

# SEOUL AUCTION GANGNAM CENTER

Seoul Auction



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## Seoul Auction Gangnam Center

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### LOCATION

864, Eonju-ro, Gangnam-gu  
Seoul, Republic of Korea

### SHORT DESCRIPTION

Design of Seoul Auction Headquarters in Gangnam.

### SITE AREA

867.90 m<sup>2</sup>

### TOTAL AREA

4,975.70 m<sup>2</sup>

### SCALE

B5/8F

### FLOOR INFORMATION

8F : Meeting Room  
6-7F : Auction Room  
5F : Exhibition Hall  
4F : Office  
3F : Academy Hall  
GF : Lobby  
B1 : Restaurant  
B2-B3 : Parking  
B4-B5 : Exhibition Hall and Event Hall

### DESIGN/COMPLETION

2017/2019

### SEOUL AUCTION WEBSITE

[www.seoulauction.com](http://www.seoulauction.com)

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### PROGRAM

Beyond an auction hall, we imagined the Seoul Auction Gangnam Center as a new cultural space that is open and integrated into the life of the neighborhood. Located on the ground floor, the lobby is largely glazed and overlooks Eonju-ro Boulevard. The building offers several public areas: a restaurant and a shop on the ground floor and at the B1, as well as event and exhibition areas at the B4 and B5. Through user-friendly spaces and quality programming, the Seoul Auction hopes to contribute to the democratization of Art by making it accessible to as many people as possible.

### CONCEPT

The architecture of the Seoul Auction Gangnam Center differs from the other buildings of the district by its verticality, accentuated by the use of vertical bars that give it a longer, aerial look. In addition, its unique copper hue allows it to « store light » and give the building a high visibility. Together, these two elements make Seoul Auction an iconic building in the Gangnam district.

### STRUCTURE

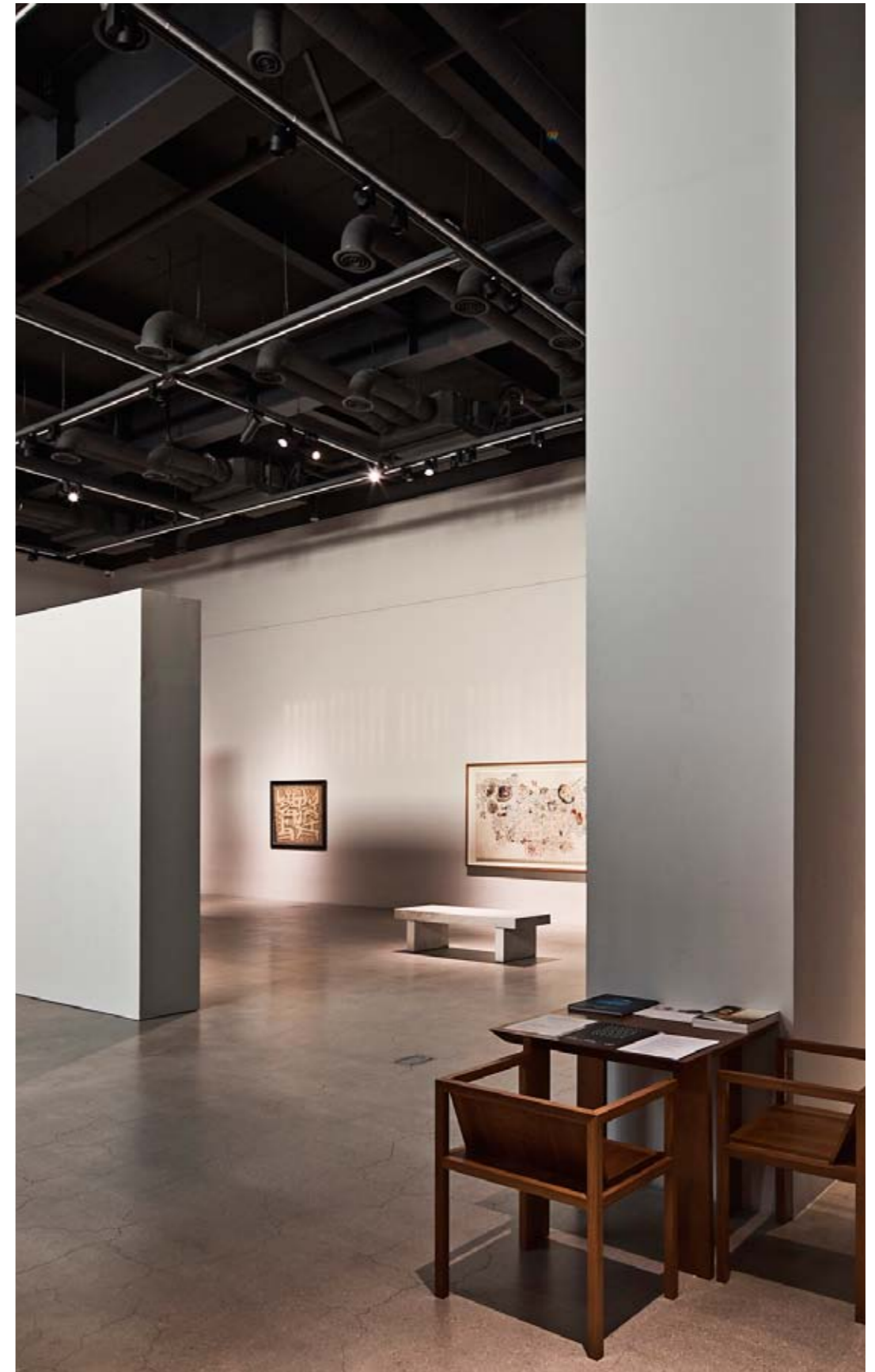
From a height of 43m with eight floors and five basement levels, the Seoul Auction Gangnam Center designed by the W&A teams was built with a steel structure. To complement this metal body, the facades of the building are dressed in aluminum plates painted in a special copper color « brilliant tint copper ».

The choice of construction made it possible to build a building site in very short time thanks to the prefabrication of some elements of the workshop structure. It also allows us to integrate the project into a sustainable development approach, since steel is an easily dismantled and recyclable material after the building has been demolished. Steel is also a very strong material, especially in the event of an earthquake, since it is able to undergo significant deformation before breaking. Finally, it offers excellent acoustic and thermal insulation, which is a recurring problem when designing a building that welcomes the public if we want to offer optimal comfort to users.





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## Contact

Wilmotte & Associés  
68, rue du Fbg-Saint-Antoine  
75012 Paris  
[www.wilmotte.com](http://www.wilmotte.com)

Hoeun Jung | +33 (0)6 07 83 11 19