

# MONUMENT<sup>55</sup>

ARCHITECTURE & DESIGN

## FLASH DANCE

HERZOG & DE MEURON

**GOLD MEDAL WINNER**  
CORRIGAN AT THE VCA

**WHITE KNIGHT**  
JOHN PAWSON

**SOFT SELL**  
MILAN COLLECTION

**CREATIVE TENSION**  
DALE JONES-EVANS

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WIM WENDERS

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## FINISHING TOUCHES

MARTINE SITBON, SEOUL, KOREA

EXCHANGED OPINIONS, dollars and packages characterise high-end consumption; shopping and pleasure fusing into endless display and retail opportunities. In Seoul – a district formerly housing well-heeled Korean society, which now sports gloss, glass and glittering allure. Here, Martine Sitbon's foray into the elusive world of fashion appears beguilingly smooth, but like many outwardly perfect fashionistas, the seamless folds of her boutique conceal a complex story. Moulded into the underbelly of a faux-French mansard-roof villa, New York-based Cho Slade Architecture decided to maintain the building's existing raw-concrete garage and coat the space with a pale-gloss finish that disguised the ceiling heights – varying from 2m to 6m. The result is not unlike a panoramic photograph – walls, floor and ceilings dissolving into one cohesive surface. Encasing the pristine shell is an extensive glazed skin that splices together two strips of glass – the lower level being transparent, the upper a two-way mirror that is back-painted with polyester for a textural effect. By day, the mirror recalls the surreal effect of Filippo Brunelleschi's perspectival experiments, reflecting overhead cloud. As the sun sets, the panel is lit from behind and glows a crumpled gold hue. The expanse of glass fronting the store acts like a fishbowl, inviting shoppers to wander within the silky space, punctured by sharp mirrored hanging rails containing change rooms that allow for reconfiguration. A glossy black display slab reflects light like a taut soap bubble while overhead an elongated cocoon of synthetic hair floats like a fishing lure in the water. Each element invites a tactile response and this is especially evident at the crucial sales counter where squishy silicone encases the bench and provokes surprised delight as shoppers' dollars are exchanged – the ultimate conclusion to an extravagant day out. **Rebecca Roke**



PHOTOGRAPHY: JUNG SUK

