

HYUNDAI DEPARTMENT STORE - SHIFTING FOCUS

DAEGO, KOREA



A geographic shift
IN LOCATION

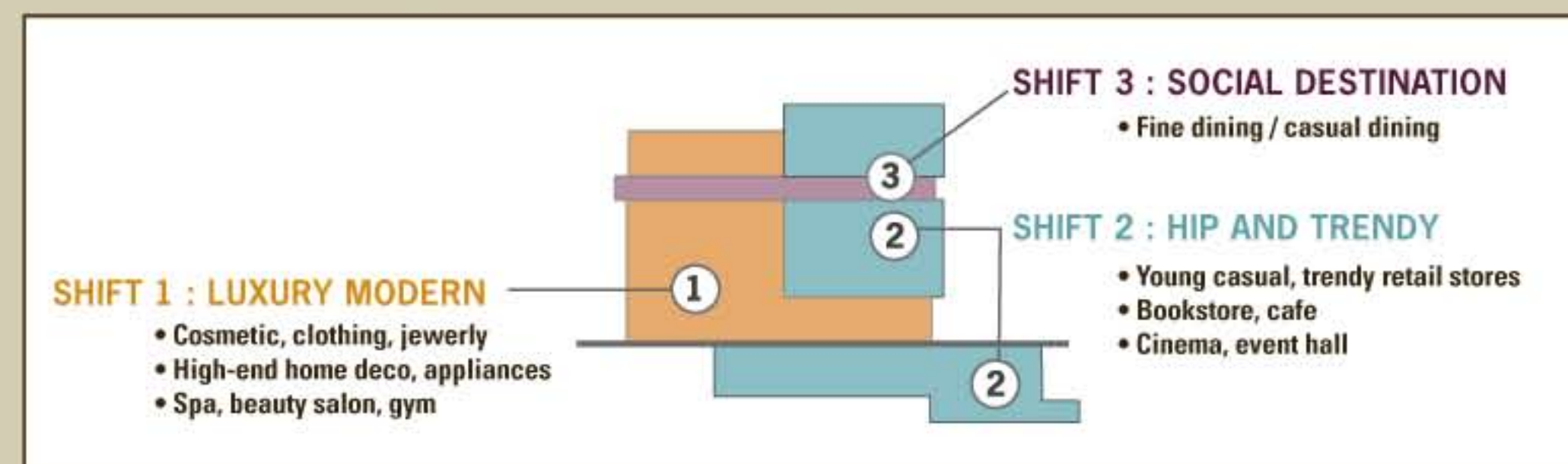


An architectural shift
IN STYLE



A merchandising shift
IN STRATEGY

EXPERIENCE DIAGRAM - PROGRAMING WITH A PURPOSE



SITE PLAN



B1 SUNKEN PLAZA



NORTH URBAN PARK



LUXURY MODERN + HIP AND TRENDY



KINETIC LIGHTING EFFECTS AT NIGHT



4TH FLOOR TERRACE

THE CUSTOMER EXPERIENCE SHIFT

The Hyundai Department Store located in Daegu City is a 65,000 SM department store positioned to become the premier retail destination in the city through its customer centric approach and innovative branding and design.