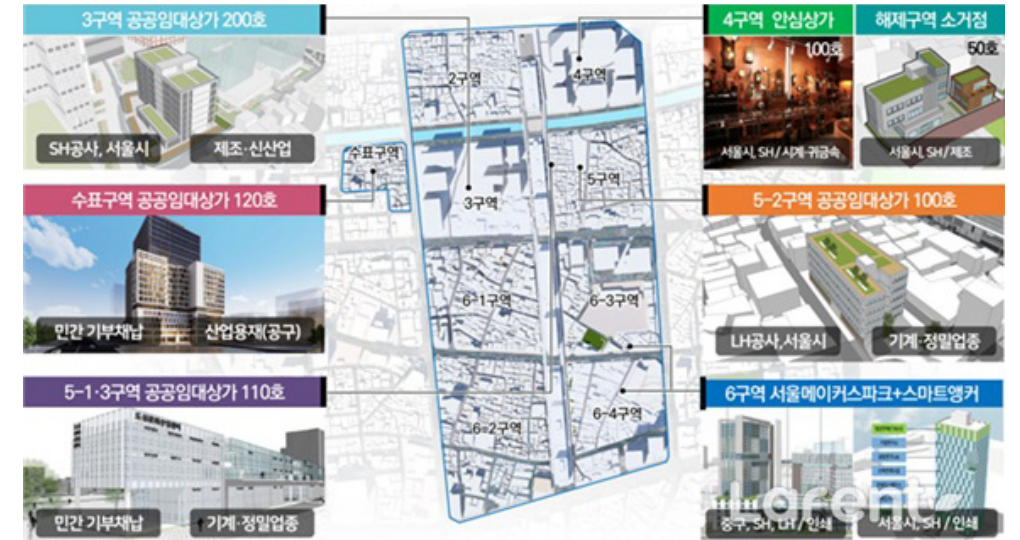
Under construction development next to Sewoon Sangga



Urban form surrounding Sewoon Sangga under pressure of development



This reinvested in Sewoon Sangga created a swap in what was to be demolished and develop, putting the surrounding neighborhoods on the chopping block



Proposed development adjacent to Sewoon Sangga feature of combination of residential, office and commercial spaces.



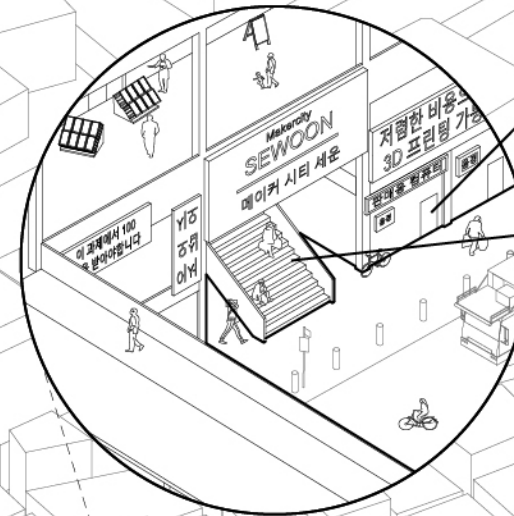
The proposed developments demolish full neighbourhoods of existing urban fabric

2020

Although Sewoon Sangga has been saved from developmental pressures the surround community is at risk

SITE

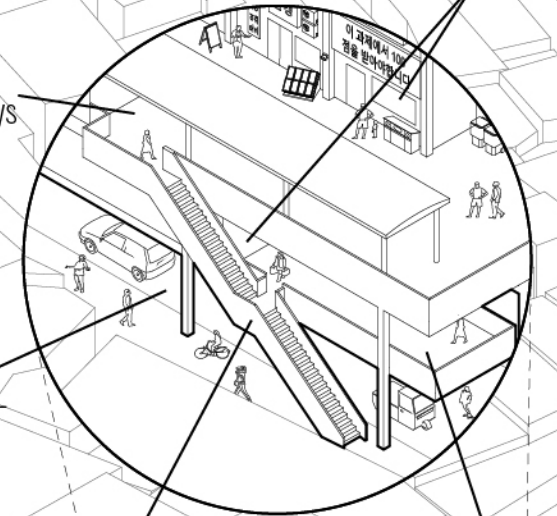
Building form continuous, only breaking for large pieces of urban infrastructure



Ground Level Storefront Access

Access to Interior Arcade

Storefronts Access on Elevated Walkways



Second level of Elevated Walkways

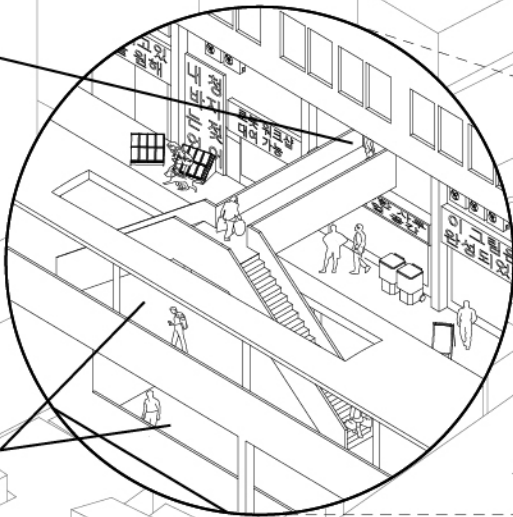
Service Road Underneath Pedestrian Walkways

Point Access Stairway

First Level of Elevated Walkway

Although, paradoxically divides the traditional urban fabric

Access to Interior Arcade



Elevated Pedestrian Walkways w Shops

Point Access Stairway

Elevated Pedestrian Walkway w Shops

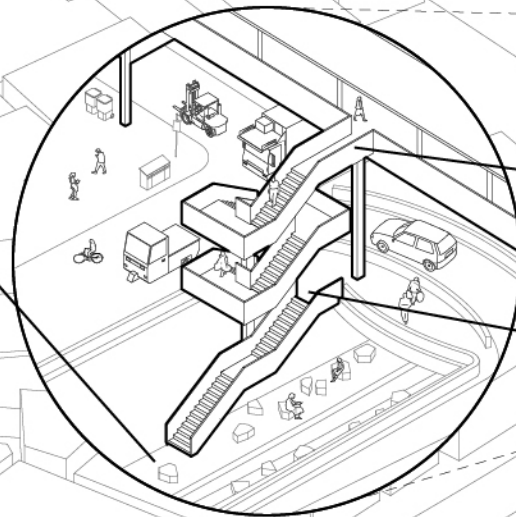


Point Access Stairway

Connection To Pedestrian Bridge

Connection To Ground

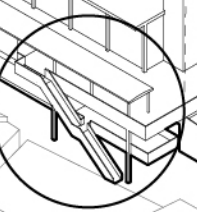
Connection To Cheonggyecheon Stream Park



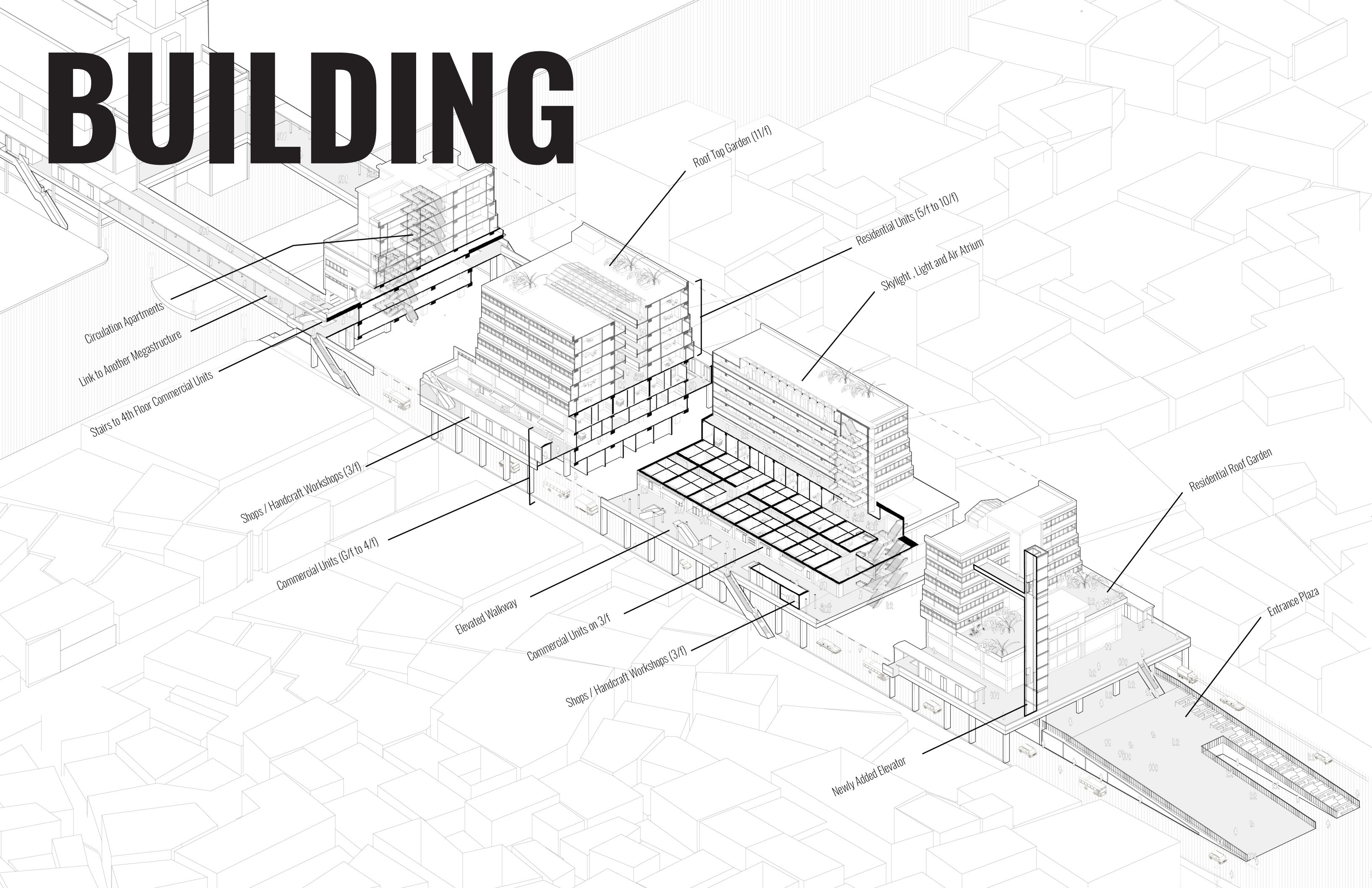
Pedestrian Bridge Over Roadway and River

Point Access Stairway

Elevated Pedestrian Walkway w Shops



BUILDING



Roof Top Garden (11/f)

Residential Units (5/f to 10/f)

Skylight , Light and Air Atrium

Circulation Apartments

Link to Another Megastructure

Stairs to 4th Floor Commercial Units

Shops / Handcraft Workshops (3/f)

Commercial Units (G/f to 4/f)

Elevated Walkway

Commercial Units on 3/f

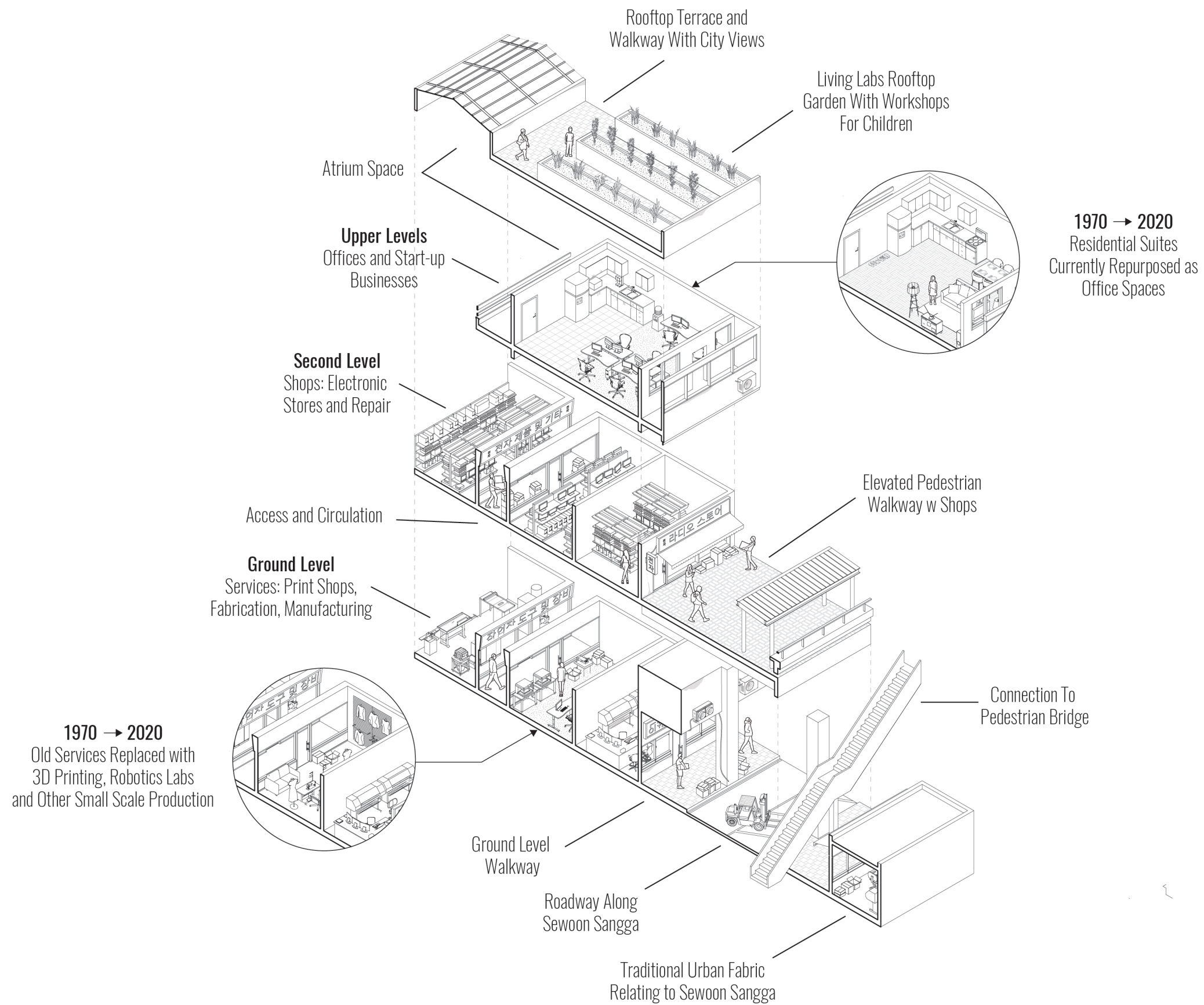
Shops / Handcraft Workshops (3/f)

Newly Added Elevator

Residential Roof Garden

Entrance Plaza

UNIT



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