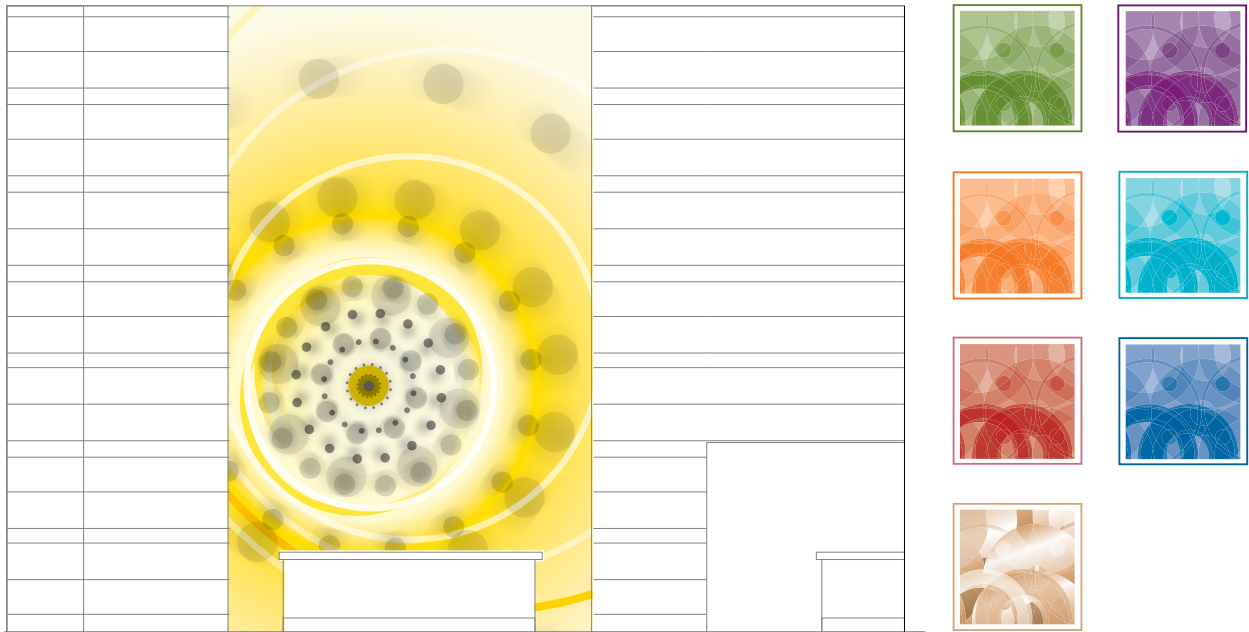


Partnering with Callison, the Korean group ARD Holdings and the Aekyung Department store group, GIRVIN was asked to create design concepts for the Aekyung PyongTaek rail station and shopping center in Korea. GIRVIN's explorations were in creating treatments of the overarching retail strategy, bringing new strategic filters for environments and wayfinding and then altering these filtrations for floor-to-floor experience differentiations for guests.

This includes the textual expansion of retail strategies of "Modern Energy", coupled with corporate Aekyung | AKTown renderings of value, Korean principles of independence and stability and warmth and service, with sun and butterfly motifs as ethnic attributes. The strategic interpretations refer not only to the cultural studies of the Korean markets but to ARD | Aekyung corporate missions.

AEKYUNG



8 fl – Entertainment Cineplex: **Starscape**

7 fl – International Restaurants: **Jetstreams**

6 fl – Kids, Home, Lingerie: **Clouds**

5 fl – Men's Lodge / Arena: **Water**

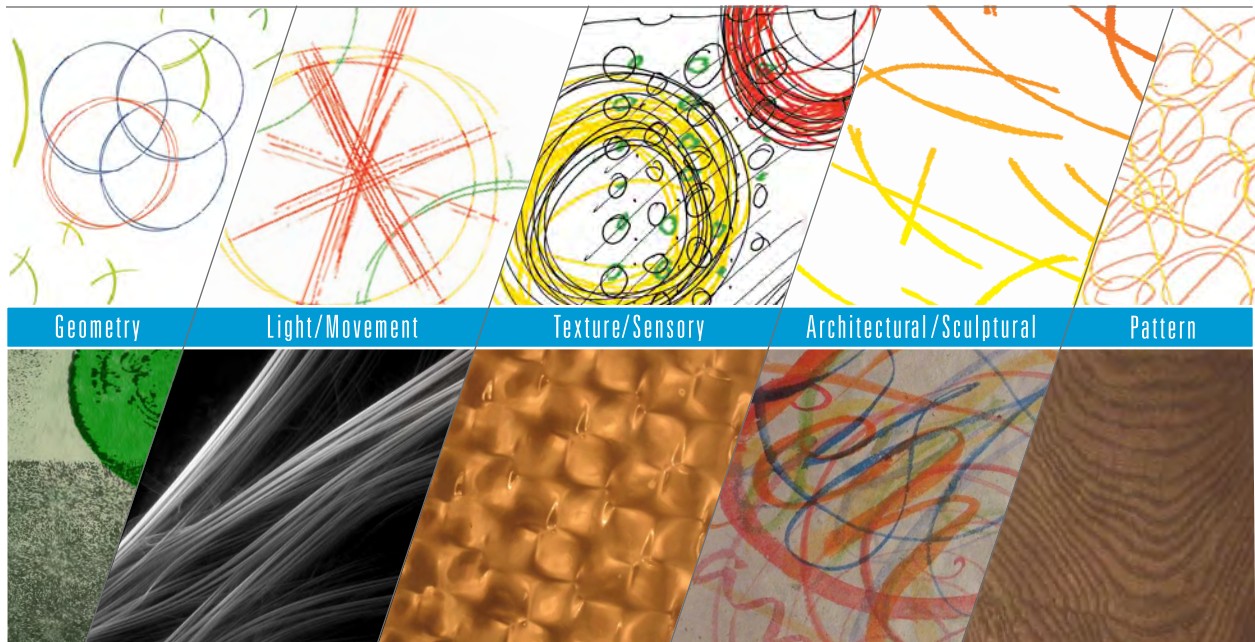
4 fl – Zen Retreat / Garden Walk: **Flora**

3 fl – Creative Laboratory: **Butterfly**

1 & 2 fl – Urban Center Chic: **Crystals**

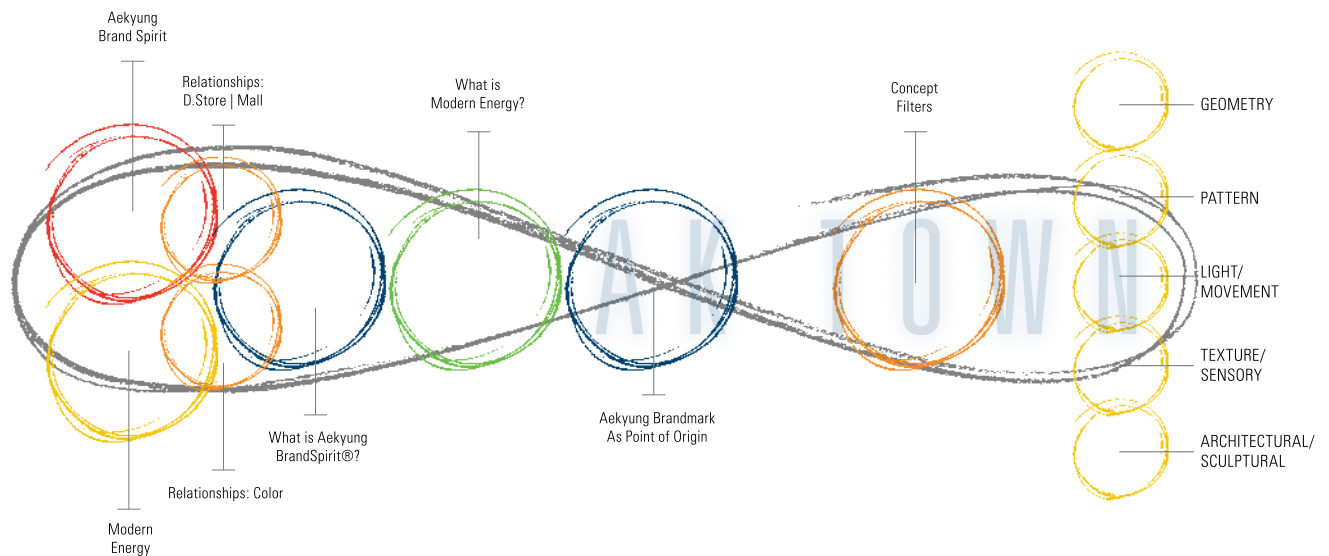
B1 fl – Supermarket / Deli: **Earth**

APPROACH CHANNELS



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METHOD



Pictured here is an organizing plan to show the working method of our thinking. The looped Möbius strip symbolizes the concept of containing energy and visitor flow and experience. This exploration shows each of the filters. Consider that these can be mixed and interwoven –

ranging from large scale applications on the exterior, working closer refinements to the interior, from subtle patterns etched in glass to perforated expressions, large turns of metal and floor treatments.