



# KNN Media Center

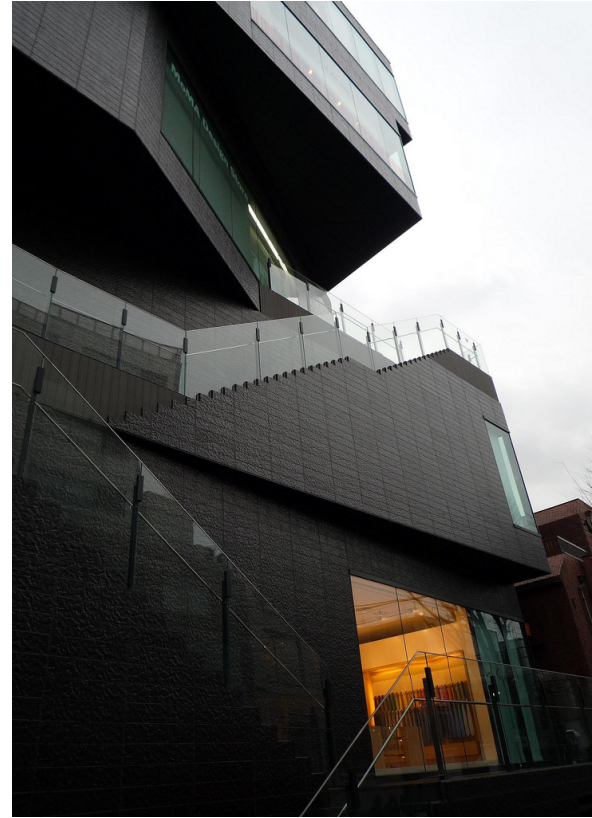
**Ilshin Architects**

WORK SESSION NO. 1, 10.5.09



# Media Center

d r d s



d r d s



# Project Goals

d r d s

# KNN Client Goals



- ***Design Goals***
  - Build a new landmark headquarters
  - The most advanced image in Centum City
  - Unique shape
  - A tourist attraction and destination
  - Create revenue through urban factory-type office space as well as retail.
  - The retail and museum program, located in the podium, shall connect to outdoor open spaces and performance/ exhibition area in addition to Dureraum and KIT projects.
  
- ***Functional Facilities***
  - Broadcast Facility
    - Studio 1, 2 & News, Security, Acoustics, Flexibility,
    - Outdoor Studio



# Program

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# KNN Space Program

## Parcel A

**18,839 SM**

- Workshop of Set 1,000 SM
- Outdoor Studio 660 SM
- Outdoor Performance 500-1,000 Seat
- Outdoor Parking 200 stalls + 5 bus spaces
- Outdoor Space Plaza for Cultural Events
- Public Space Rest, Promenade, Restroom Facilities





# KNN Space Program

## Parcel B

**47,853 SM**

- Office (Condo type) 28,023 SM
- Retail 5, 579 SM (Above Grade)
- 7,330 SM (Below Grade)
- Teddy Bear Museum 2,480 SM
- Broadcast Facilities 11,770 SM  
(6,924-7,643 Net

### Program)

- Studio Facilities
  - Studio 1 750 SM
  - Studio 1 270 SM
  - News Studio 330 SM
- Attached Facilities for Broadcast
- Executive Offices
- Office
- Basement Buffett Restaurant 2,300 SM
- and Basement Auditorium
- Basement Parking/ Mech. 21,298 SM



## 5. SPACE PROGRAM for BROADCAST FACILITY

TYPE	RM.	AREA (M.)		REMARKS
		EXISTING OFFICE	NEW OFFICE	
STUDIO FACILITY	Studio-1	390	750	
	Studio-2	192	270	
	News Studio	66	330	
ATTACHED FACILITIES for BROADCAST	Set Check RM.	294	198-231	
	Lighting RM.	33	116-132	
	Dressing RM.	50	50-66	
	Waiting RM.	-	50-66	
	Store for ST Camera	13	50	MIC
	Rehearsal RM.	122	66-99	
	Control RM. for Production	159	182-198	
	Control RM. for News	159	182-198	
	Front RM. for Open Center	142	-	
	Relay Equipment RM.	102	83-99	OFFICE
	Headend RM.	86	132-149	
	Network Management Center	-	99-116	
	Control RM. for DMB	73	66-73	
	Radio	347	281-347	
	Editorial RM.-1	159	116-132	
	C/G RM.	63	66-83	
	Acoustic RM.	99	66	
	Maintenance RM.	30	50-66	
	Ad RM.	23	17-33	
	Archive RM.	-	66	
	Ingest RM.	-	33	
	Network Center	-	99	
	Dimmer RM.	20	66	

TYPE	RM.	AREA (M.)		REMARKS
		EXISTING OFFICE	NEW OFFICE	
ATTACHED FACILITIES for BROADCAST	New Media Headend RM.	-	83	
	Data RM.	251	198-231	
	Editorial RM.-2	165	198-231	
	Press Camera RM.	26	33	
	Production Camera RM.	30	66	
	Night Duty RM. for Press	17	33	
	News Dubbing RM.	-	20	
EXECUTIVE	VJ RM.	-	33	
	Executive Office	377	397-496	Reception RM.
OFFICE	Computer RM.	149	66	
	Press Office	218	331-397	
	Planning & Programming Office	155	66-83	
	Production Office	291	264-331	
	Video Office	-	66	
	Tech. Office	116	198-235	
	Business Office	228	264	
	Press RM.	46	50-66	
	Meeting RM.	66	298	
	Office	-	545-562	
TOTAL	Warehouse	-	231	
	The area could be changed inside 3% of the every area.	4,787	6,924-7,643	



# Program Analysis

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## Program Design Considerations

- *Atrium Lobby for Media Center with access to Retail, Museum, Adjacent Retail and Open Events that incorporates culture, exhibition, art, and leisure*
- *TV and Radio Studios at Building Base outside the footprint of the office tower*
- *Raised Floor at Office and Studios for Data and consideration of HVAC*
- *Façade Expression for Office and Studio Program Uses—Transparent & Opaque*
- *Employee Comfort with Daylight Control for Studio and Facilities*
- *Special Features to Attract Office Tenants/Buyers*



## Design Considerations

- *Media Interaction*
- *Landmark Image*
  - *Massing/ Façade*
  - *Place-making—Atrium Lobby, Open Plaza*
- *Plan Efficiency*



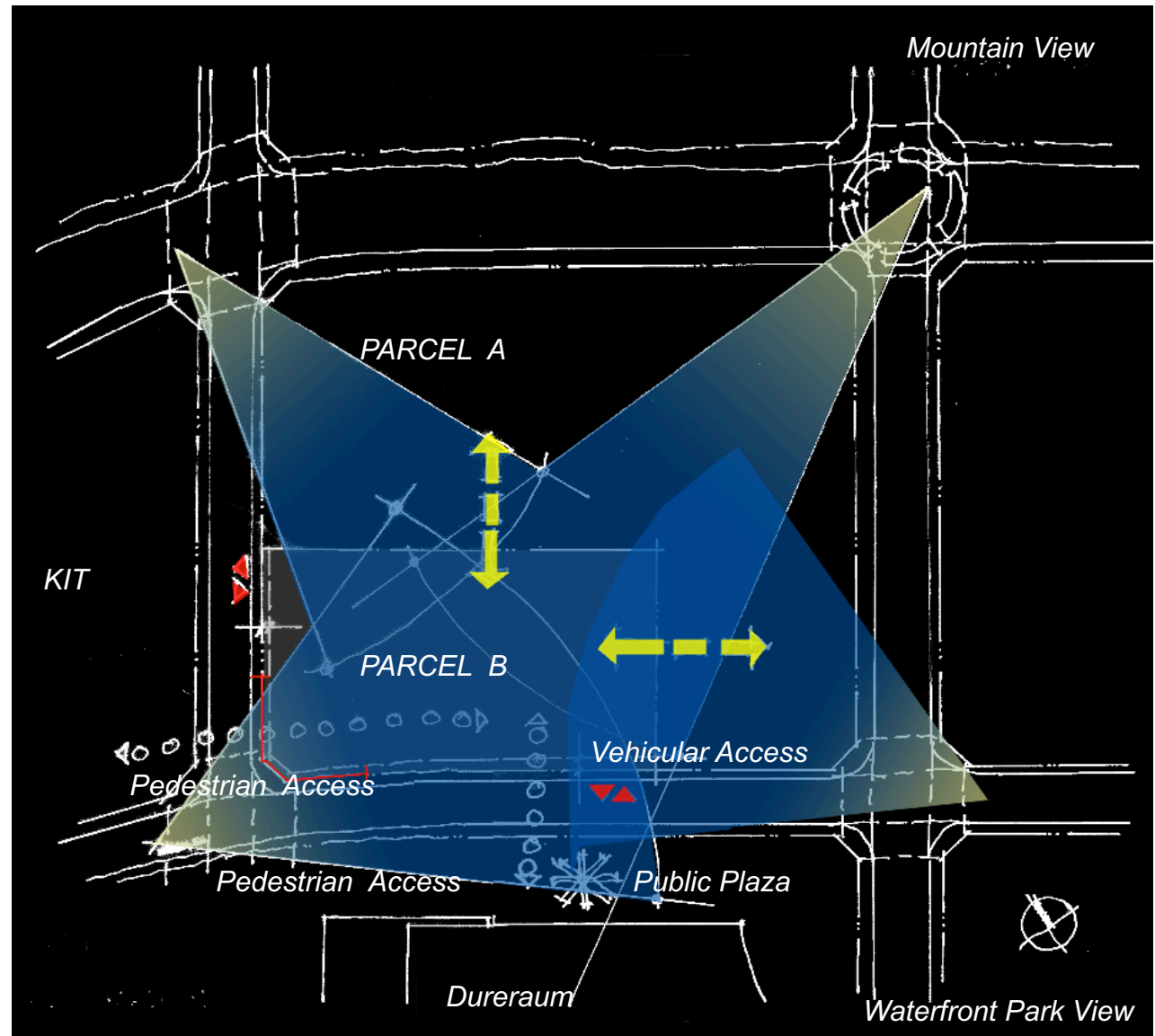
# Site Analysis

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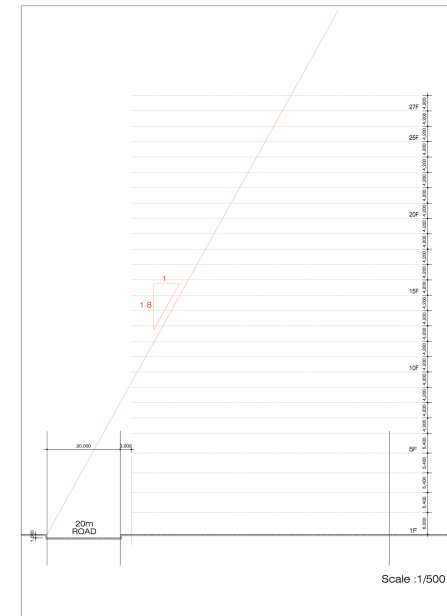
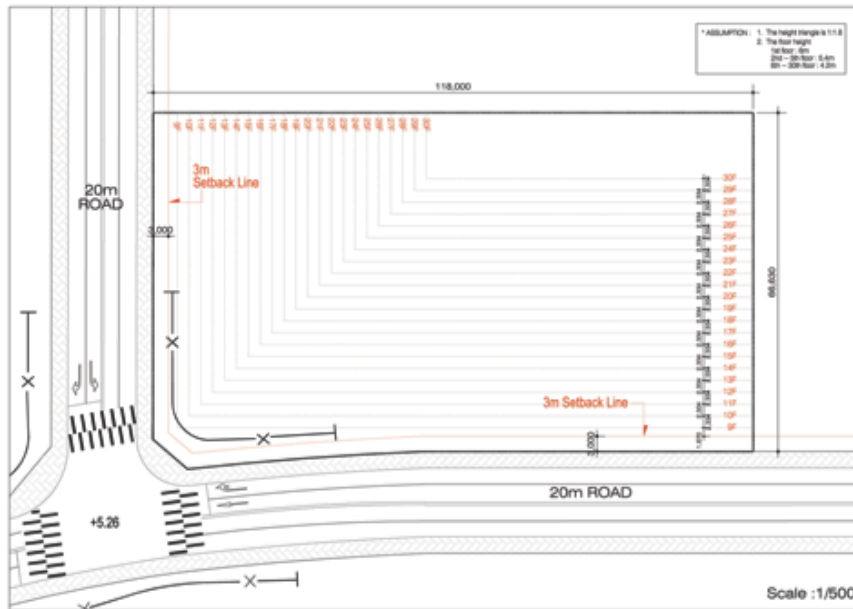
## Site Constraints

- Site Area: 4,973 SM
- Site Coverage: 50%
- Allowable FAR: 600 %
- Height Limit: Slope Angels
- Setbacks
  - 3 meters at Streets



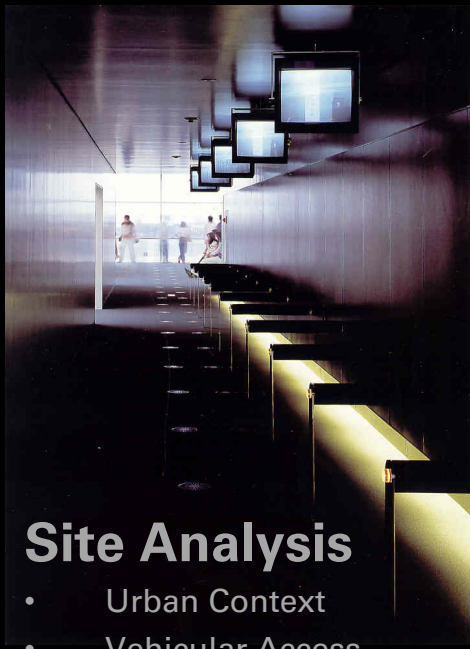
d r d s





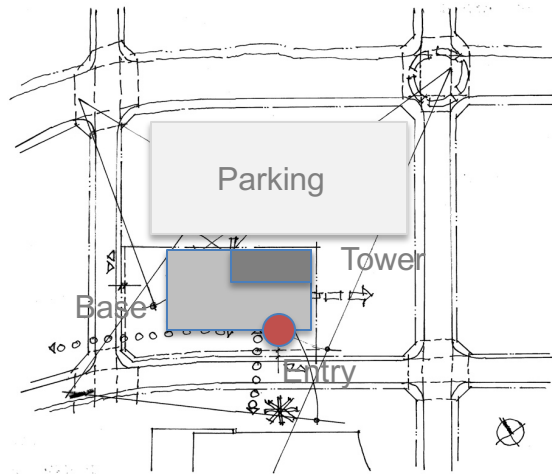
## Zoning Setback Constraints

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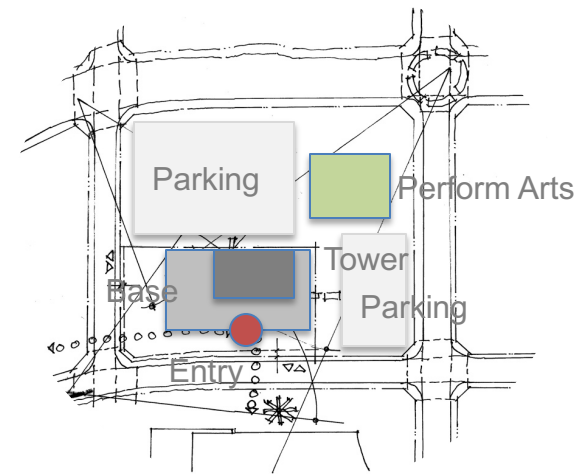


## Site Analysis

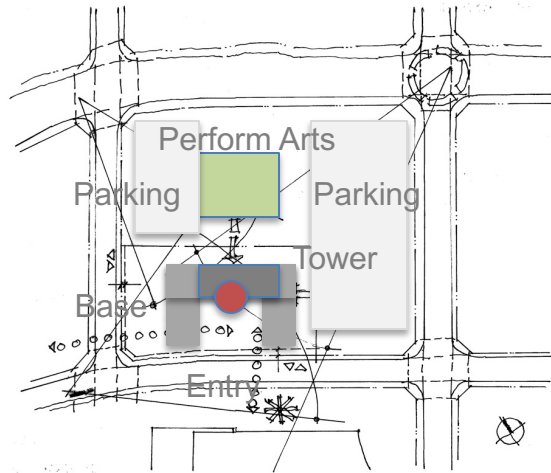
- Urban Context
- Vehicular Access
  - Public
  - Support
  - Service
- Pedestrian Access + Flow
- Connectivity & Integration
  - Parcel A
  - Dureraum
  - KIT
- Building Tower Configuration + Location



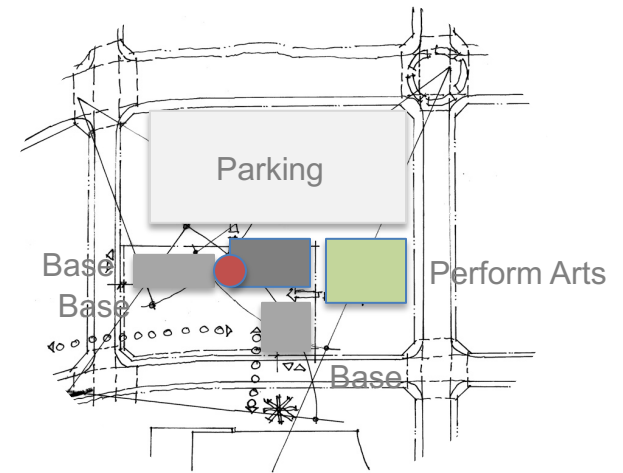
*Zoning Massing*



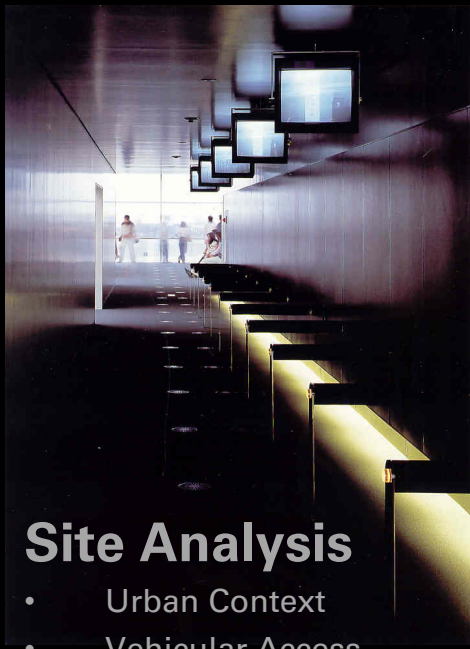
*Ilshin Massing – Alt 1-4*



*Option 1 Media Court*

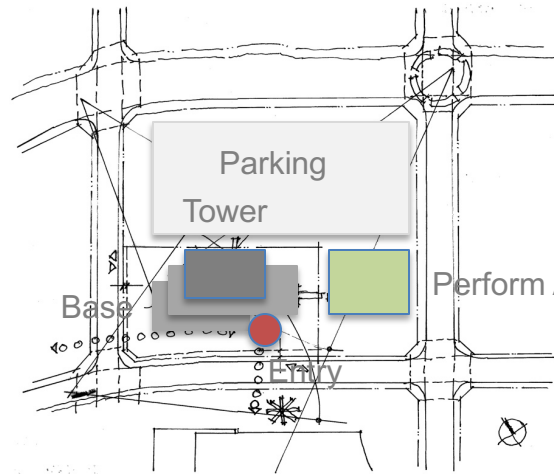


*Option 2 Stack*

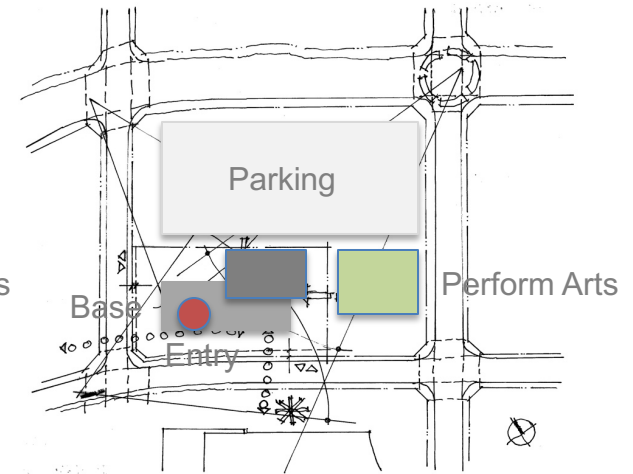


## Site Analysis

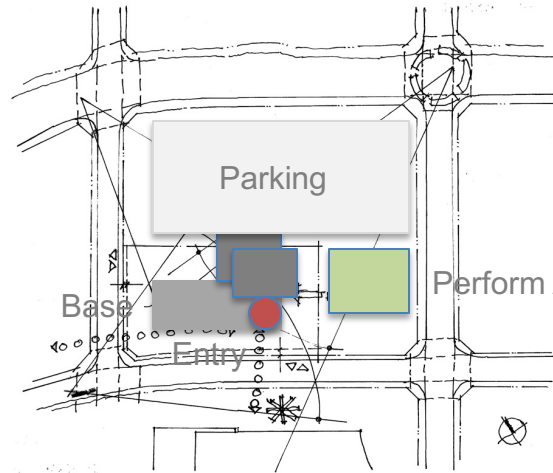
- Urban Context
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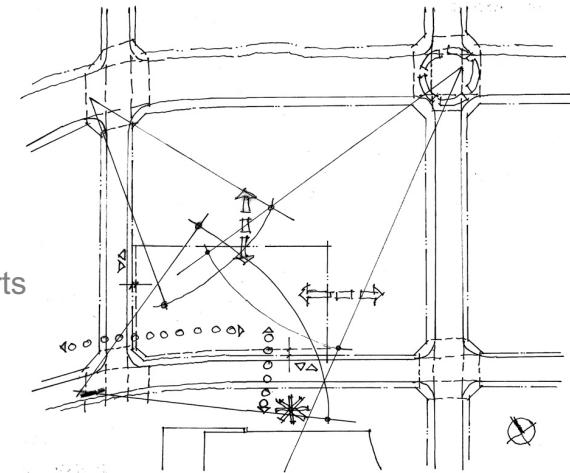
*Option 3 Stack Tower*



*Option 5 SquishBox*



*Option 4 Media Fold*

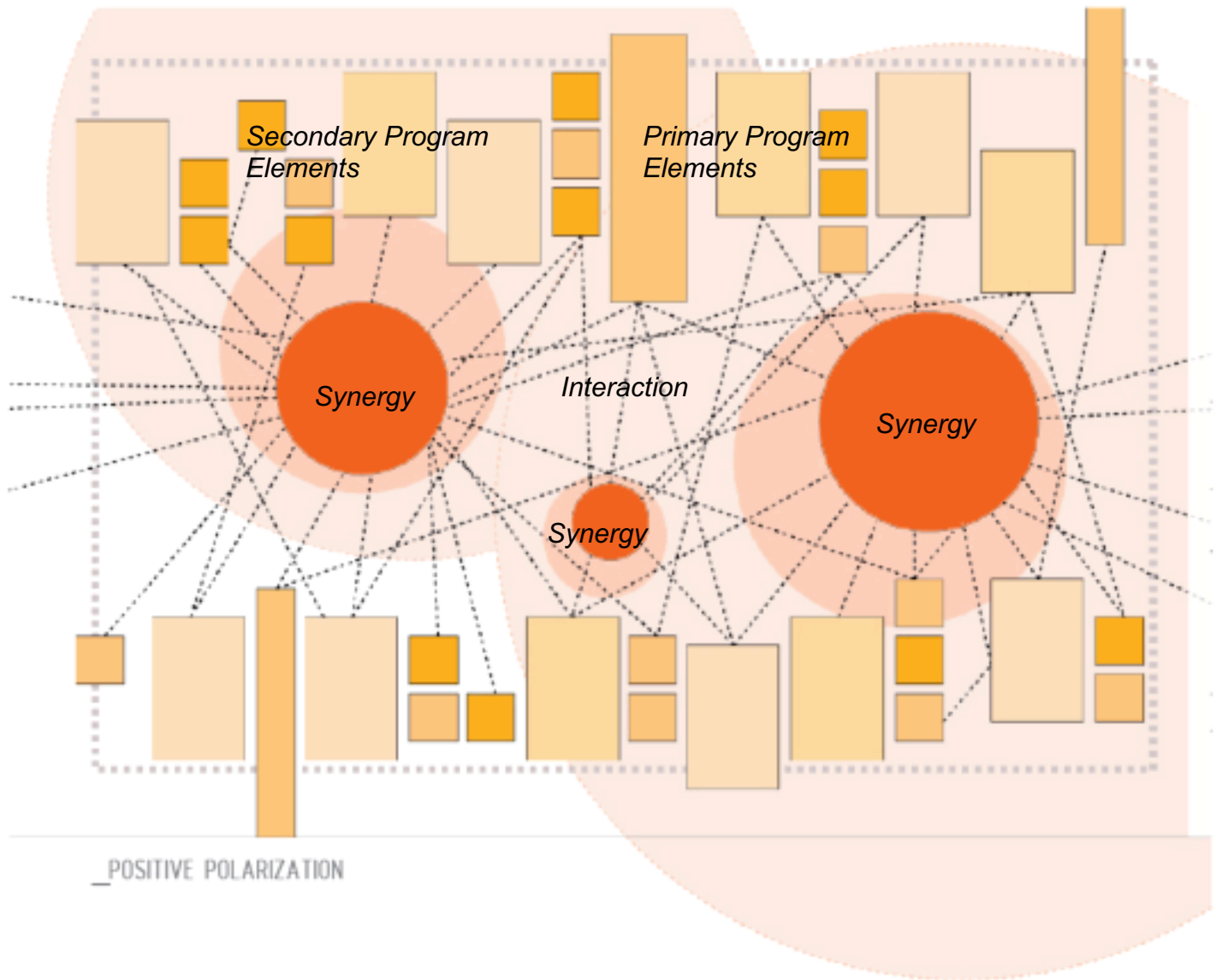


# Design Formulation

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*How can KNN Media Center provide numerous  
“memorable experiences” and create revenue?*

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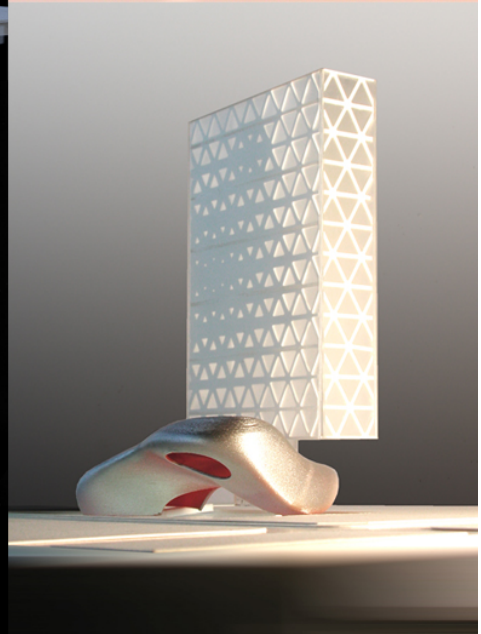
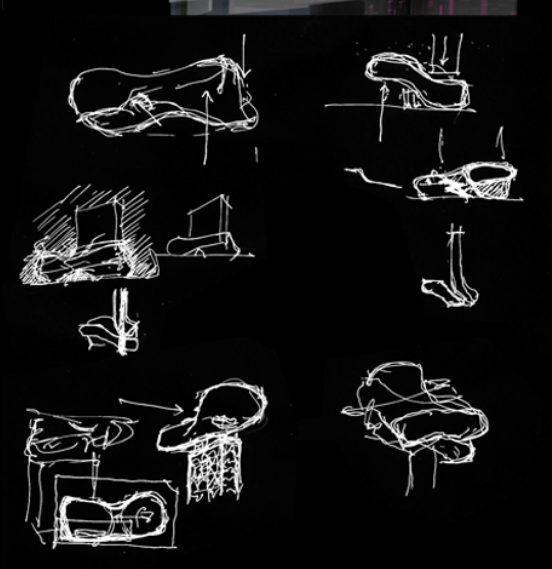
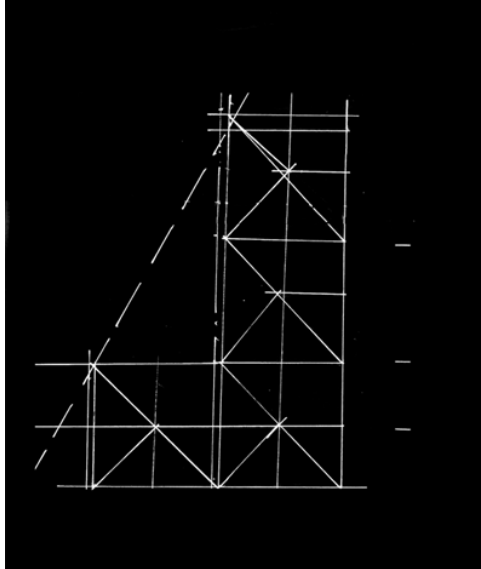
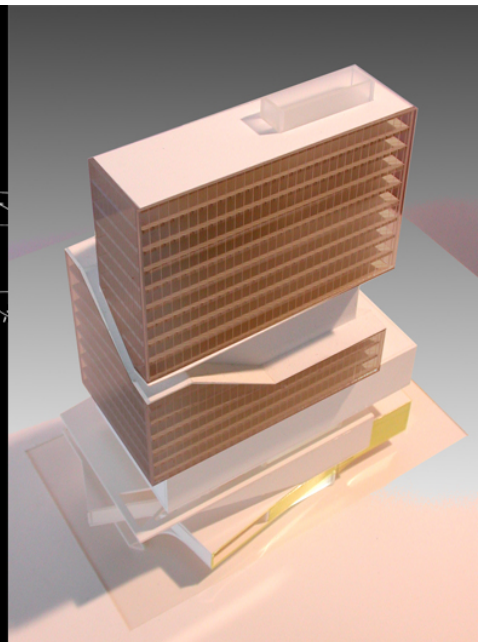
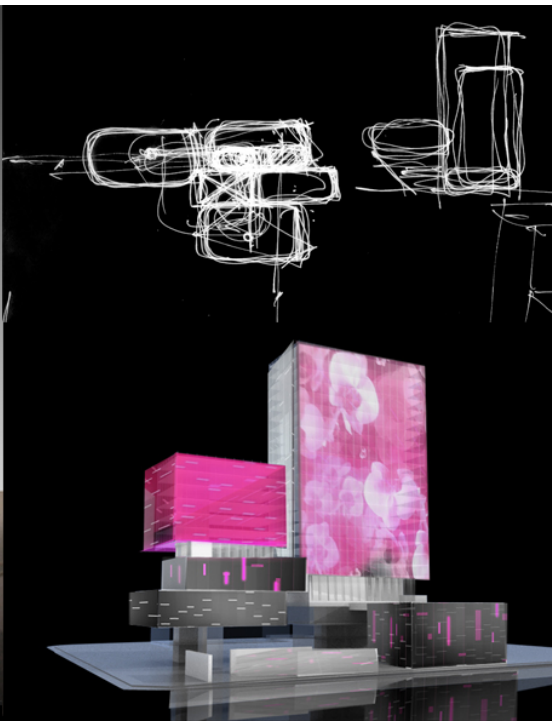
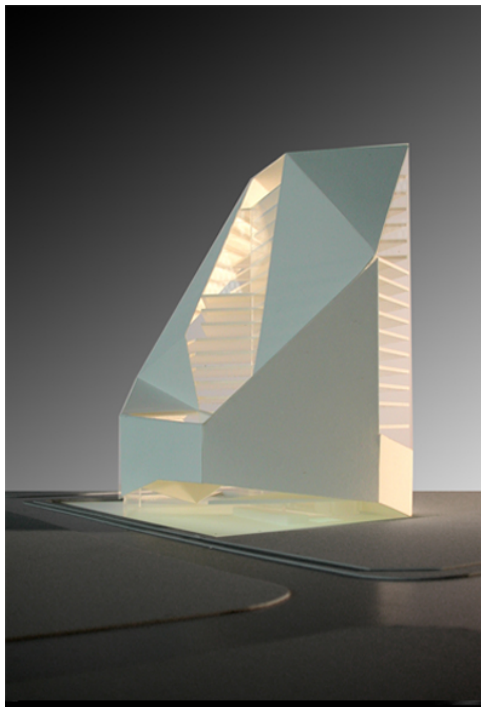


d r d s



# Design Explorations

d r d s



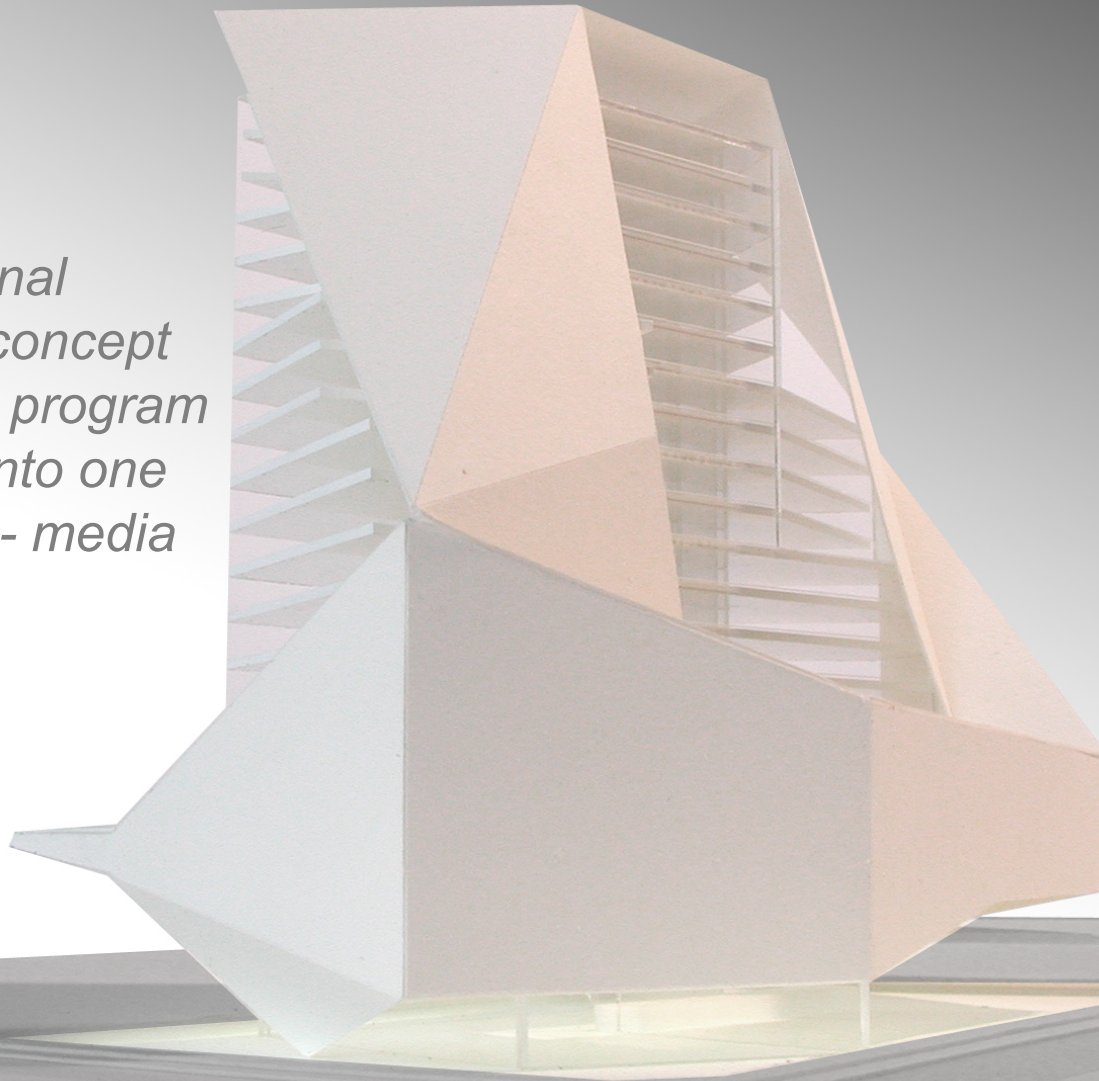
d r d s

1  
m\_Court

d r d s

# 1

***mCOURT:***  
*the traditional  
courtyard concept  
integrating program  
elements into one  
single icon- media  
court*







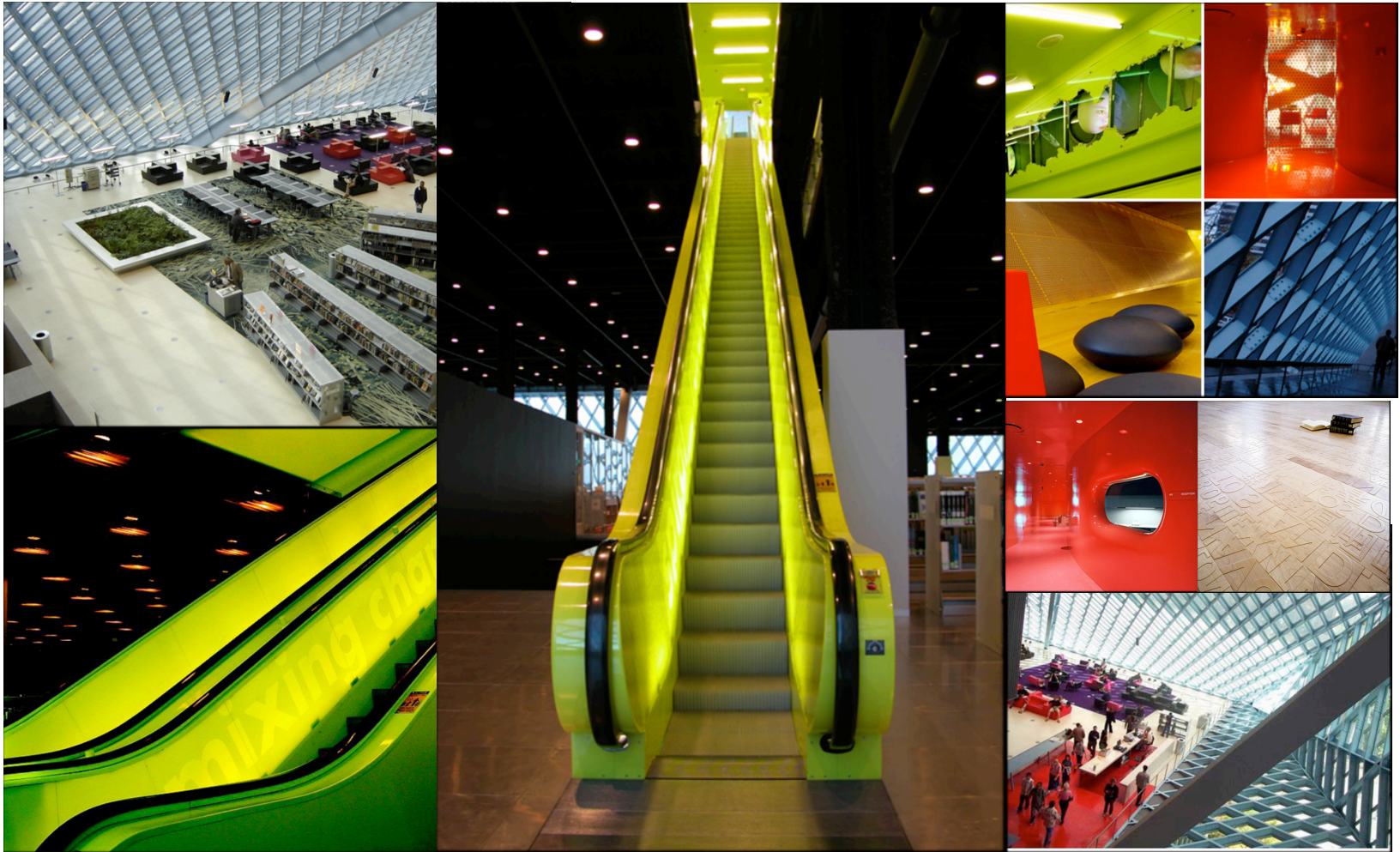
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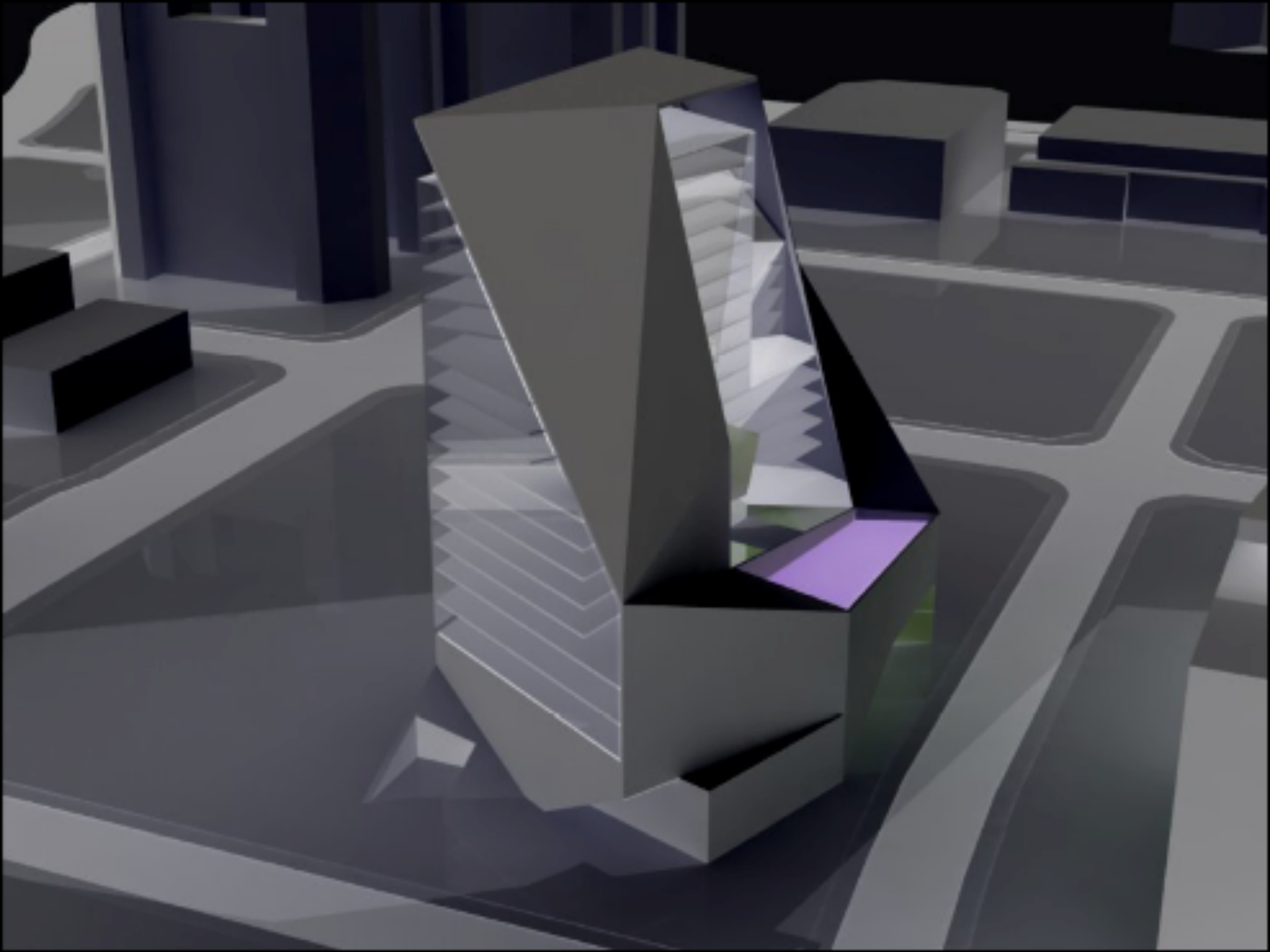


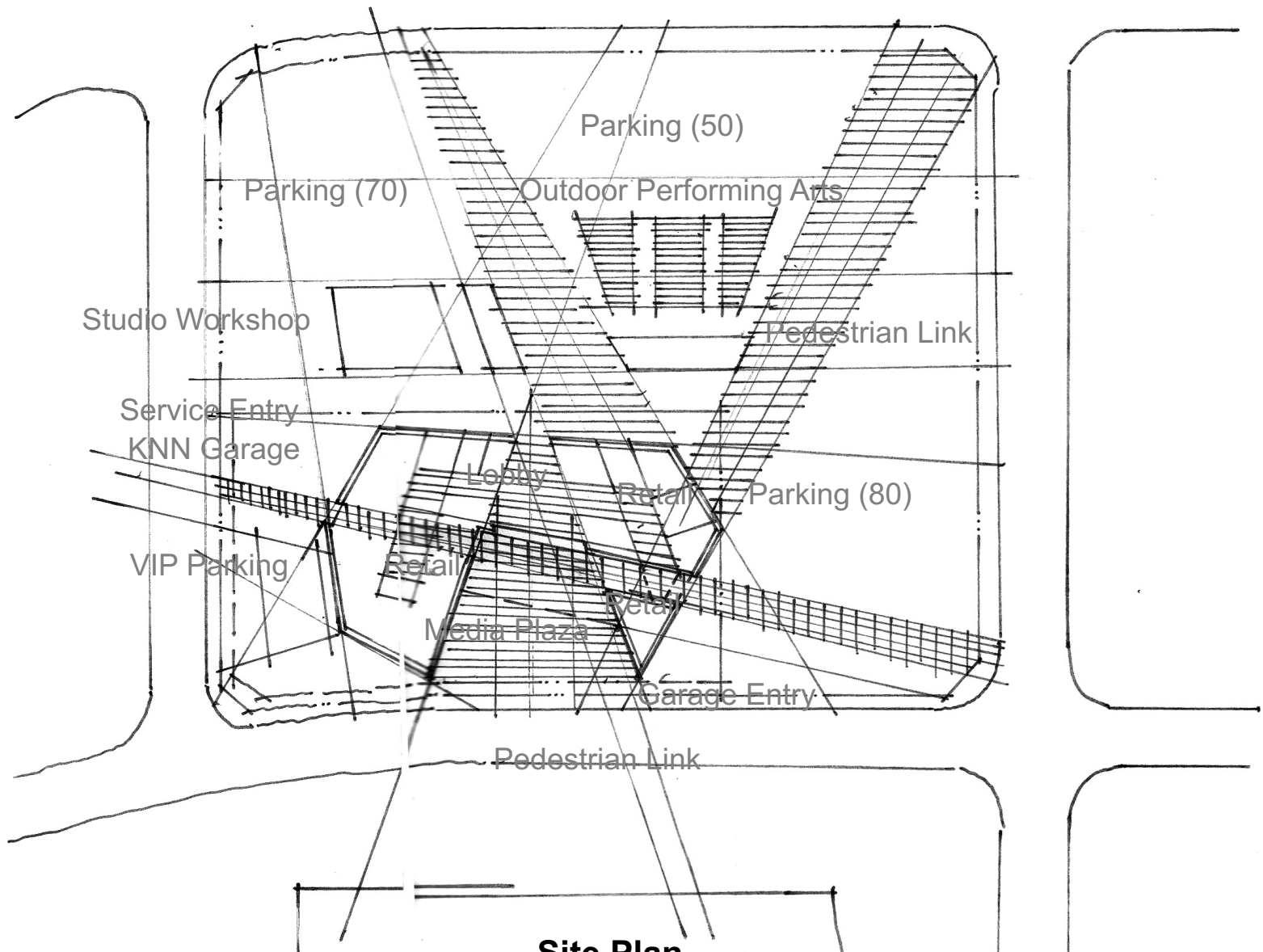
d r d s





d r d s

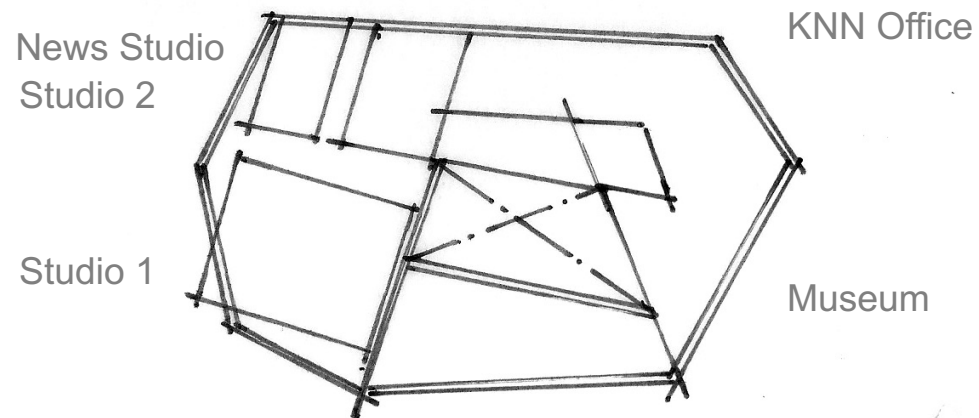




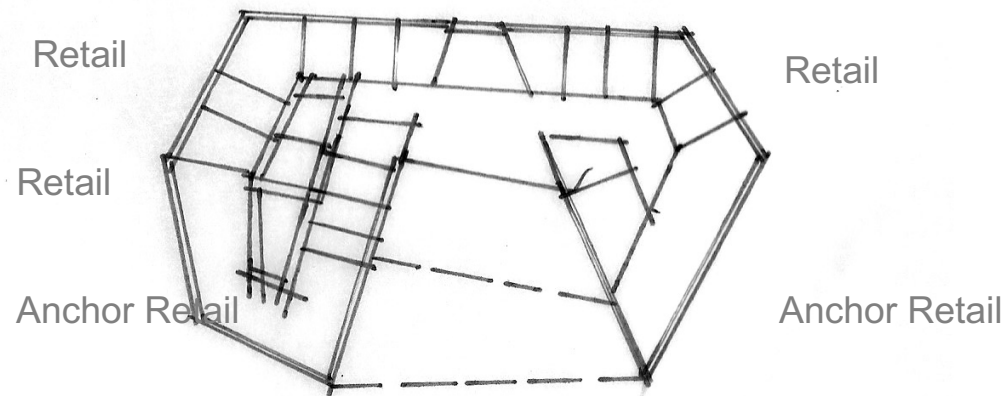
**Site Plan**

a r a s



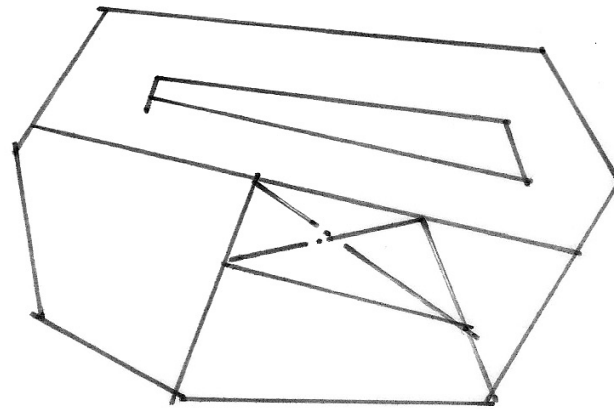


**Third Level**



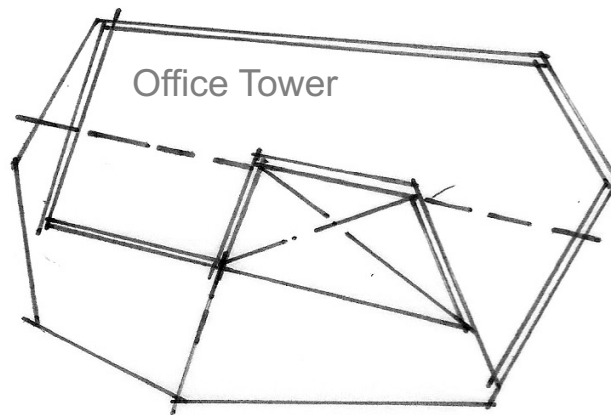
**Second Level**

d r d s



Office Tower

**Upper Tower Level**



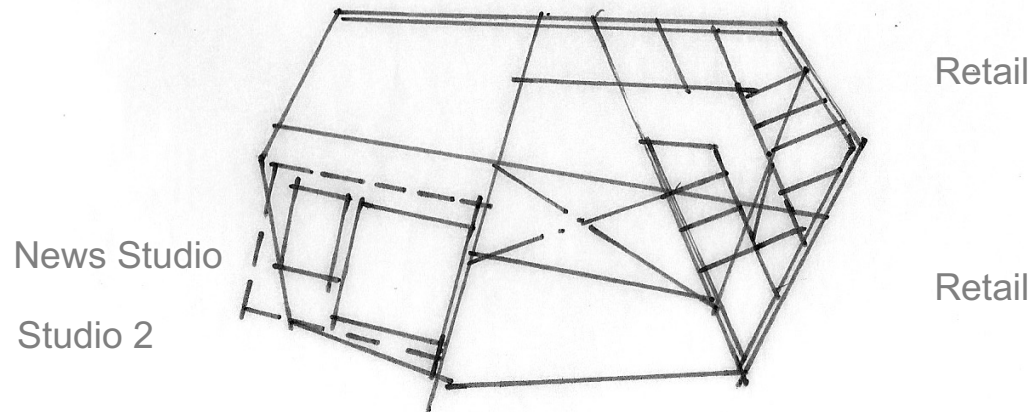
Office Tower

Office Tower

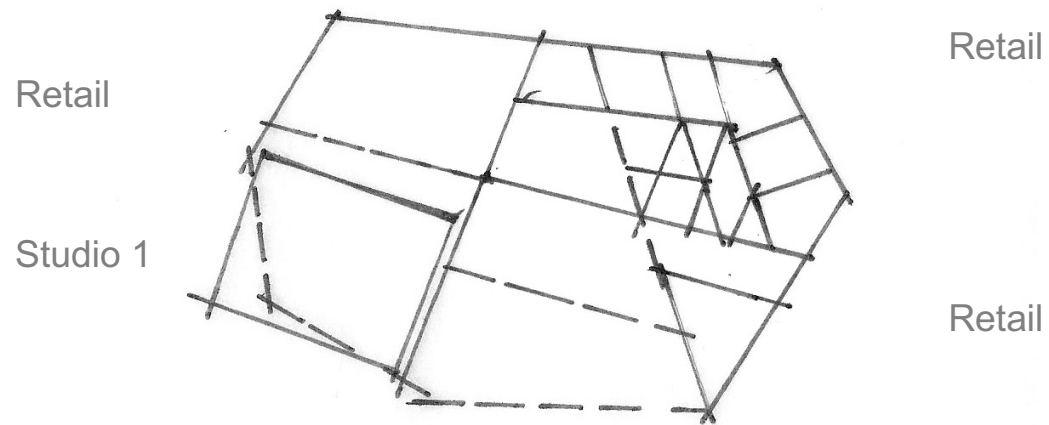
Museum Roof  
Garden

**Sixth Level**

d r d s



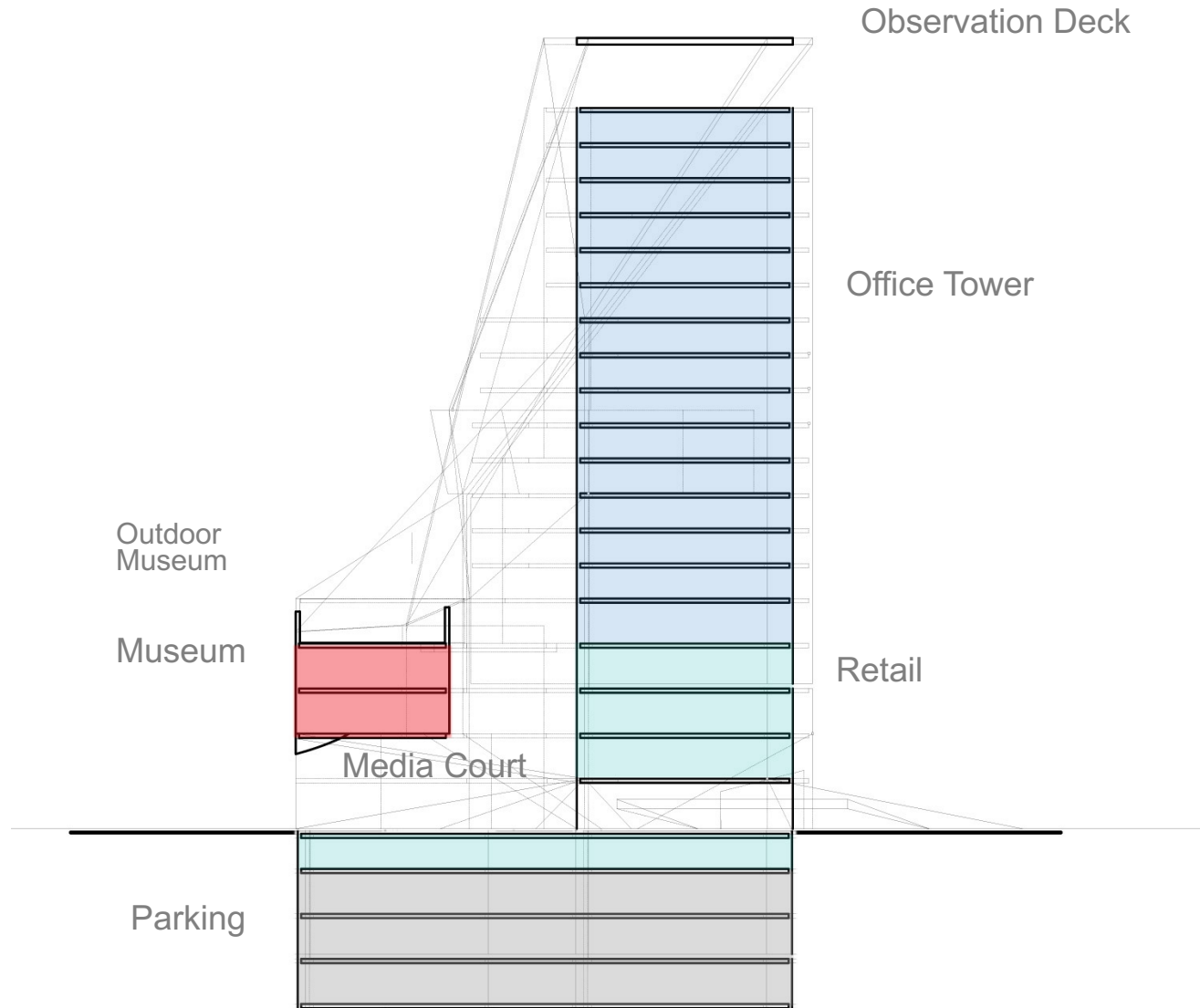
**Alternate Second Level**



**Alternate First Level**

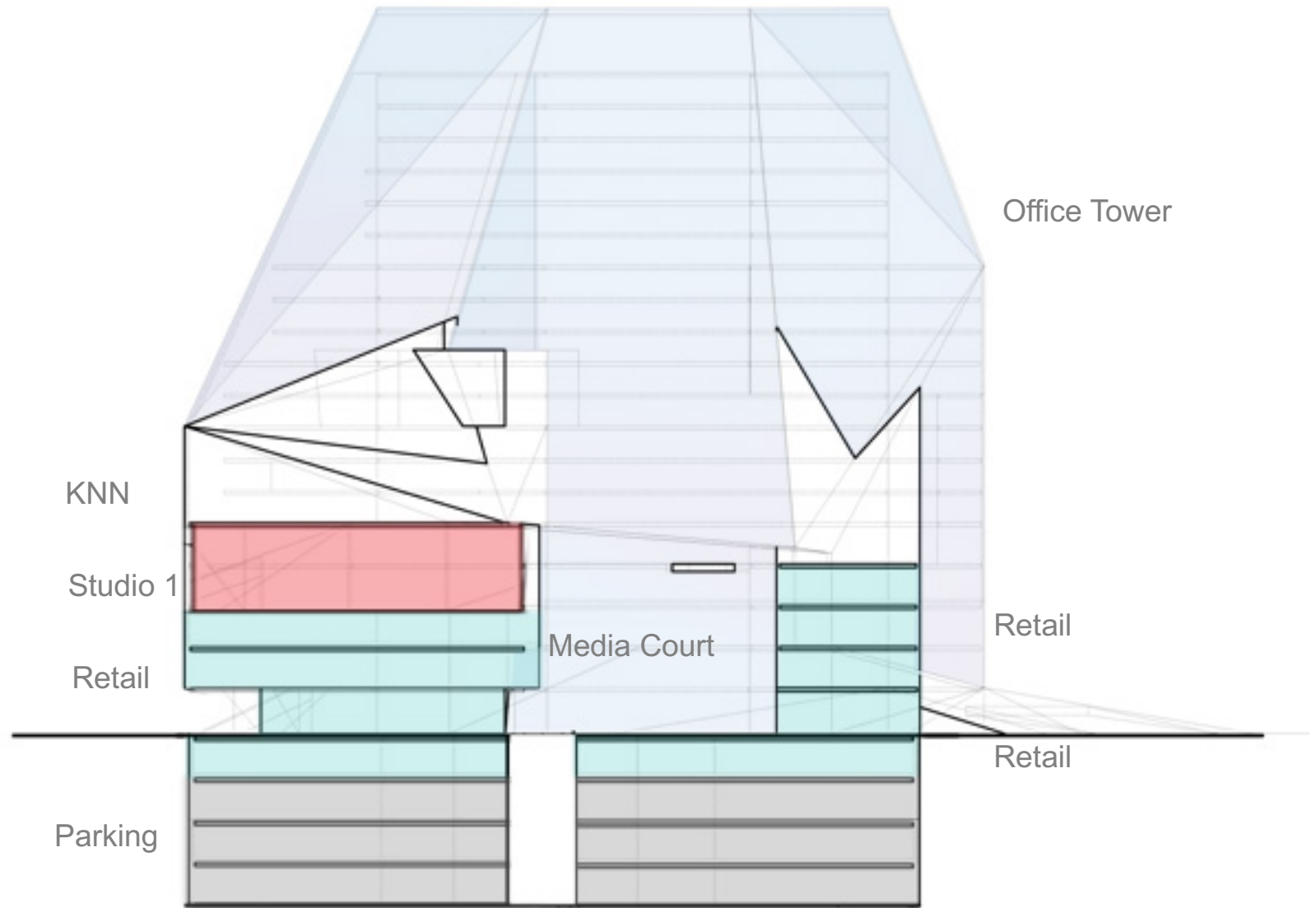
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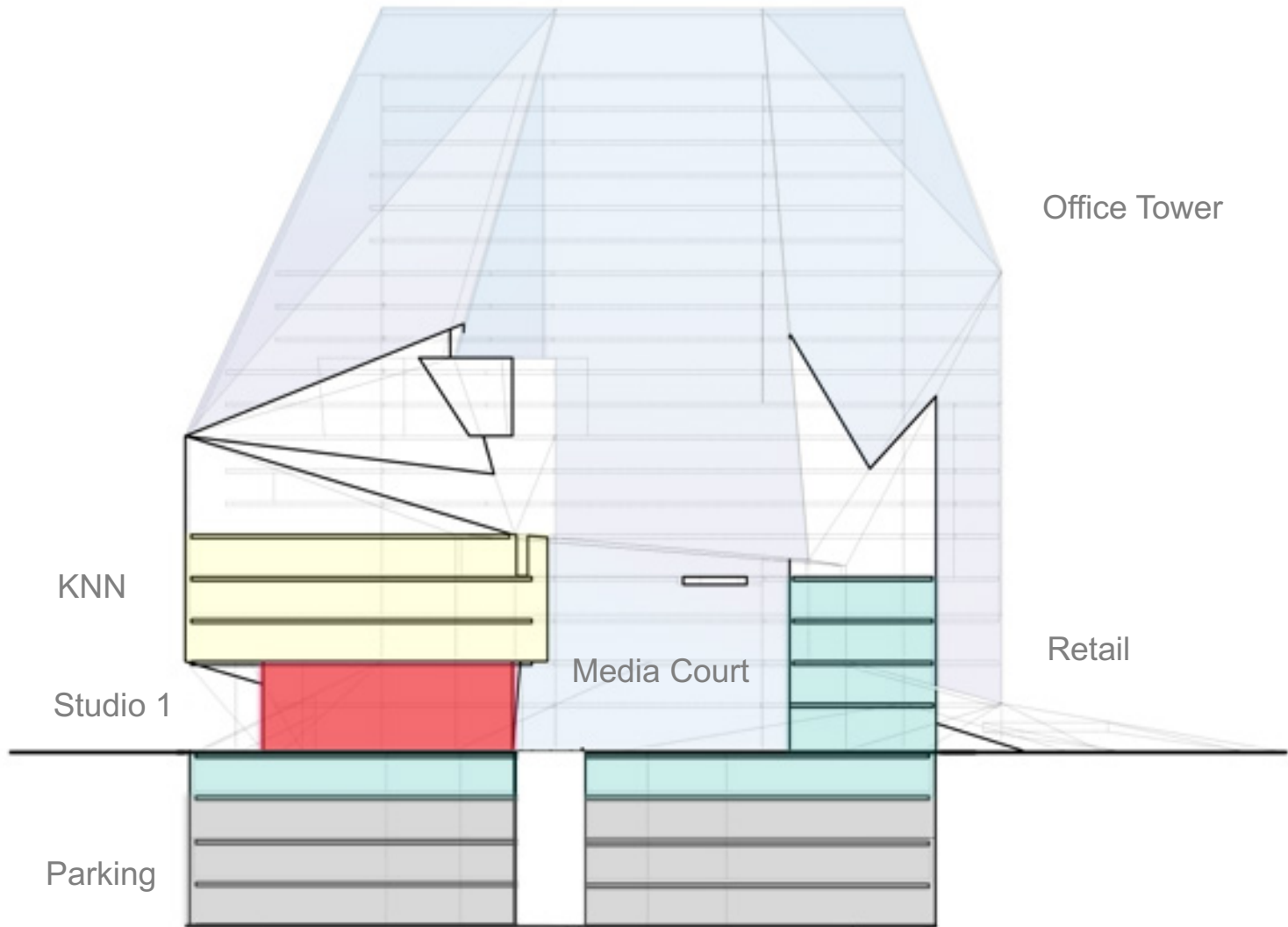
**Transverse Section**

d r d s

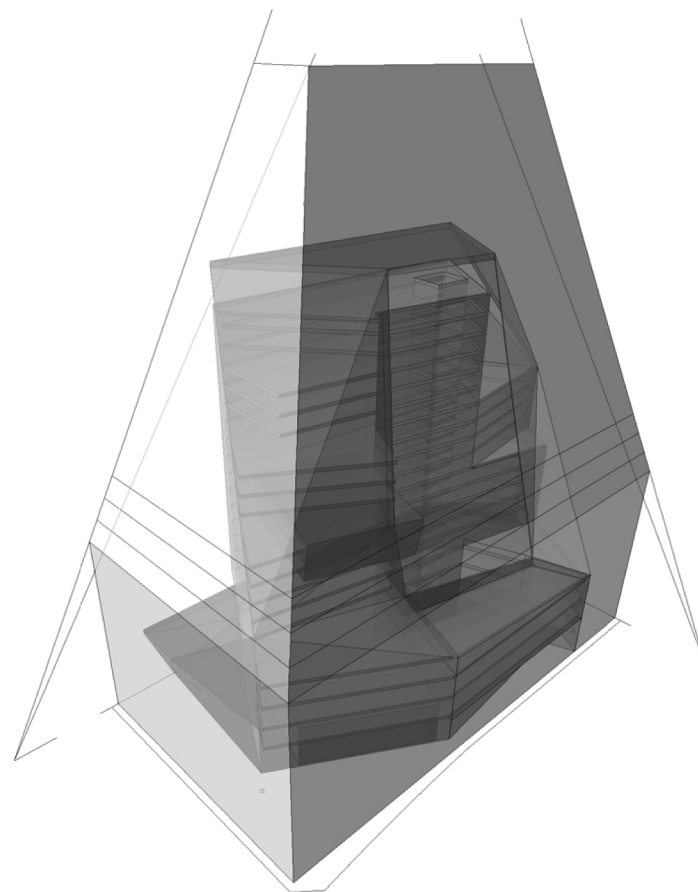
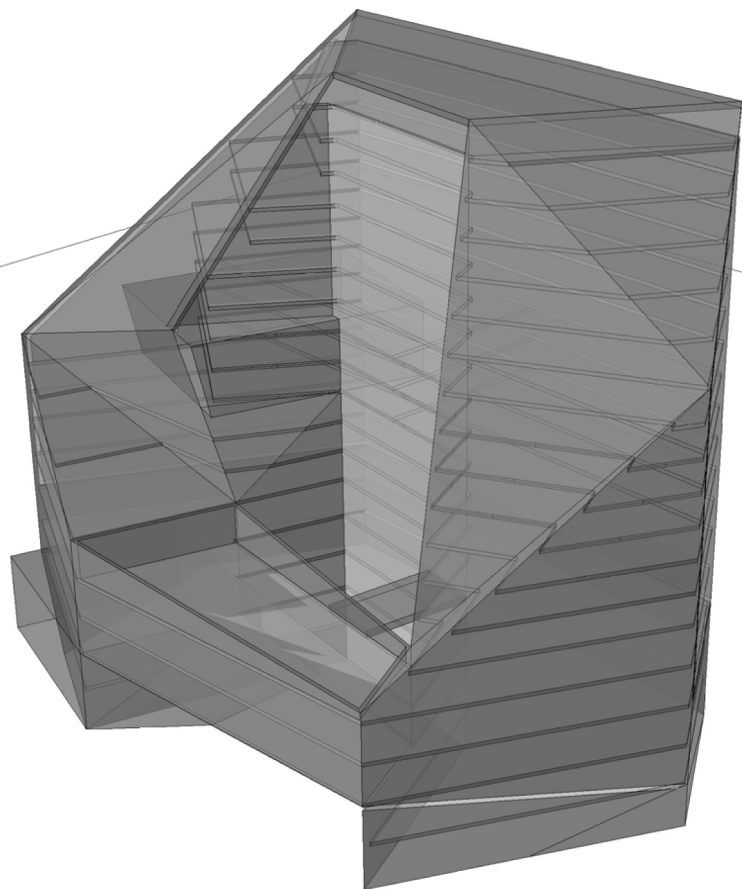


**Longitudinal Section**

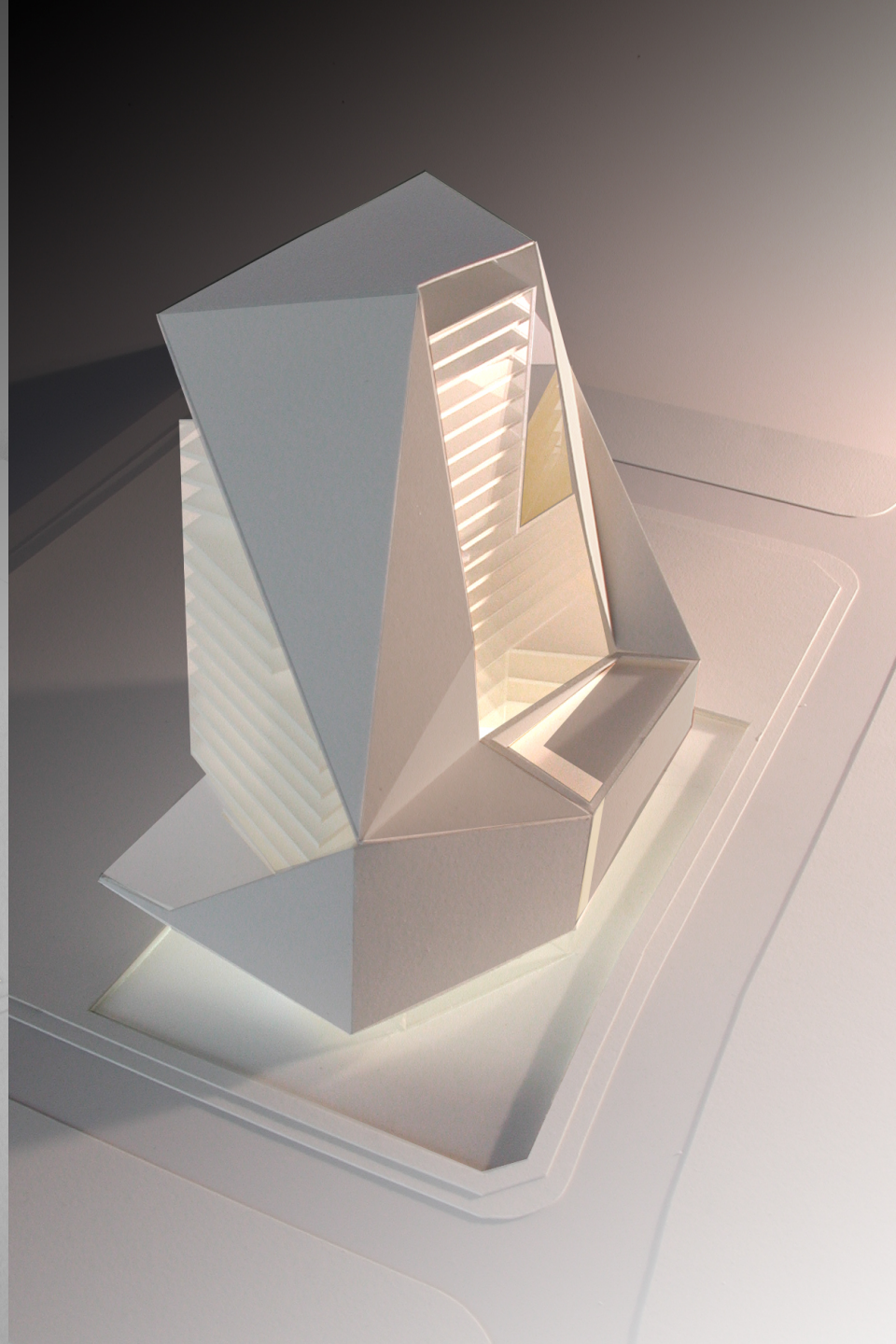
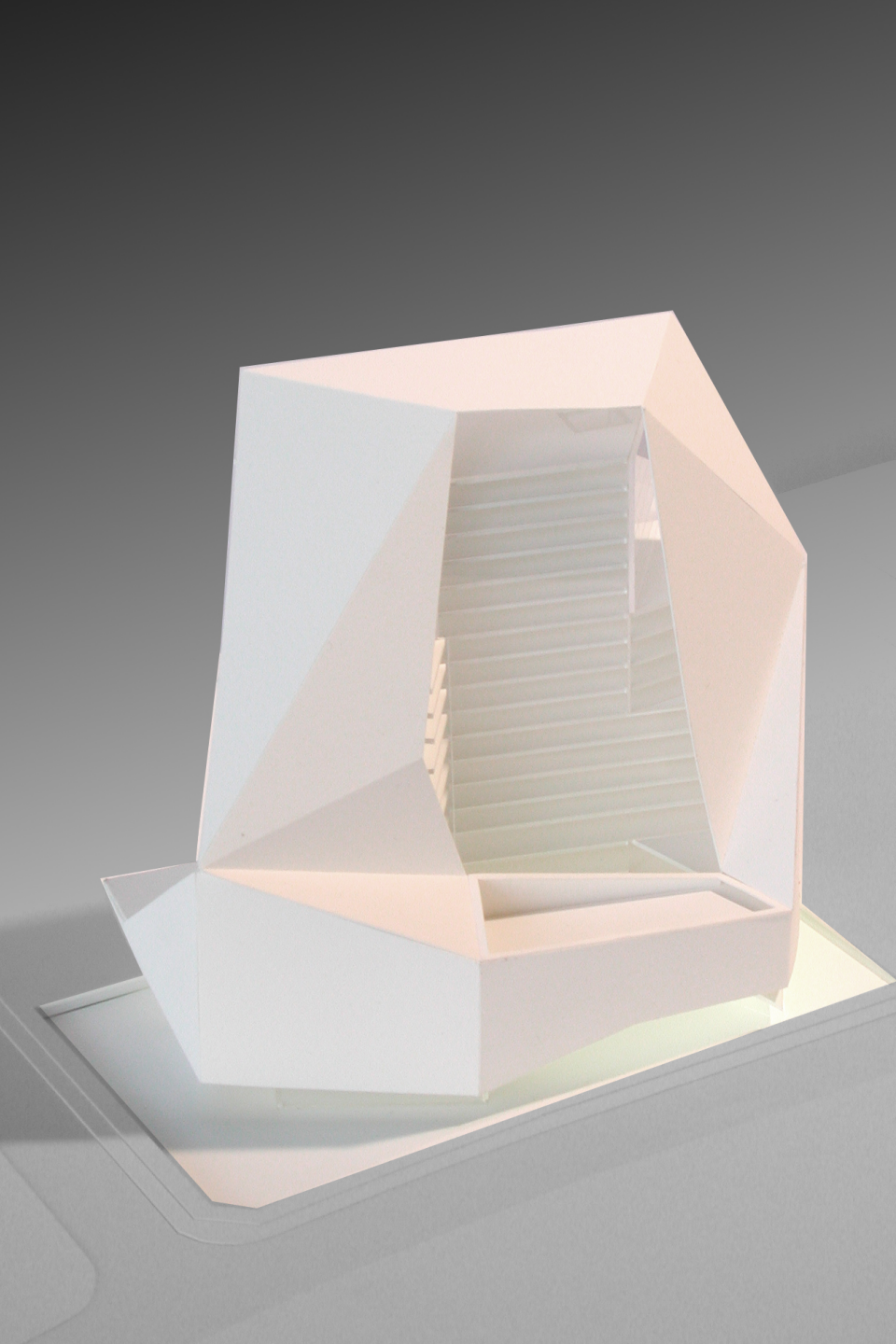
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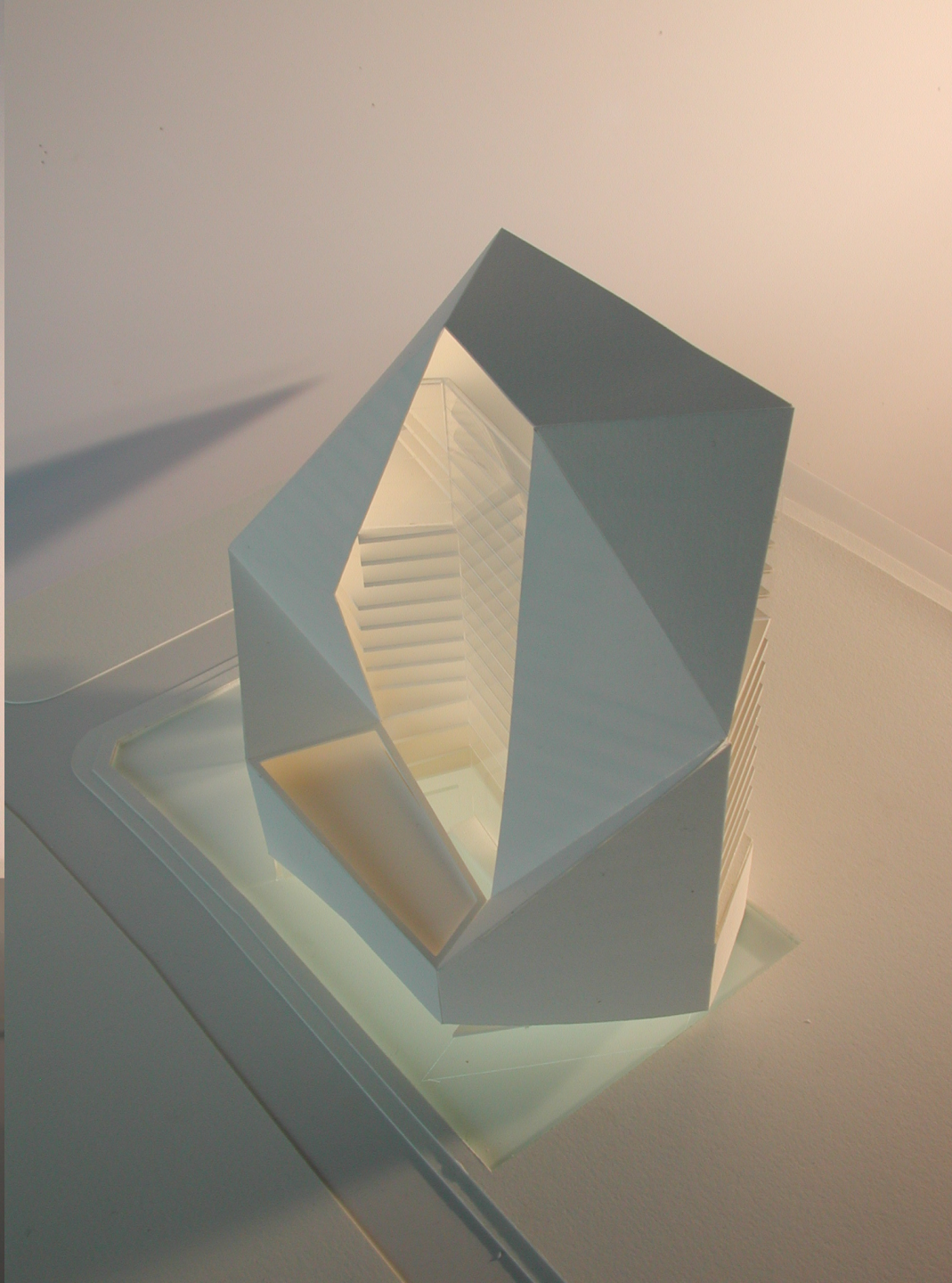
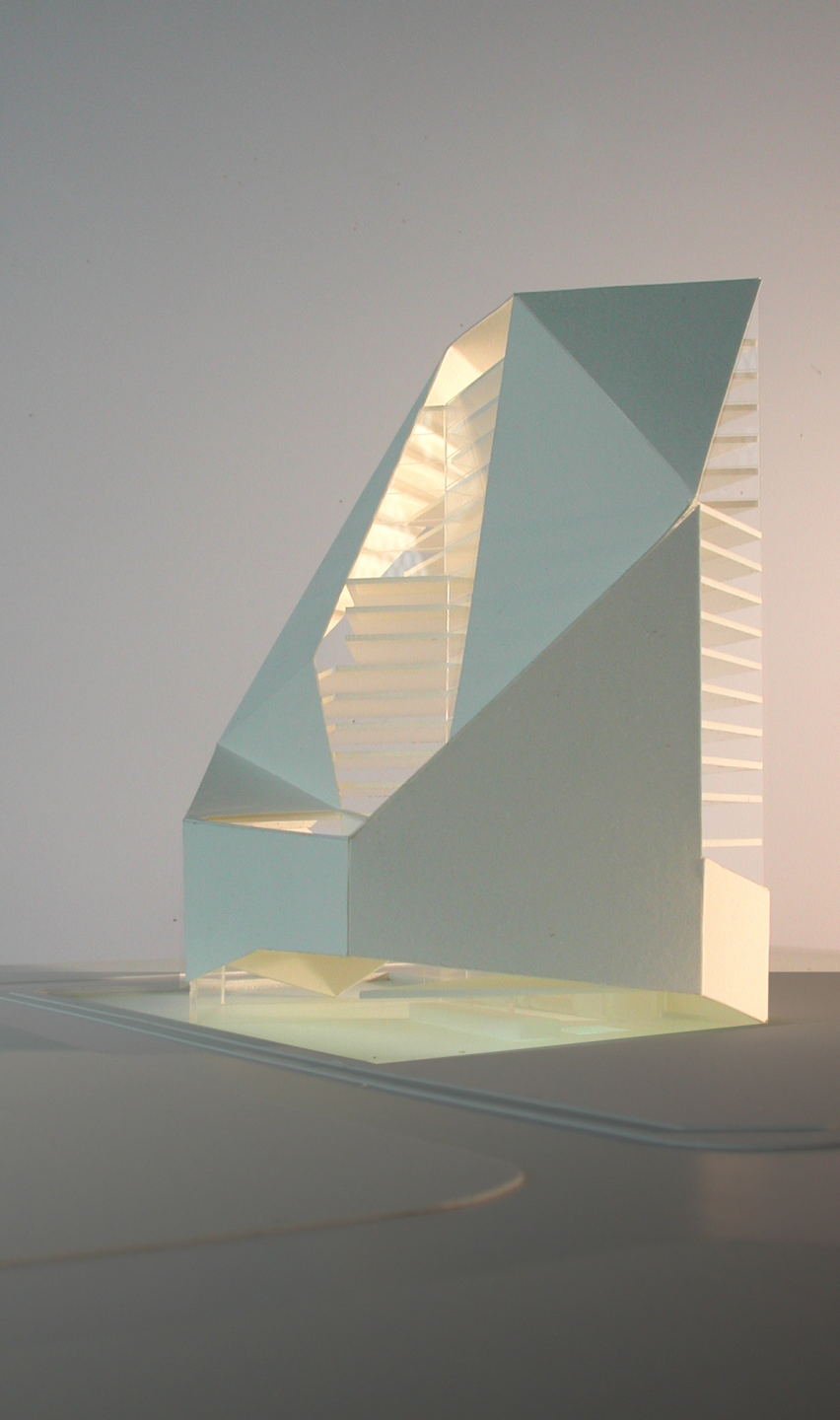
**ALTERNATE**  
**Longitudinal Section**  
d r d s



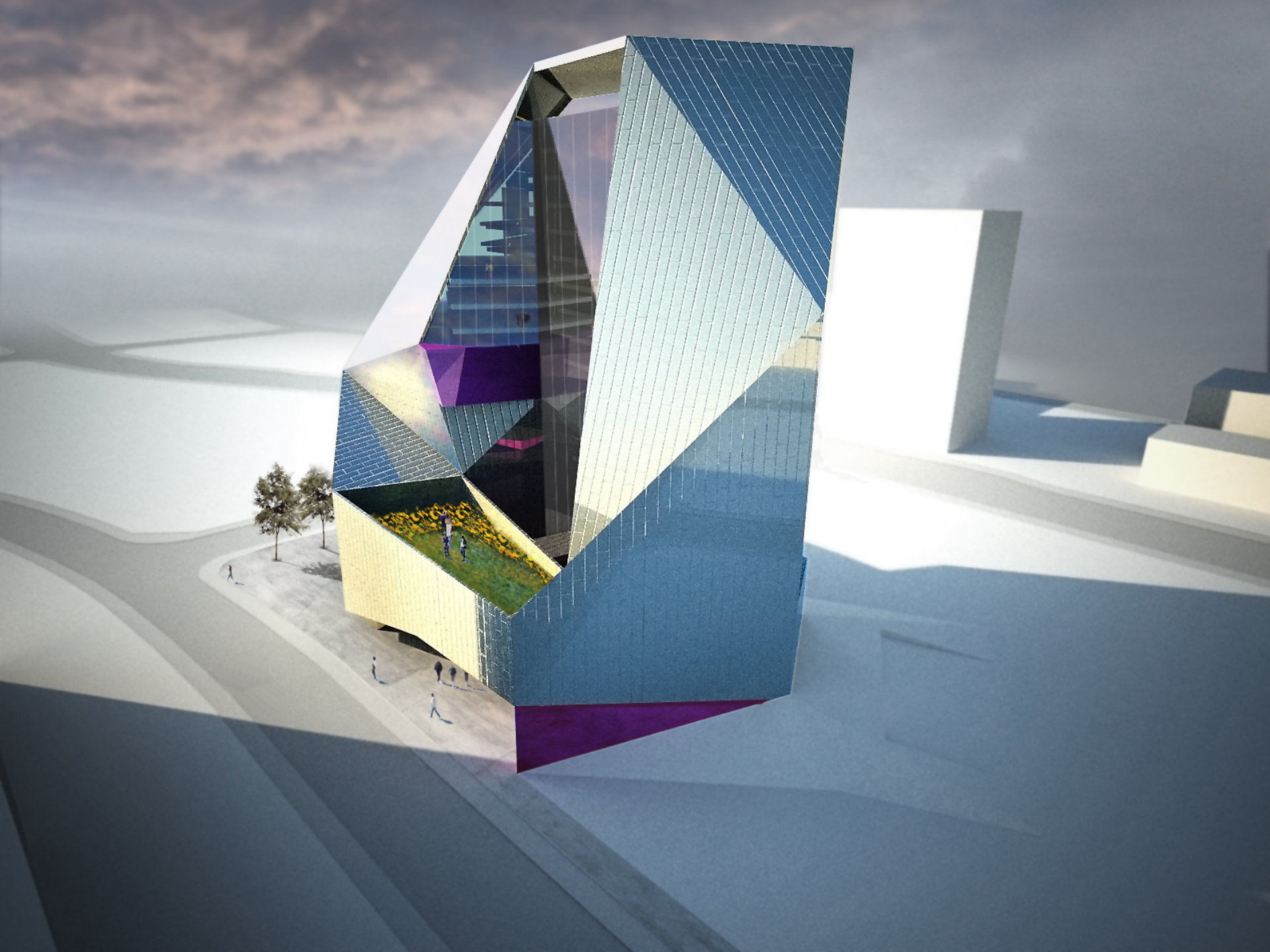
d r d s











# 1 mCourt

- **Approach**

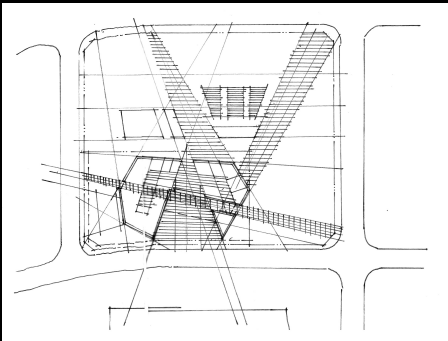
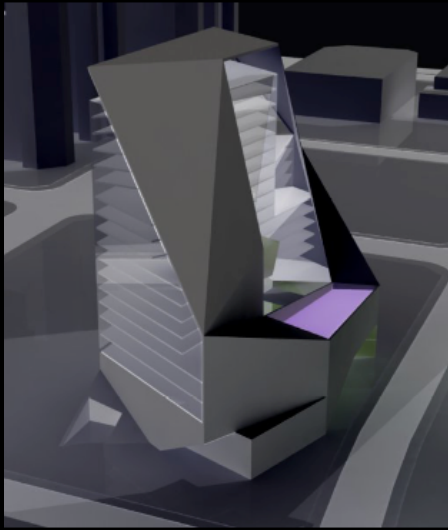
- Create a single icon image within the lowest configuration based upon the traditional Korean courtyard

- **Design Attributes**

- Unique and Dynamic Single Form, no Base and Tower
- Greening Opportunities with roof gardens and public spaces
- Multi-level public space between the loose fitting enclosure
- Environmentally considerate
- Dynamic Site Development

- **Comments**

- Public Destinations are interior experiences
- South and North façades needs additional study

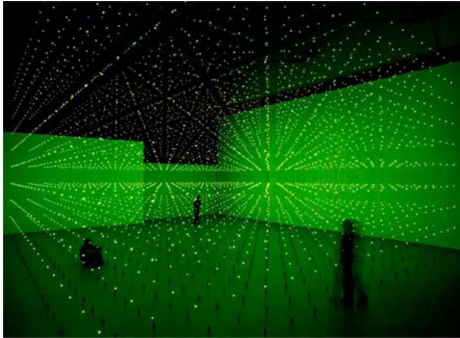




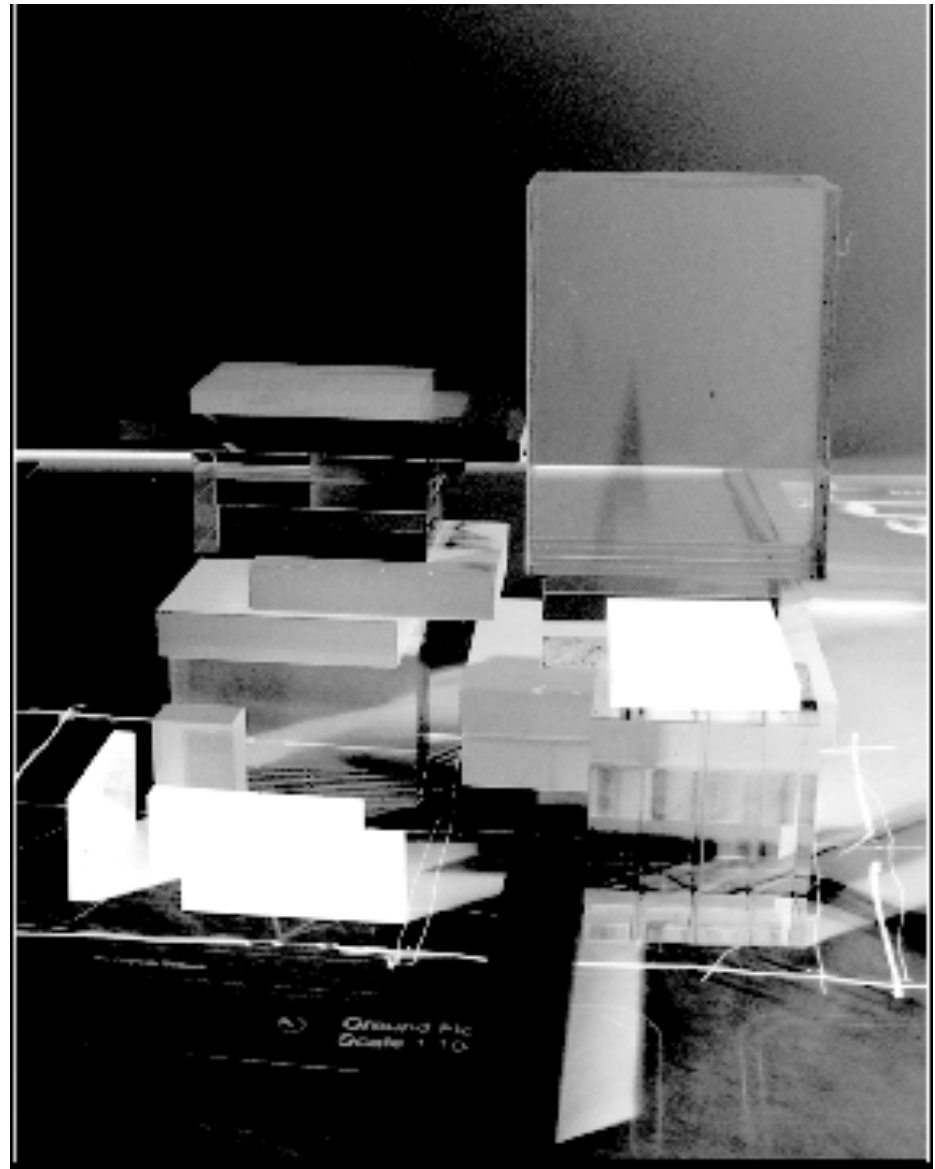
2  
*r\_Stack*

d r d s

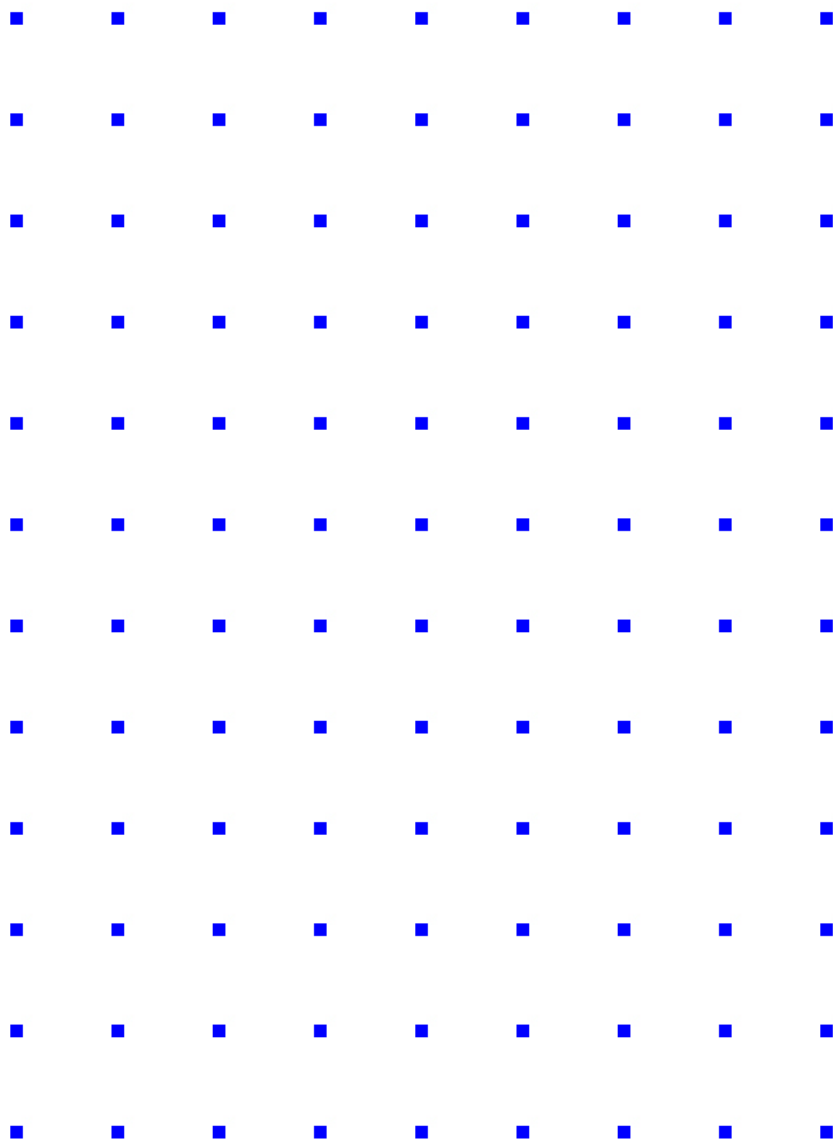
# 2

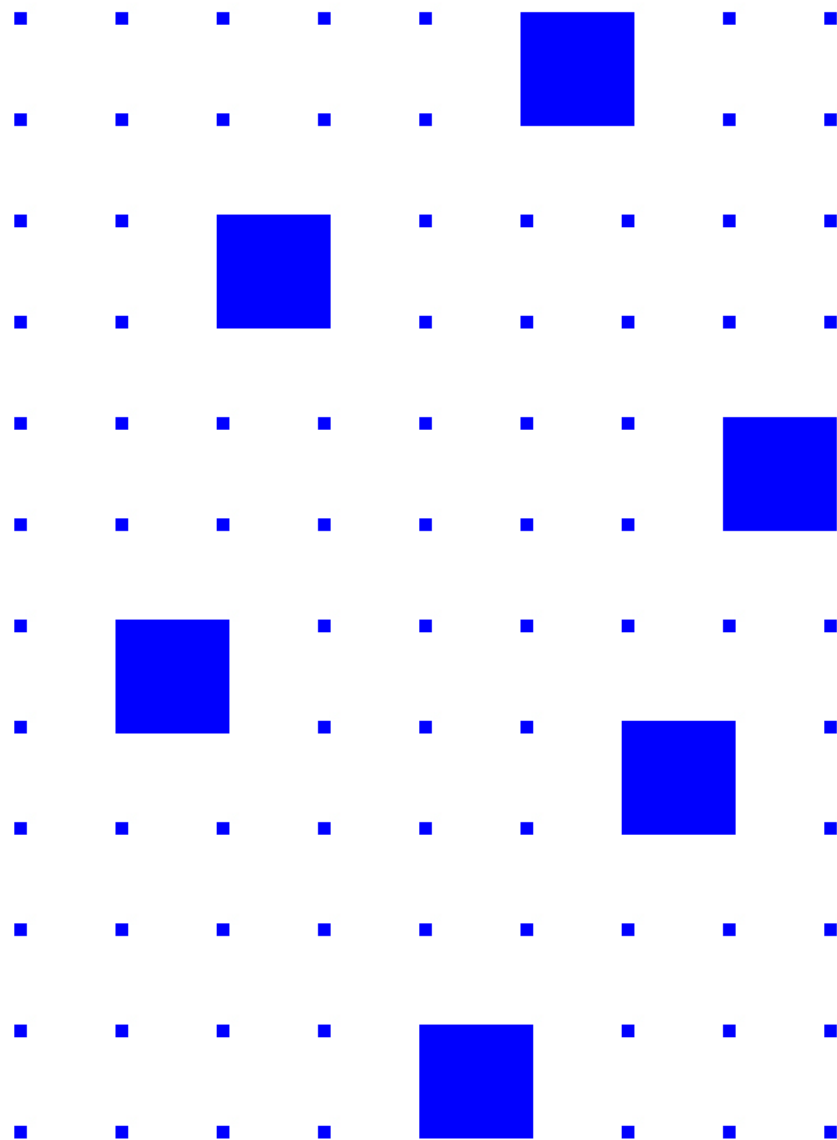


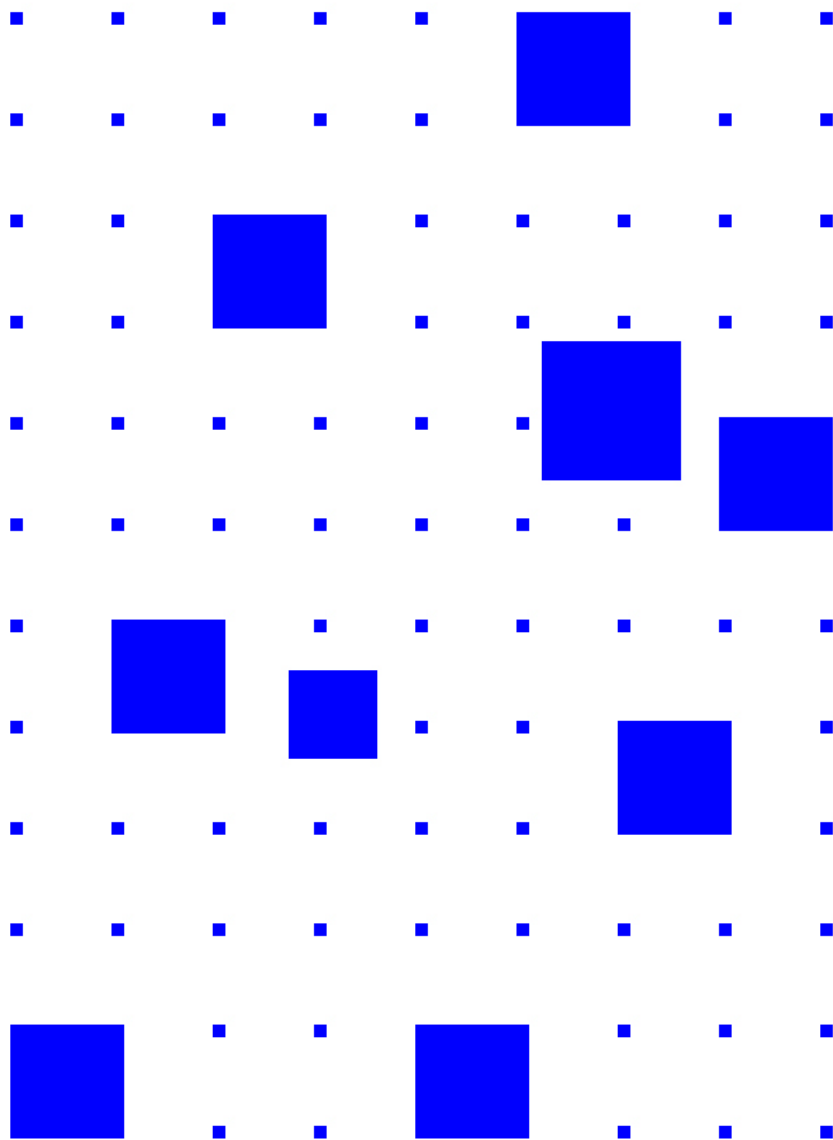
***rStack:***  
*a dynamic  
composition of  
program elements  
with strong  
identities and  
multiple  
experiences as a  
media center*

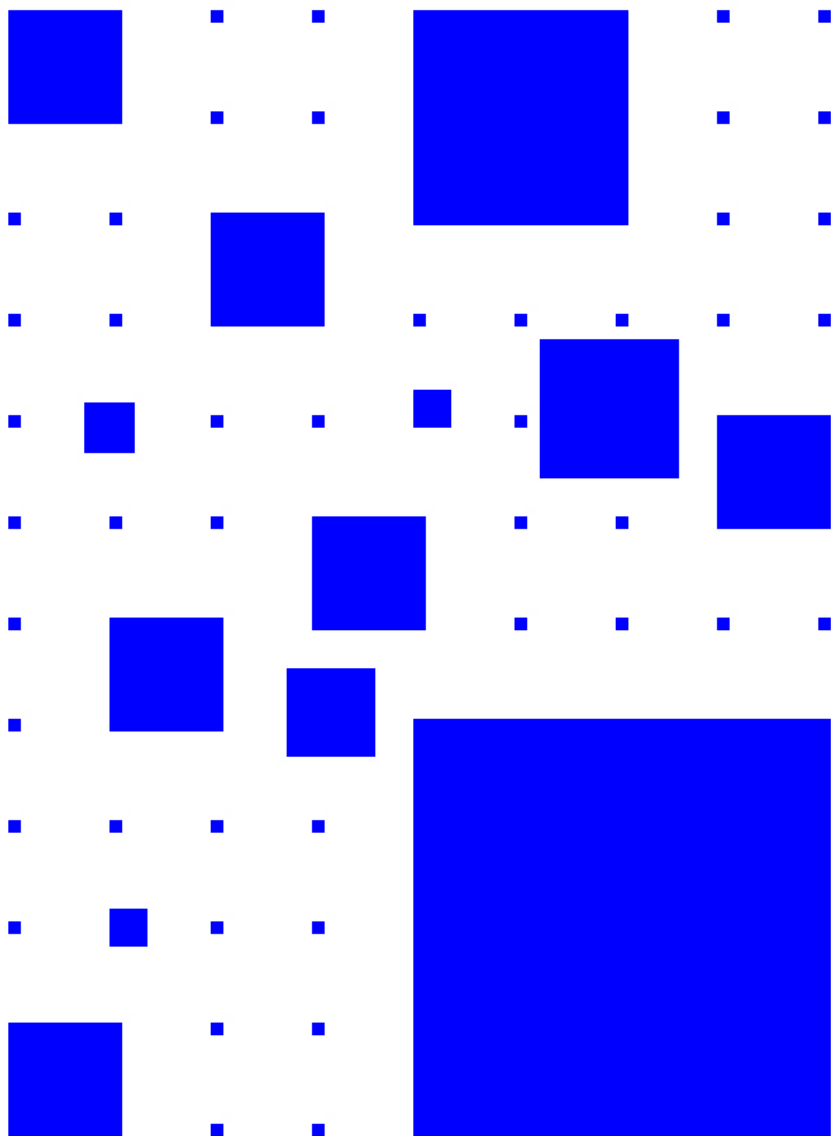


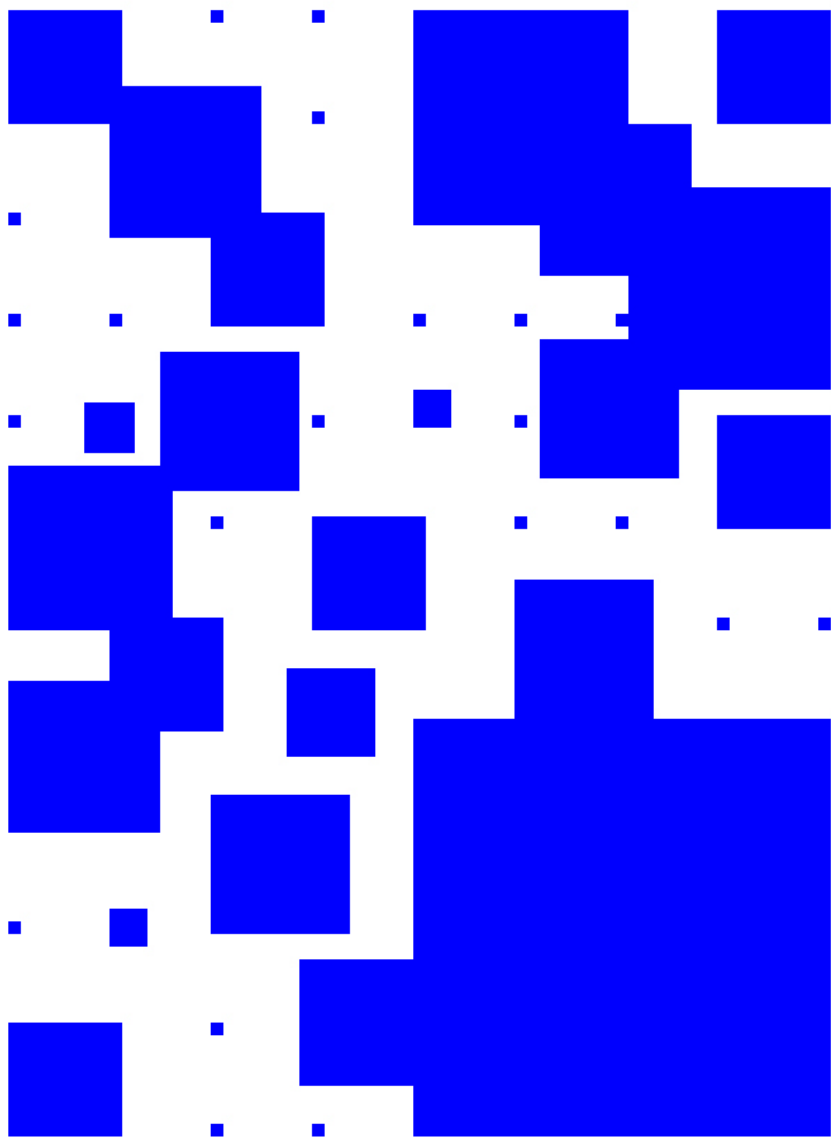
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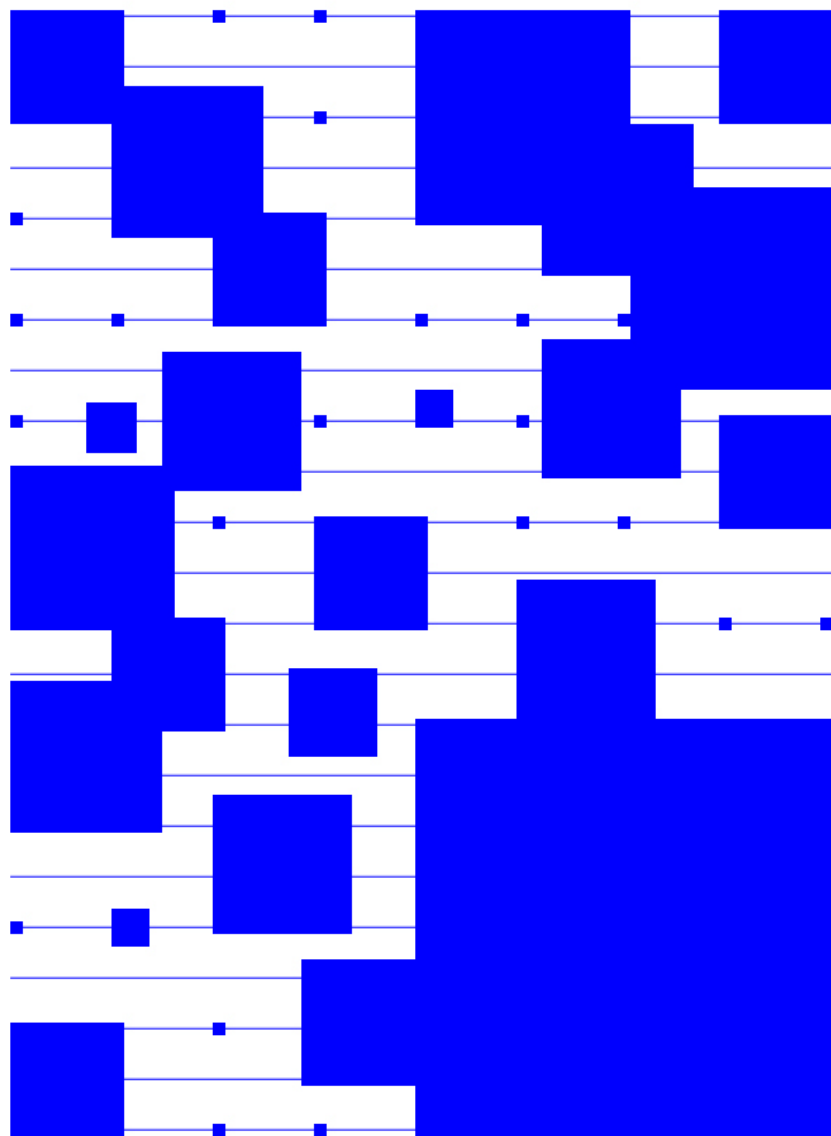












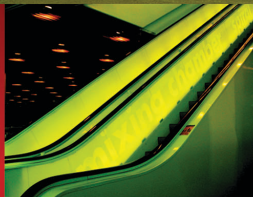




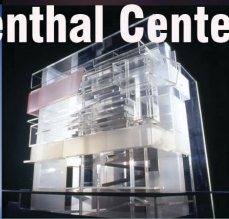




Guthrie Theater



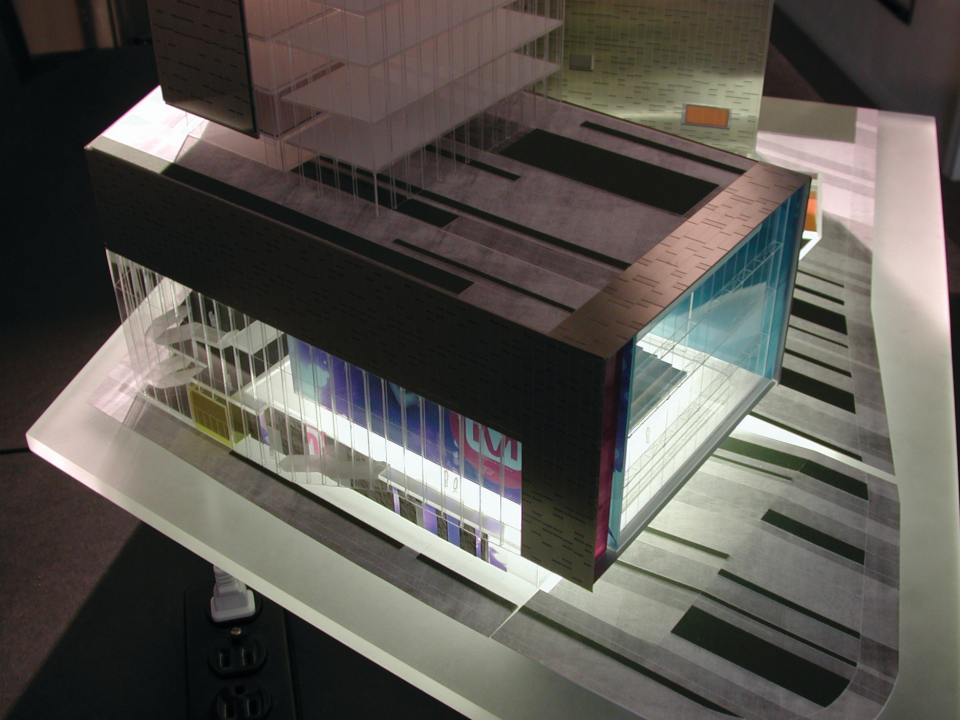
Rosenthal Center of Contemporary Art



Wozoco Housing Complex

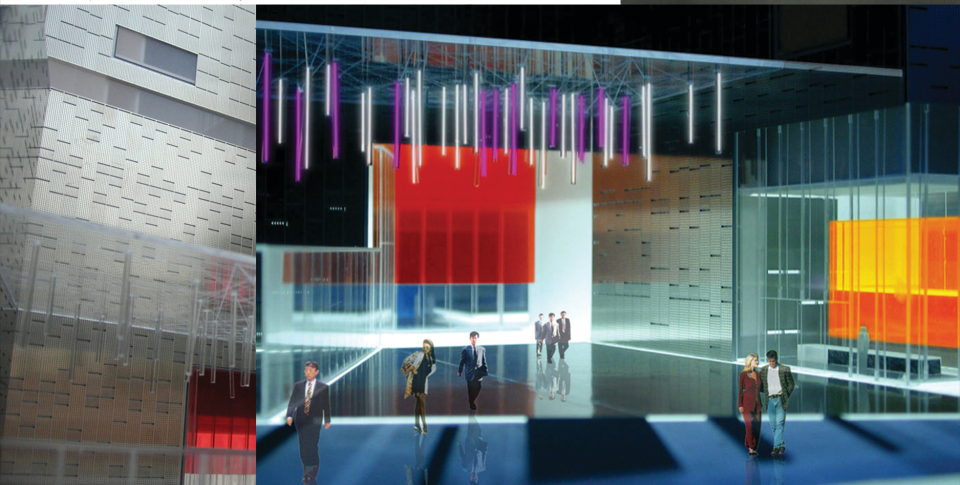
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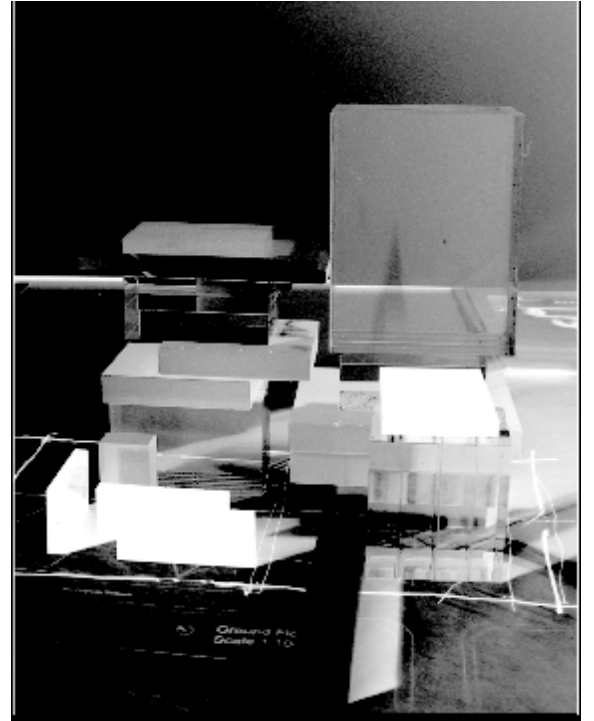
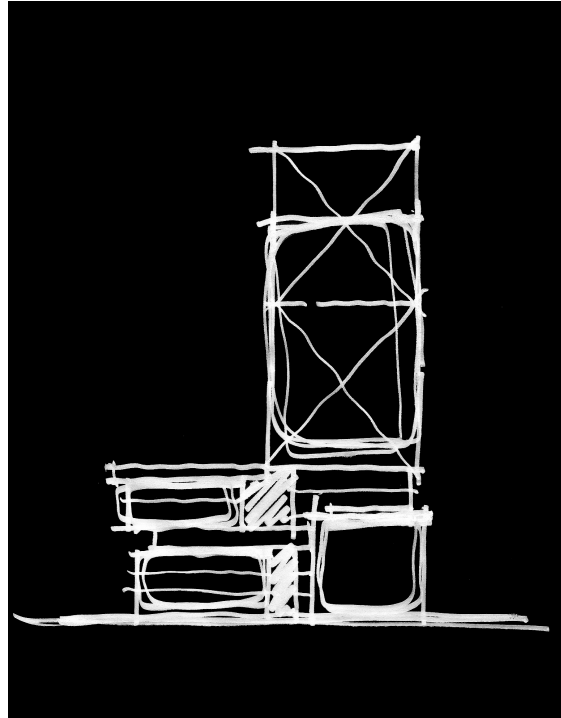
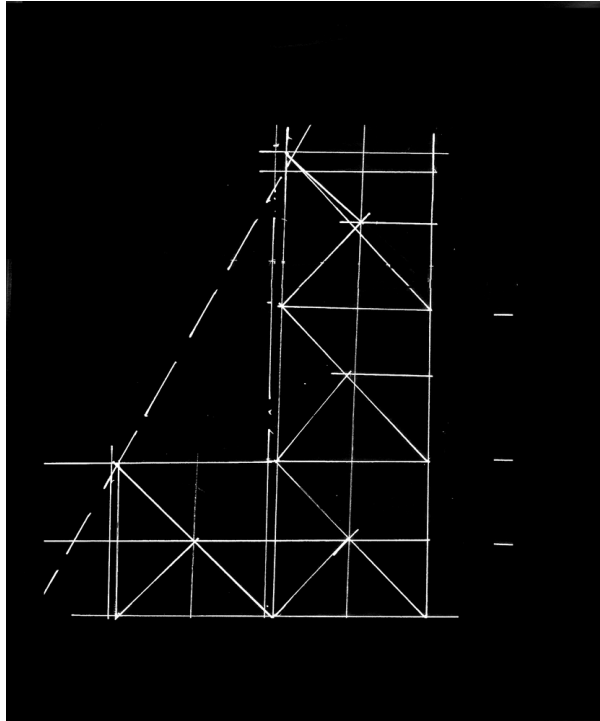


**INTERSECTION**  
**IDEAS, PEOPLE, AND URBAN ENVIRONMENT**  
CJ Headquarters and Broadcast Facility, Seoul, Korea

## CJ BROADCASTING AND MEDIA



d r d s



d r d s







Media Canopy

This architectural rendering depicts a modern media complex. The scene is dominated by a large, multi-story glass structure on the right, which is identified as the Office Tower. To its left, a large, flat, cantilevered roof structure is labeled as the Media Canopy. In the foreground, there are several smaller, rectangular glass structures, one of which is labeled as the Media Pavilion. The ground in front of these structures is a flat, light-colored surface, likely a plaza, labeled as the Media Plaza. The background shows a dark, hilly landscape under a clear sky. The overall aesthetic is clean, modern, and minimalist, emphasizing geometric forms and reflective materials.

Office Tower

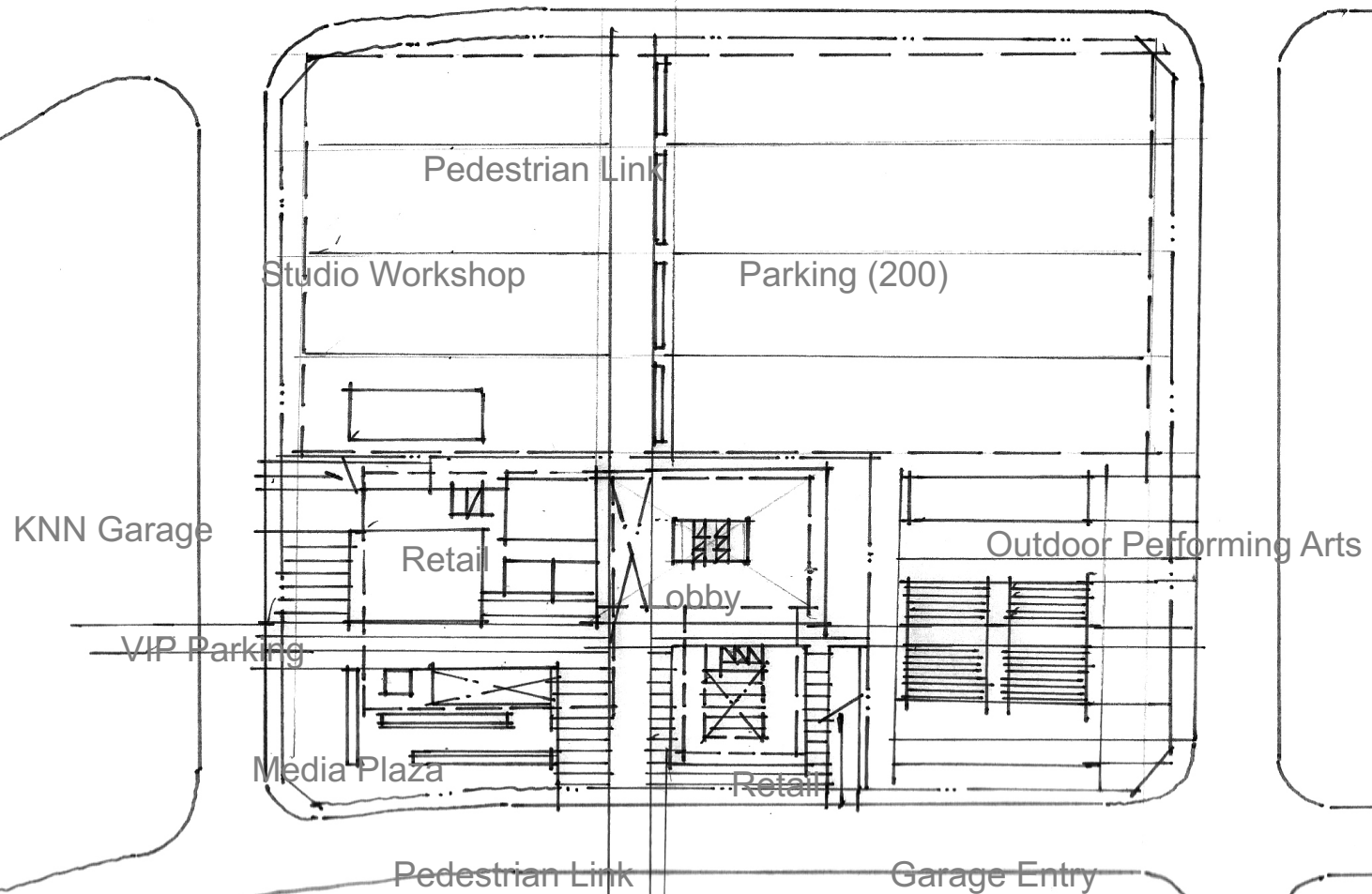
KNN Studios

Media Plaza

Media Pavilion

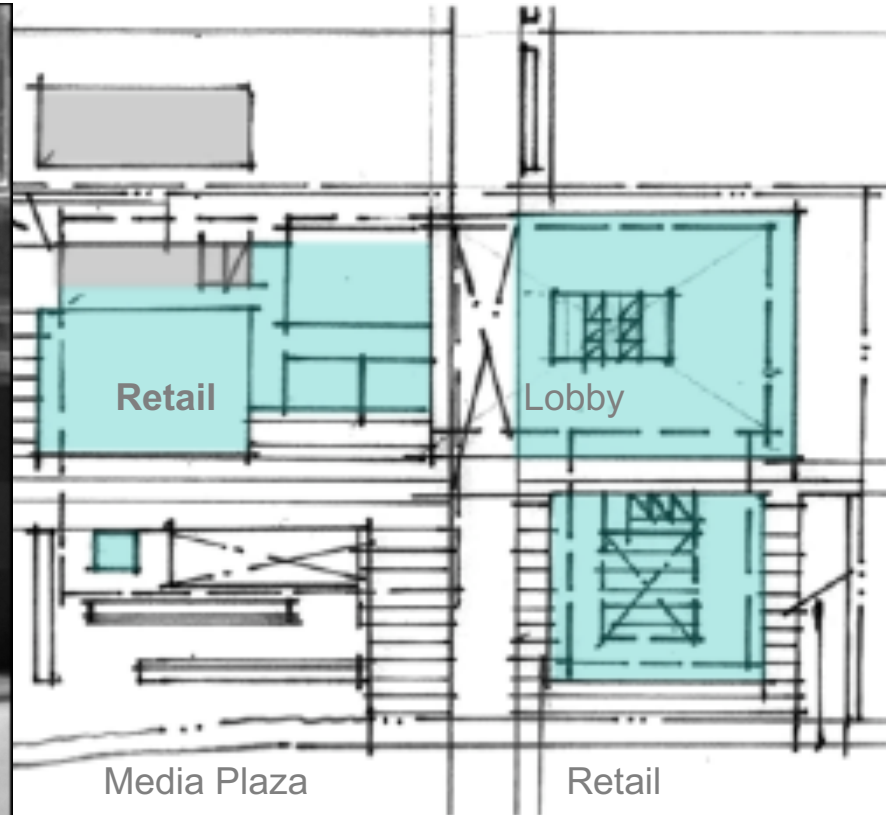
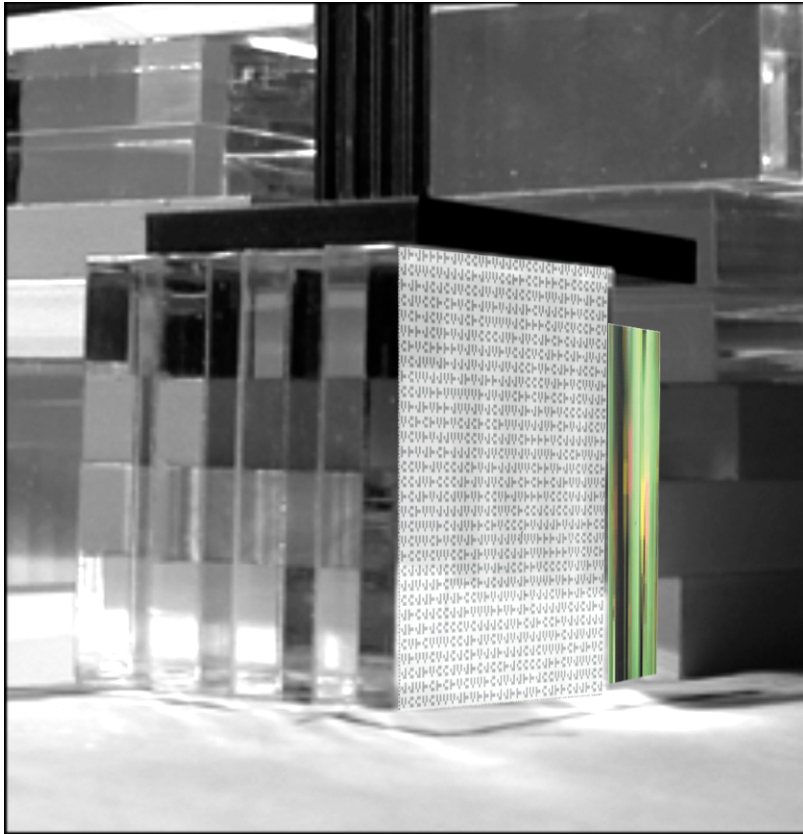






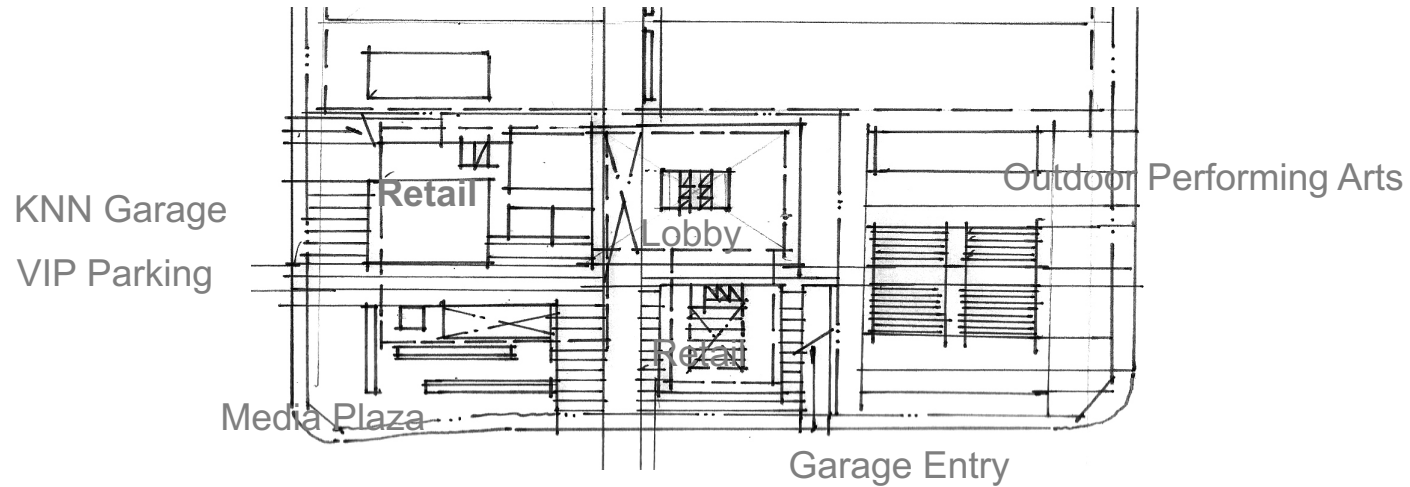
Site Plan

d r d s

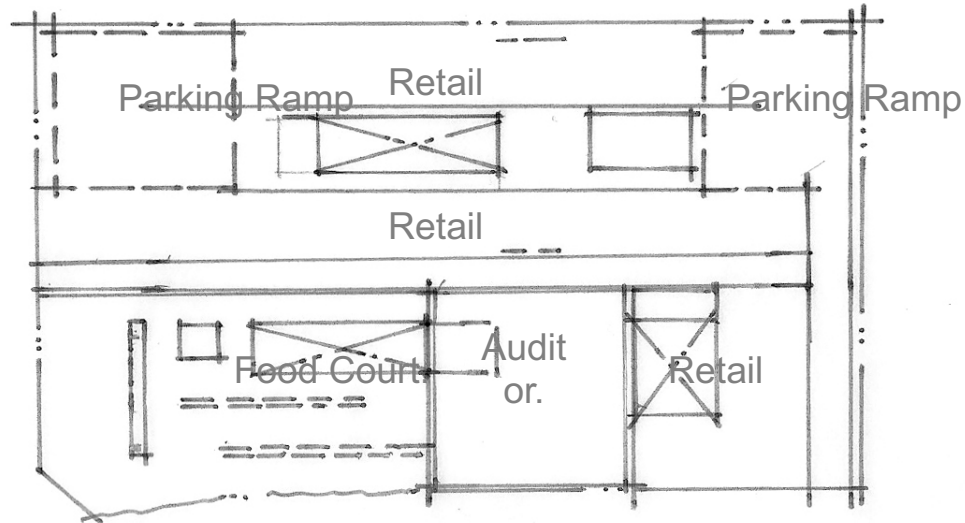


**Media Pavilion**

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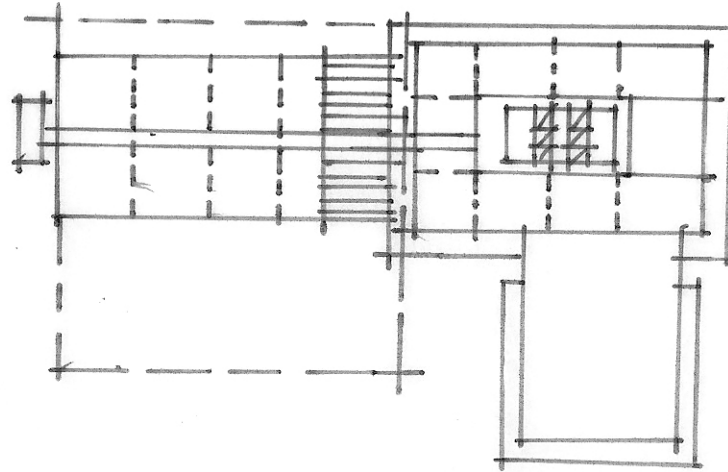
**First Level**



**Basement Level**

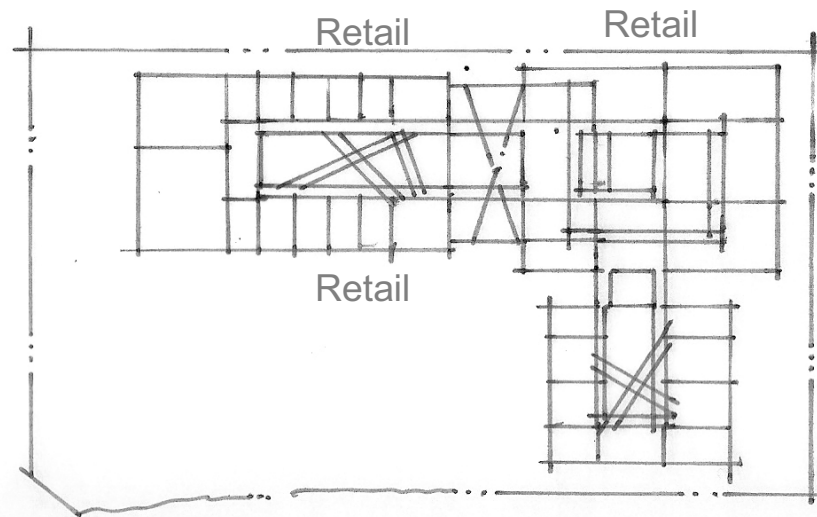
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Office Condo



Office Tower

**Sixth Level**



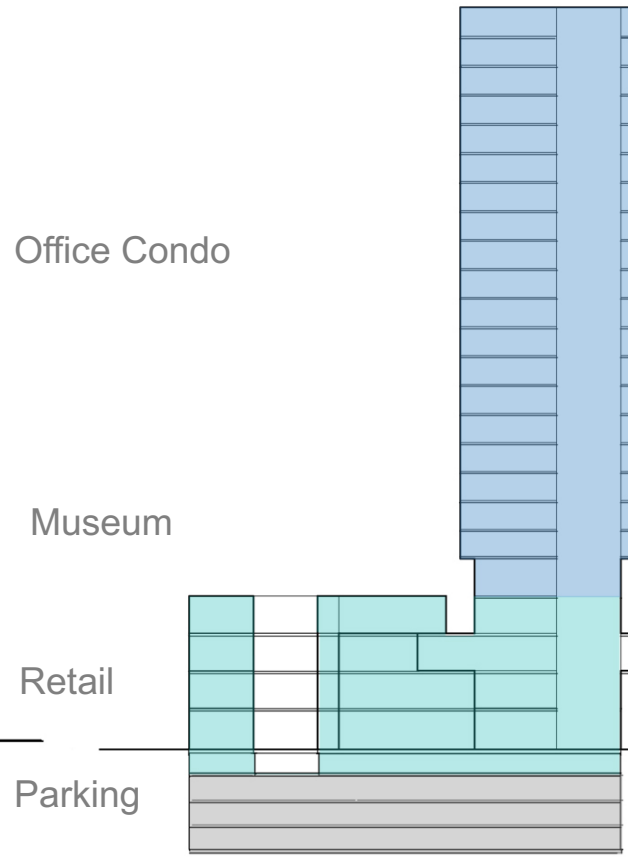
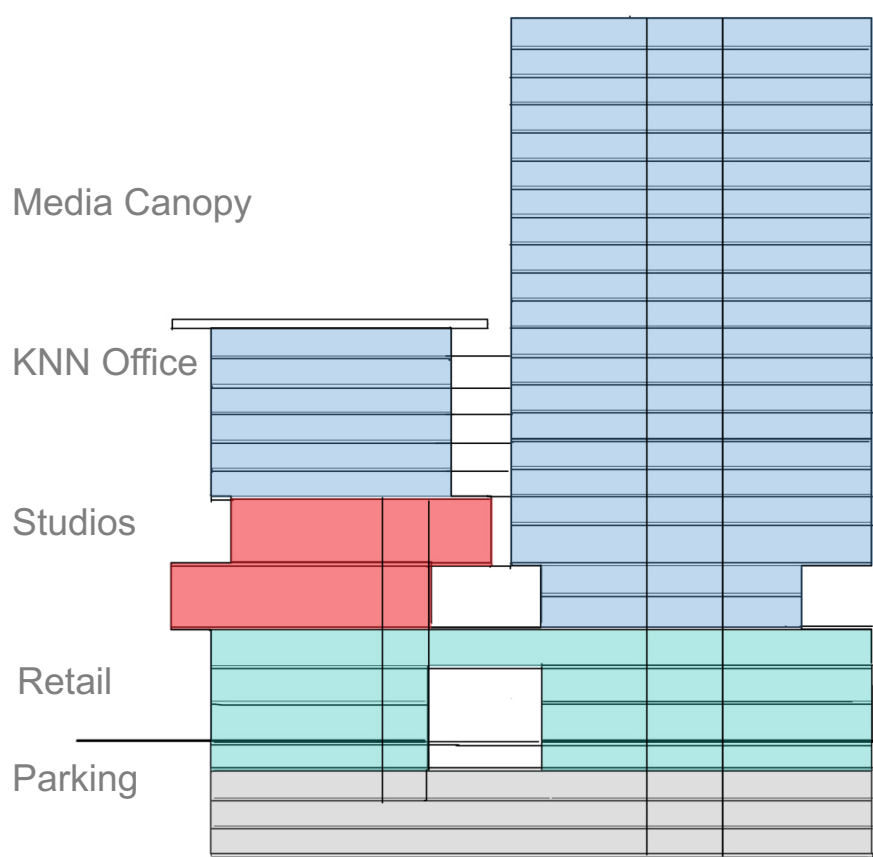
Retail

Retail

Retail

**Second Level**

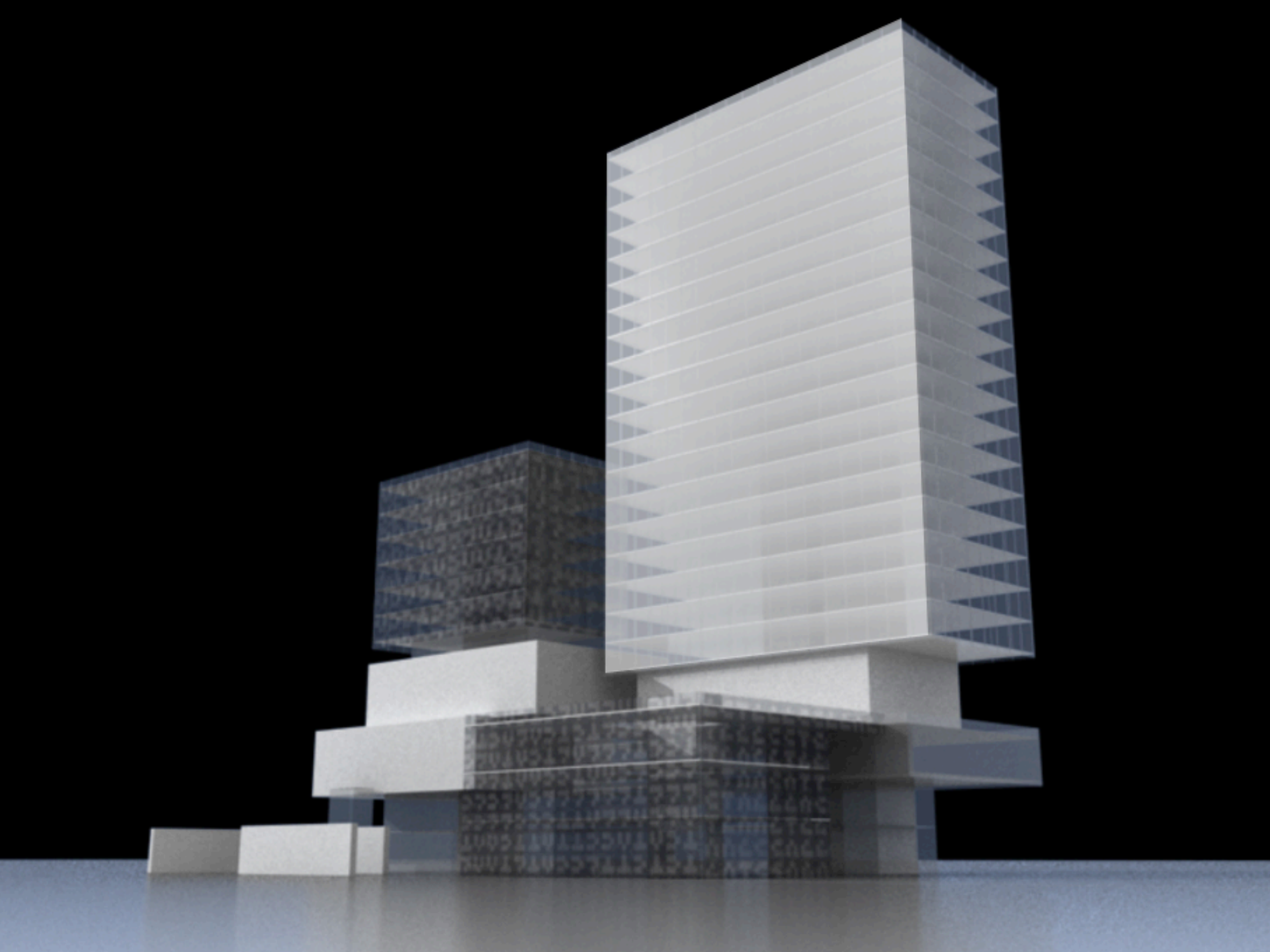
d r d s

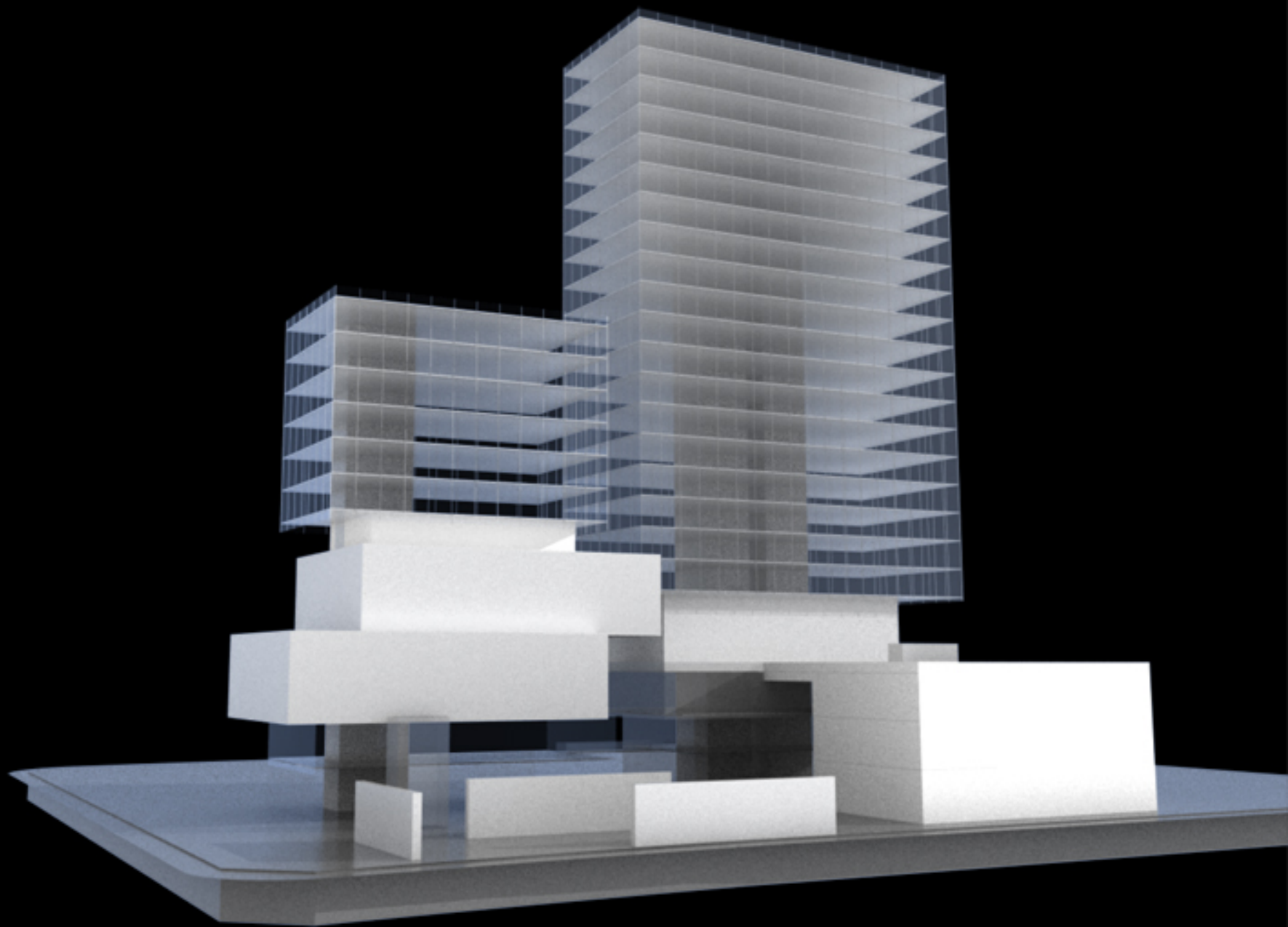


**Sections**

d r d s



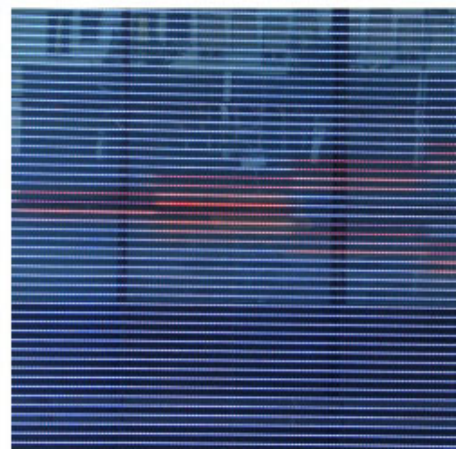
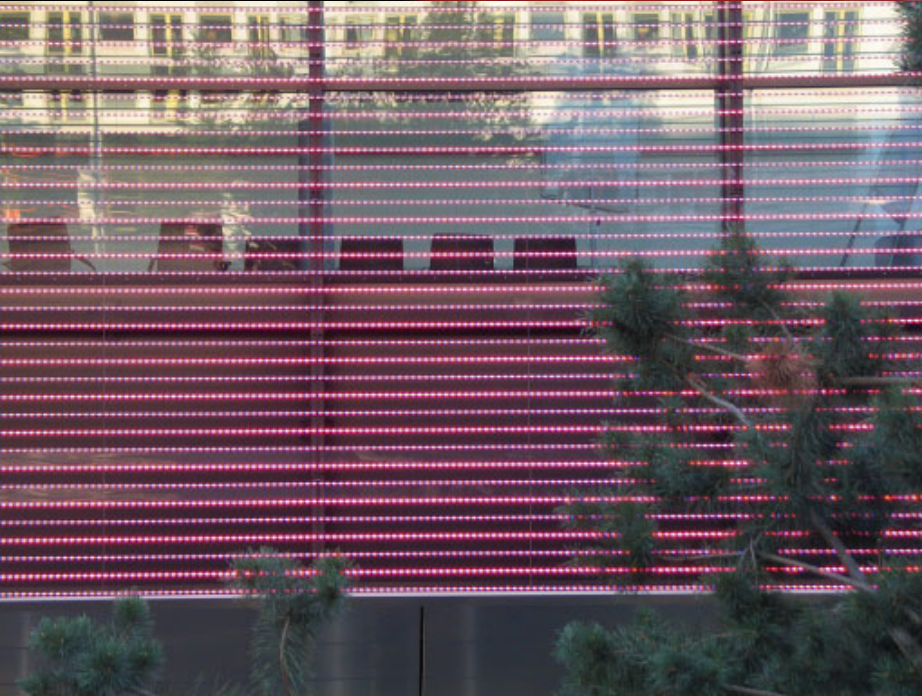




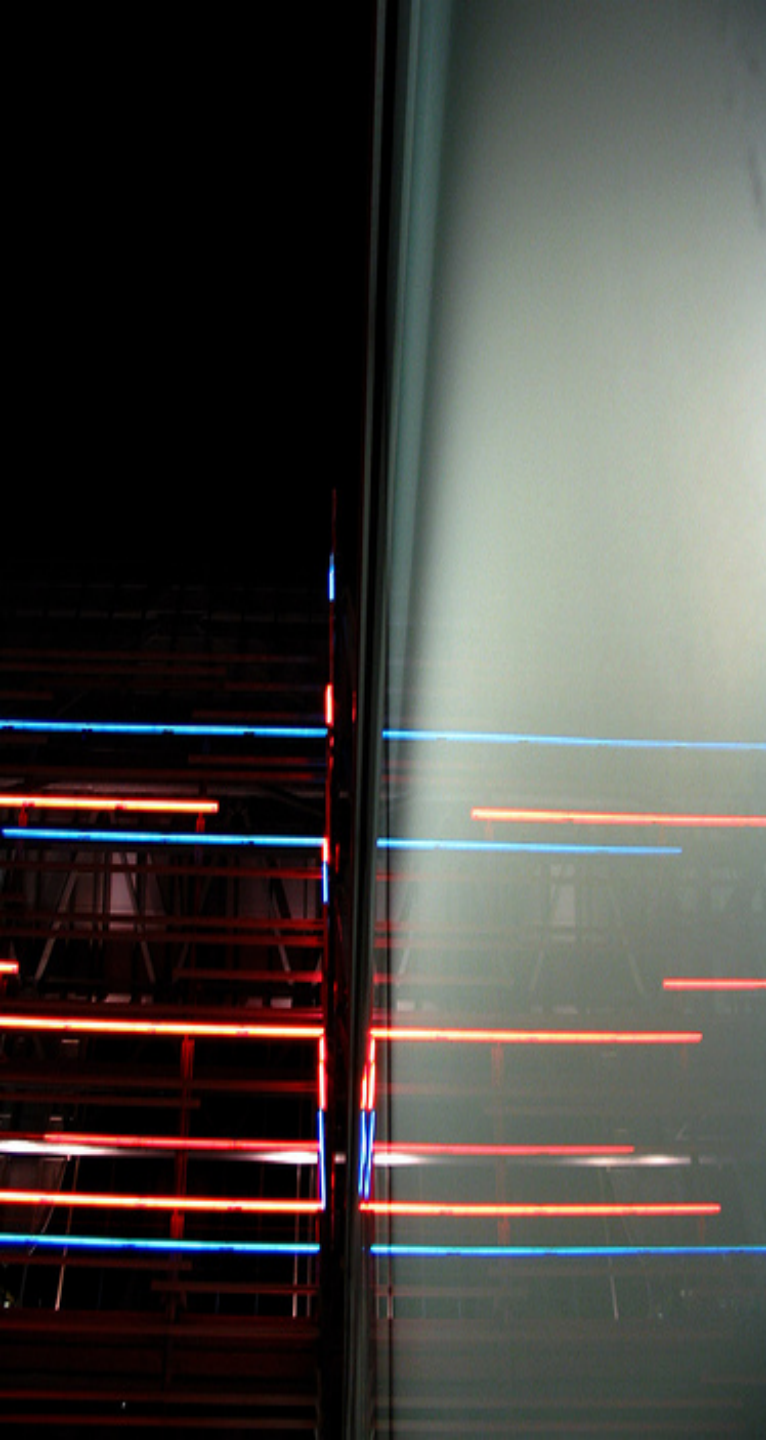




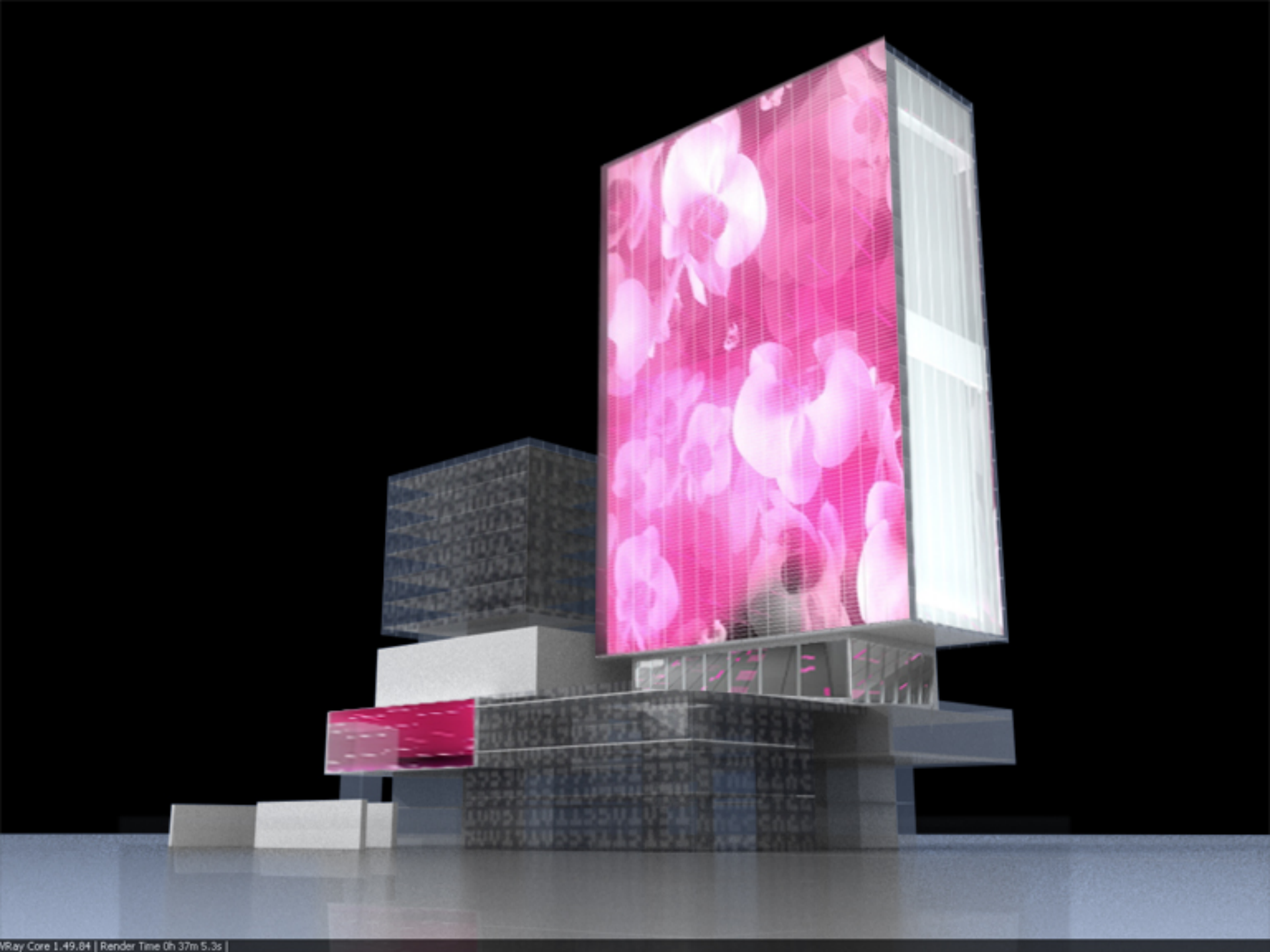


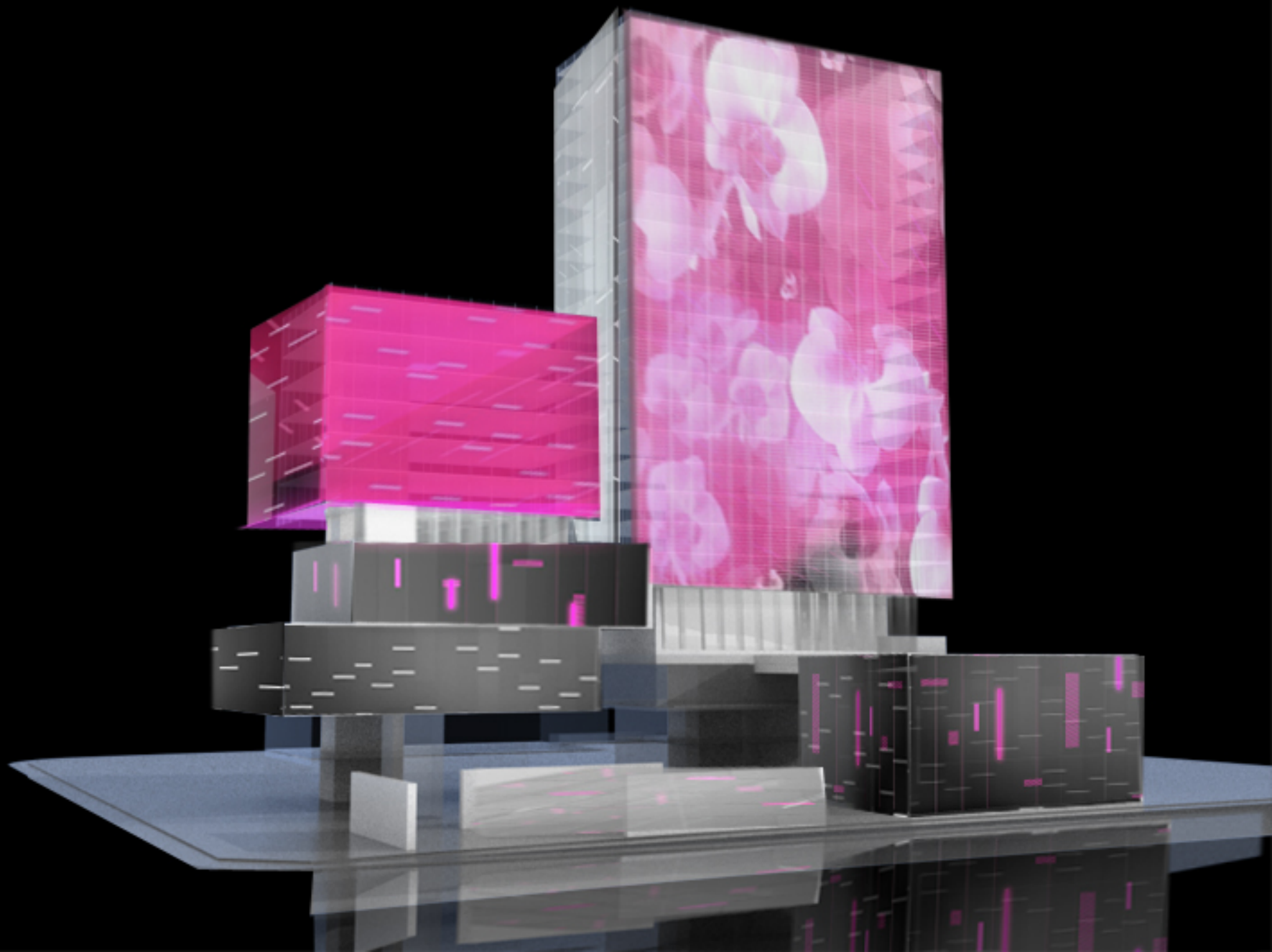














## 2 *rStack*

- **Approach**
  - Create a new building typology through logical stacking of program independent of base and tower configuration
- **Design Attributes**
  - Dynamic Exploration of Program Elements
  - Less of a Base and Tower
  - Greening Opportunities with roof gardens \ and public spaces
  - Increased Identity for KNN with flexibility for revenue
  - Maximizes Retail at Ground Level
- **Comments**
  - Memorable place to visit and explore as Media Center
  - Additional core and skin construction cost

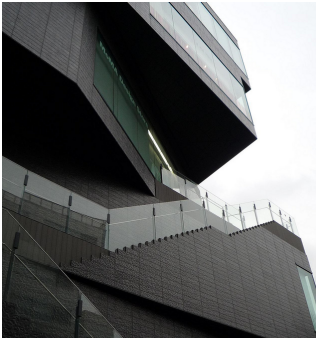
3

*s\_Tower*

d r d s

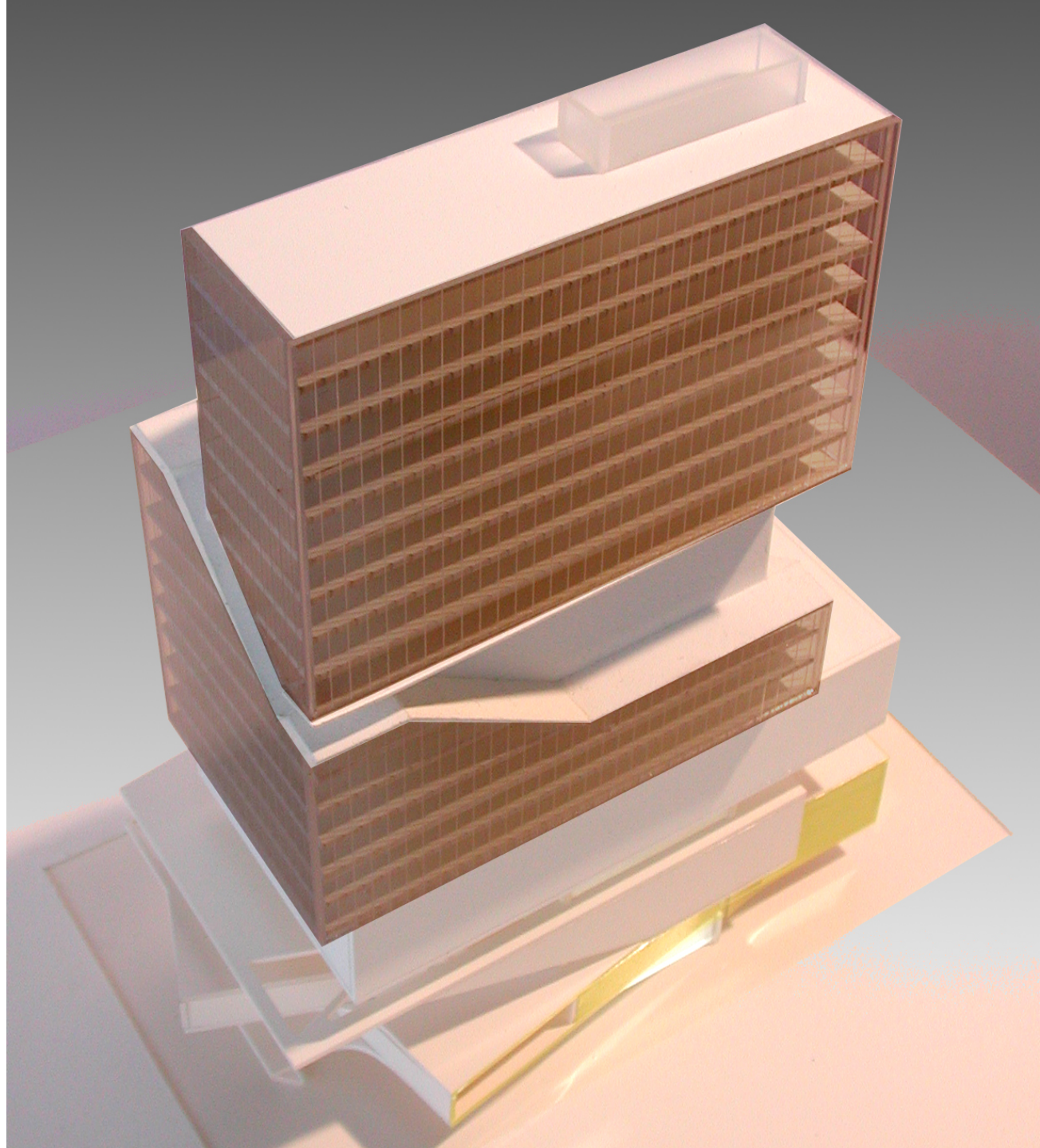


# 3



## **sTower**

*a layering of  
program elements  
with dynamic public  
space between  
stacked tower  
configuration*



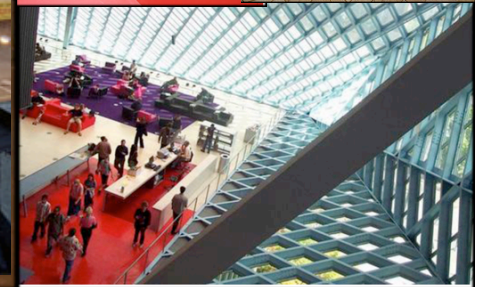
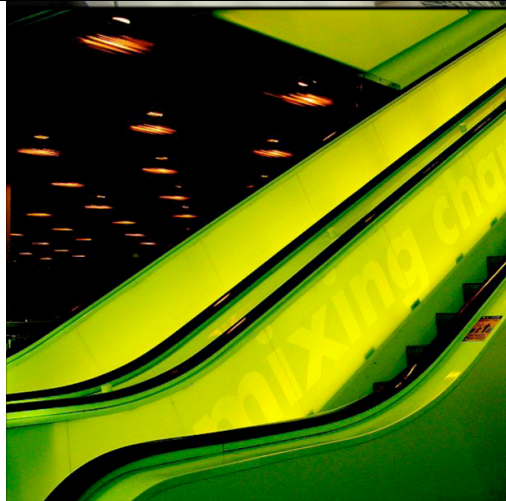
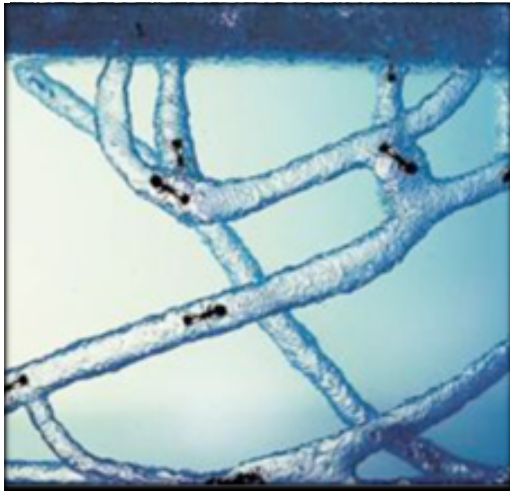




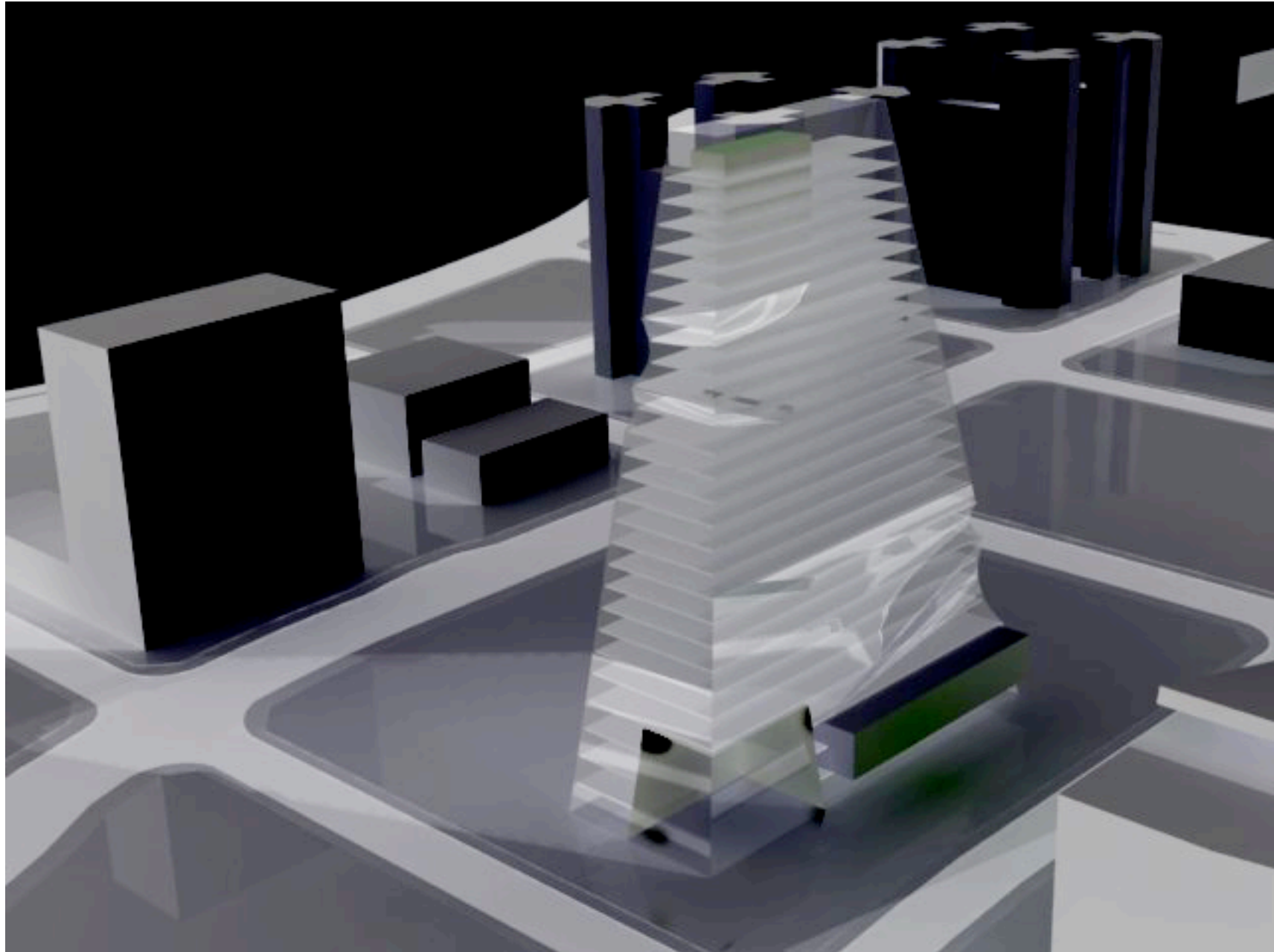




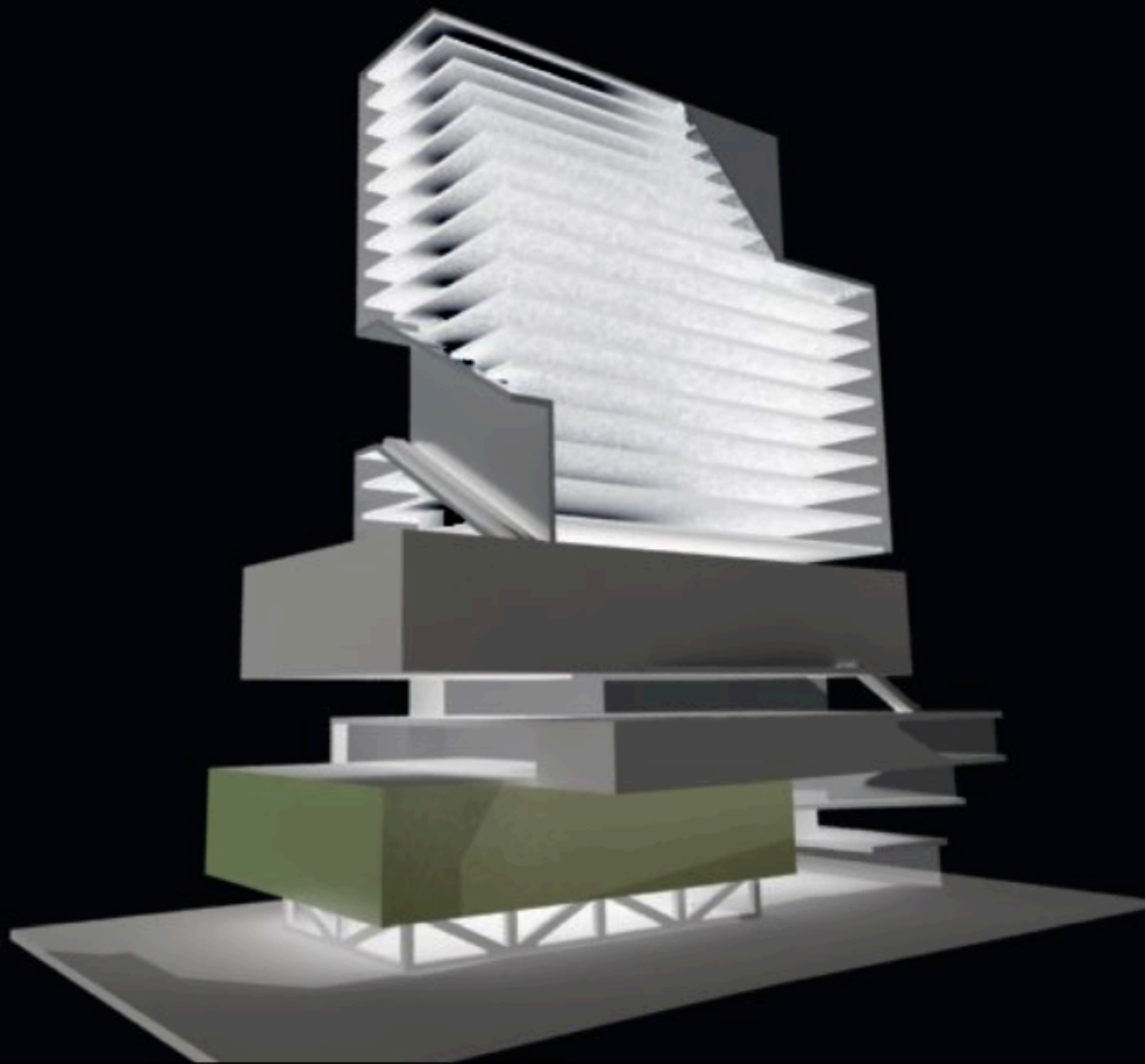




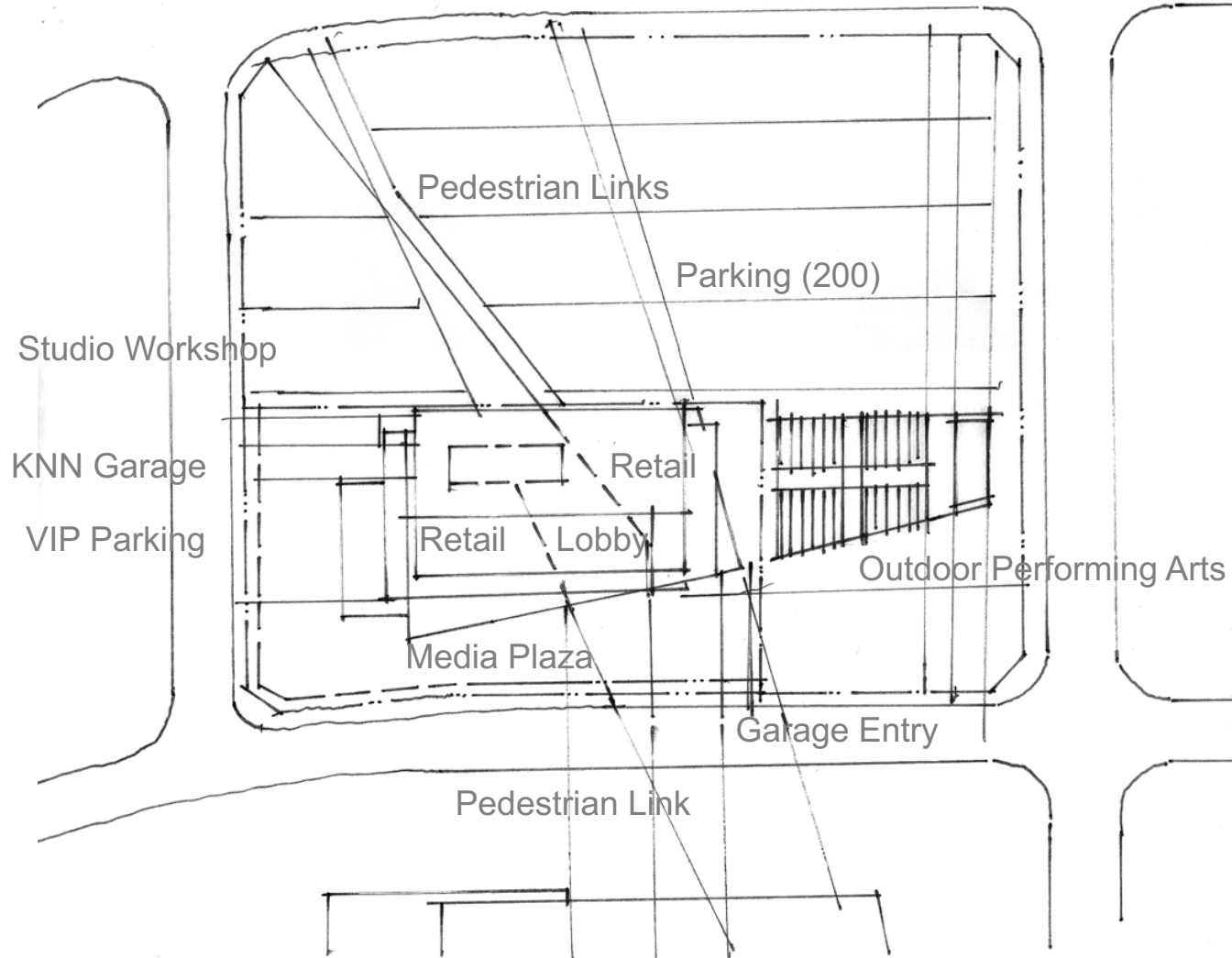
d r d s



d r d s

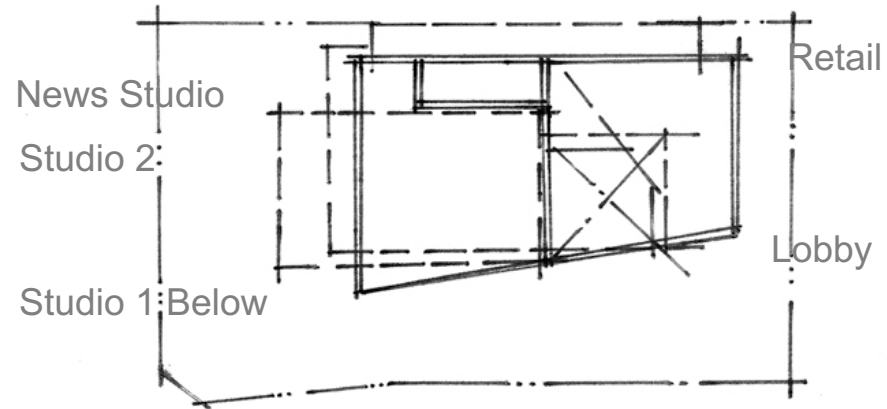




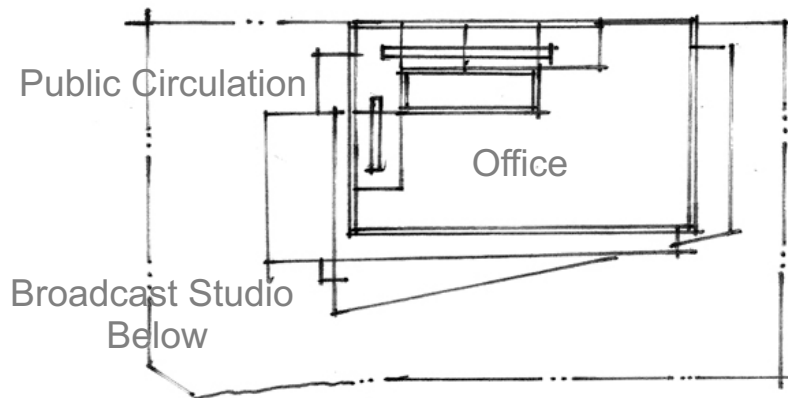


**Site Plan**

d r d s



**Podium Level**



**Office Level**

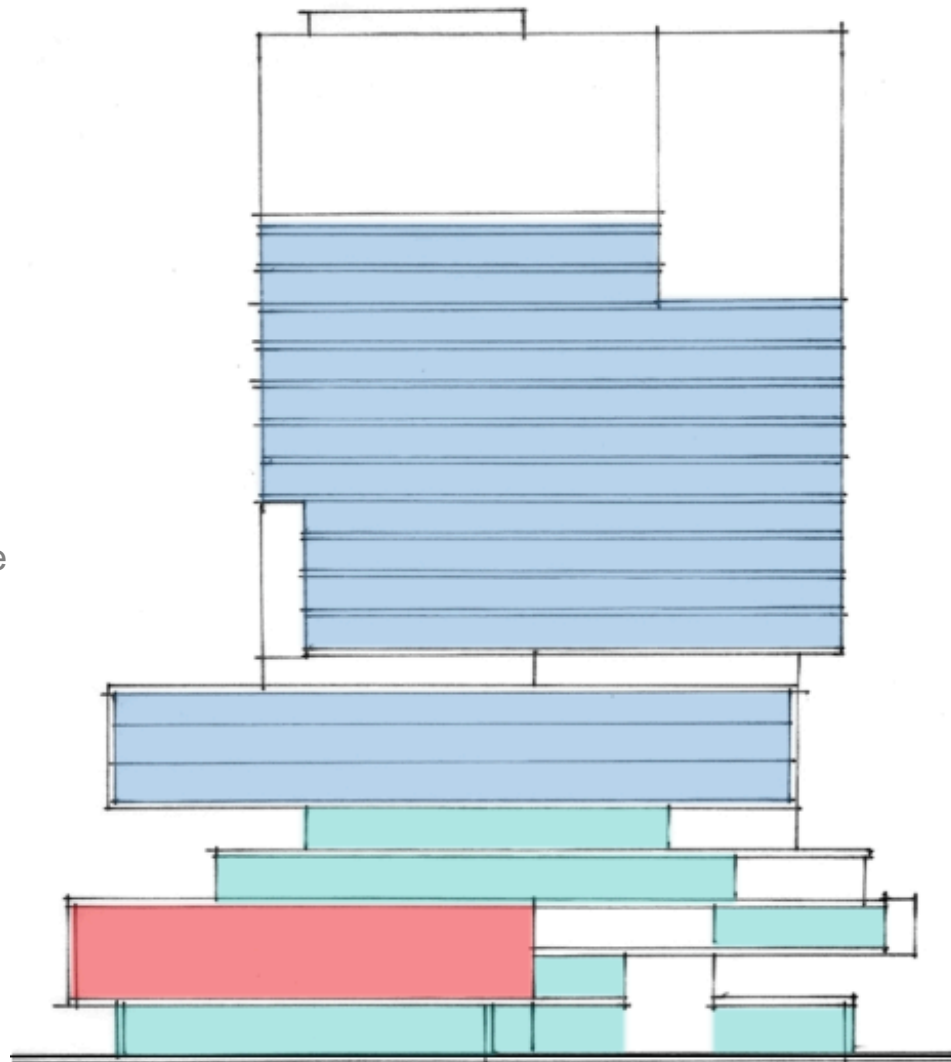
d r d s

KNN Office

Office Condo

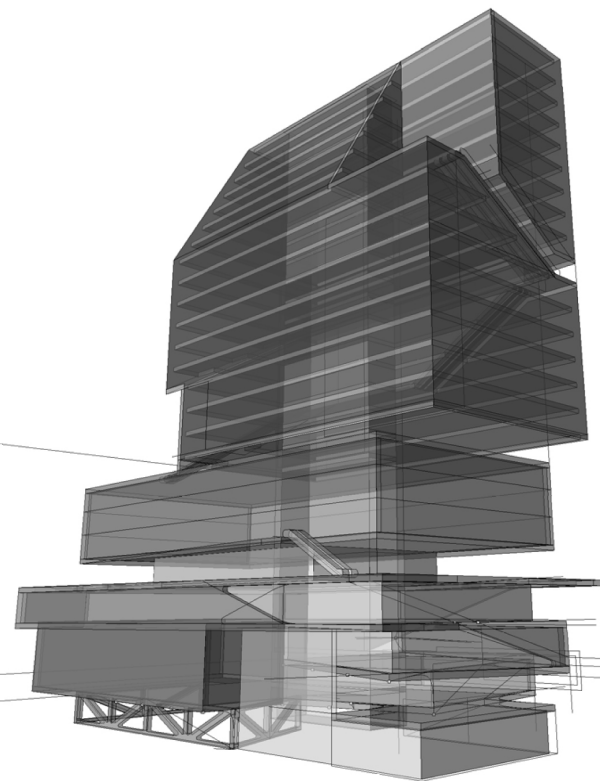
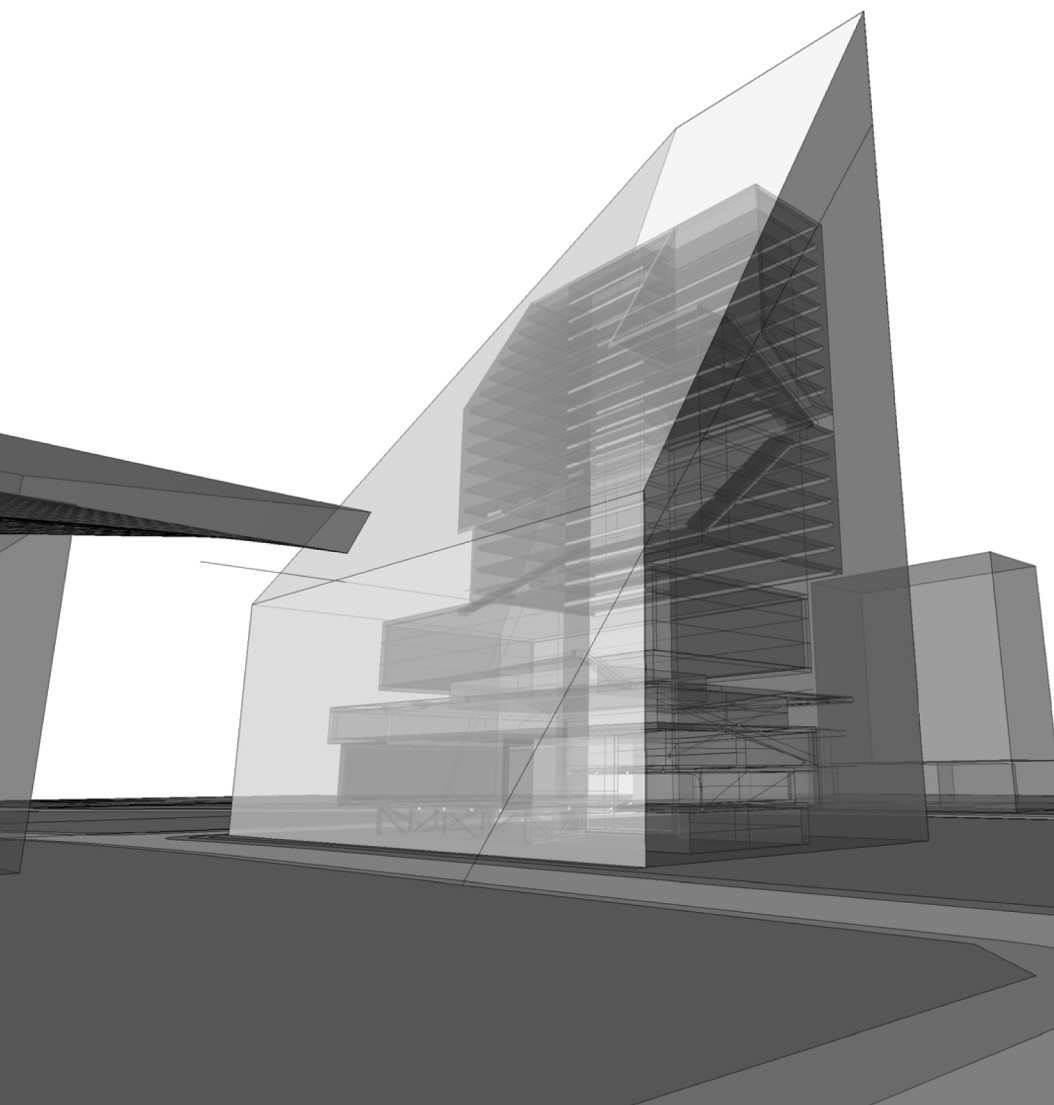
Retail  
Studios  
Parking

Retail



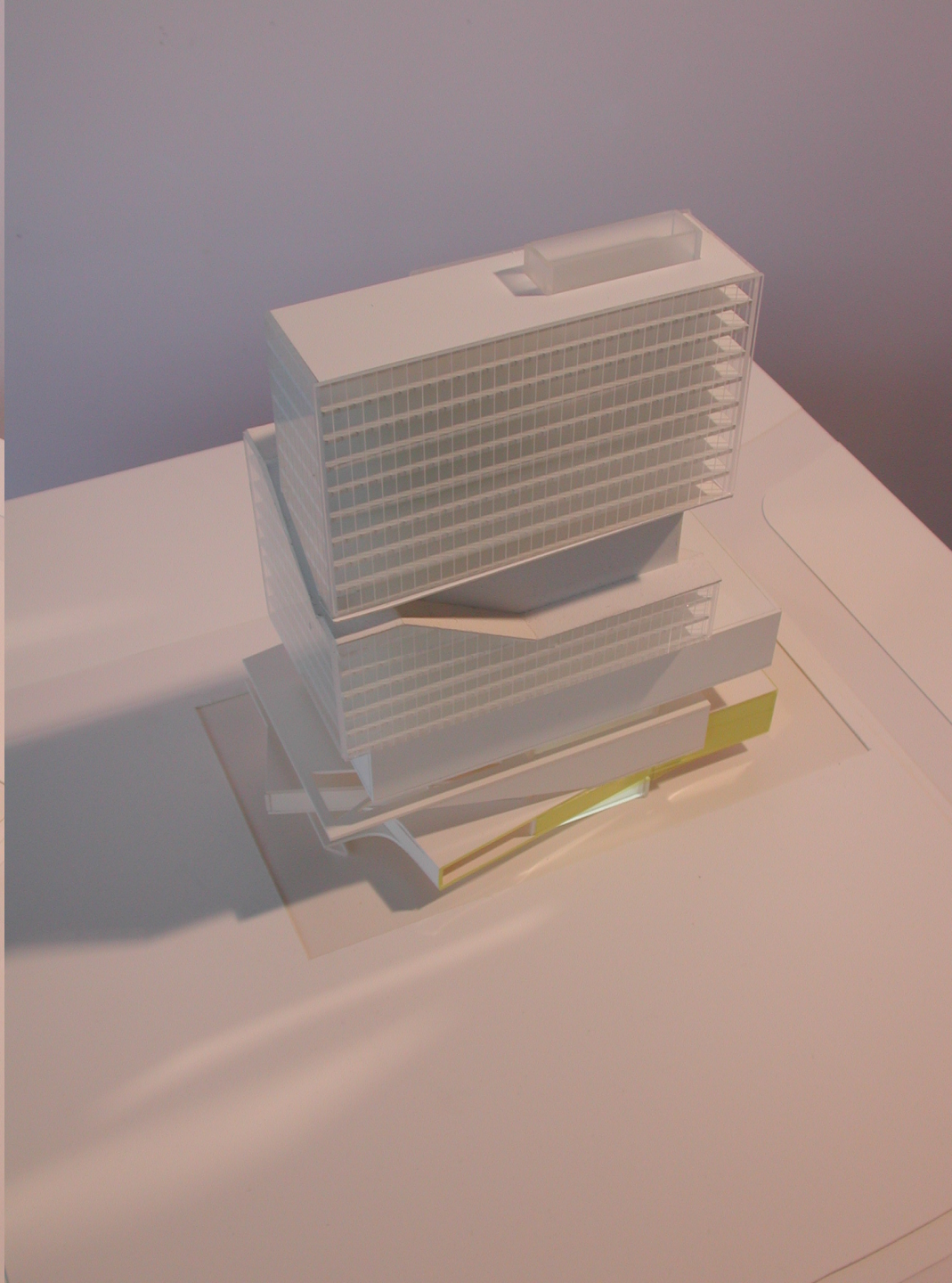
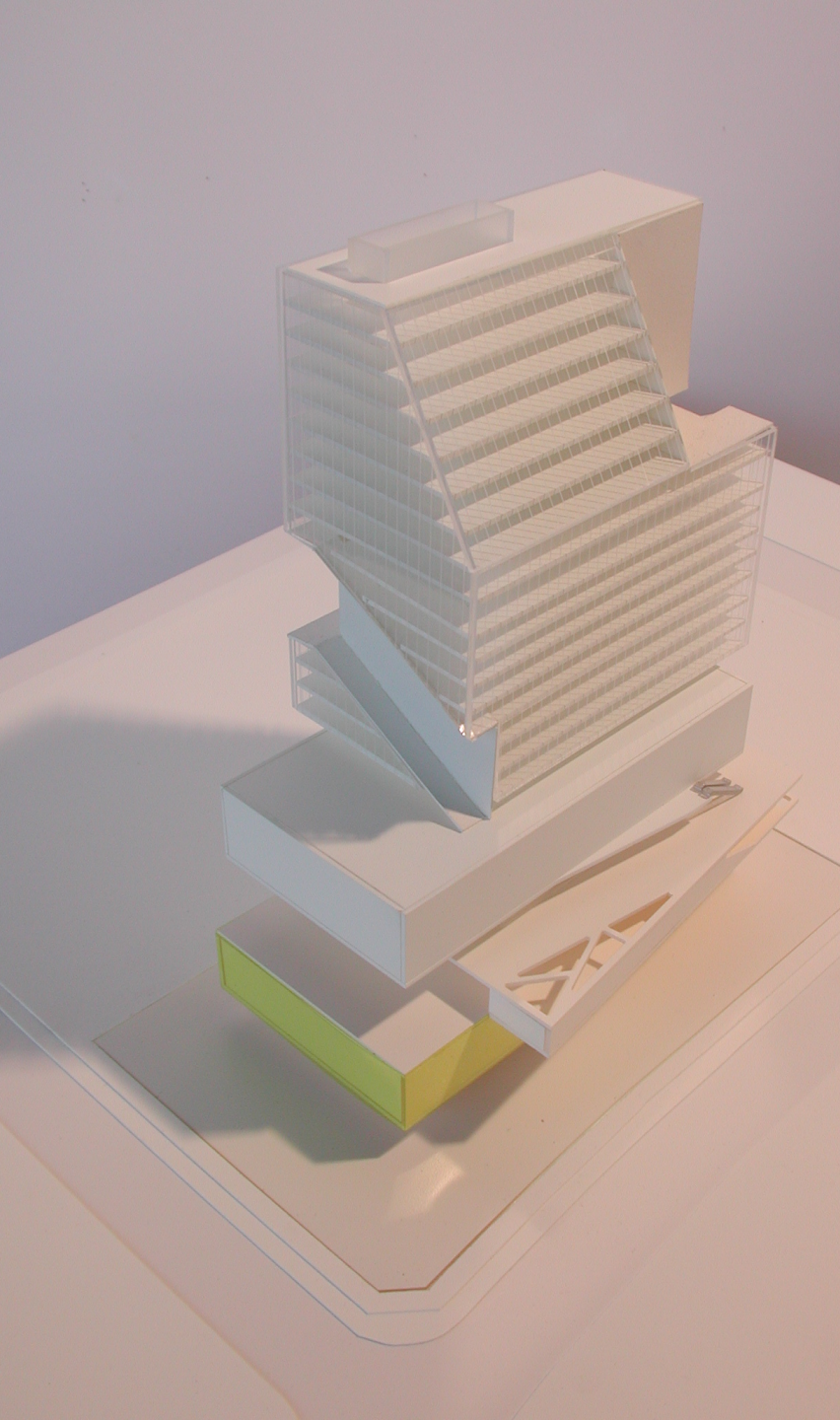
**Transverse Section**

d r d s

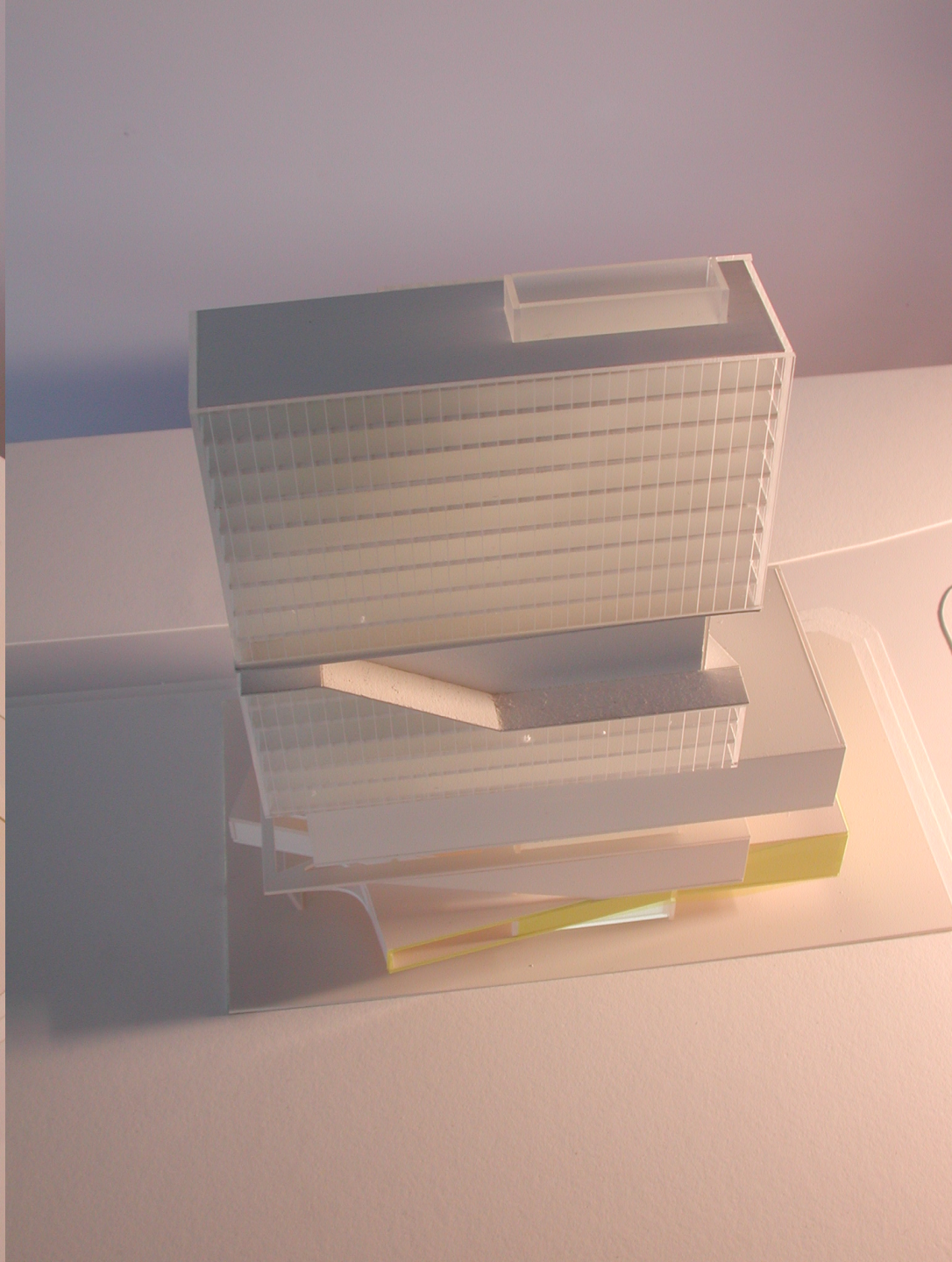
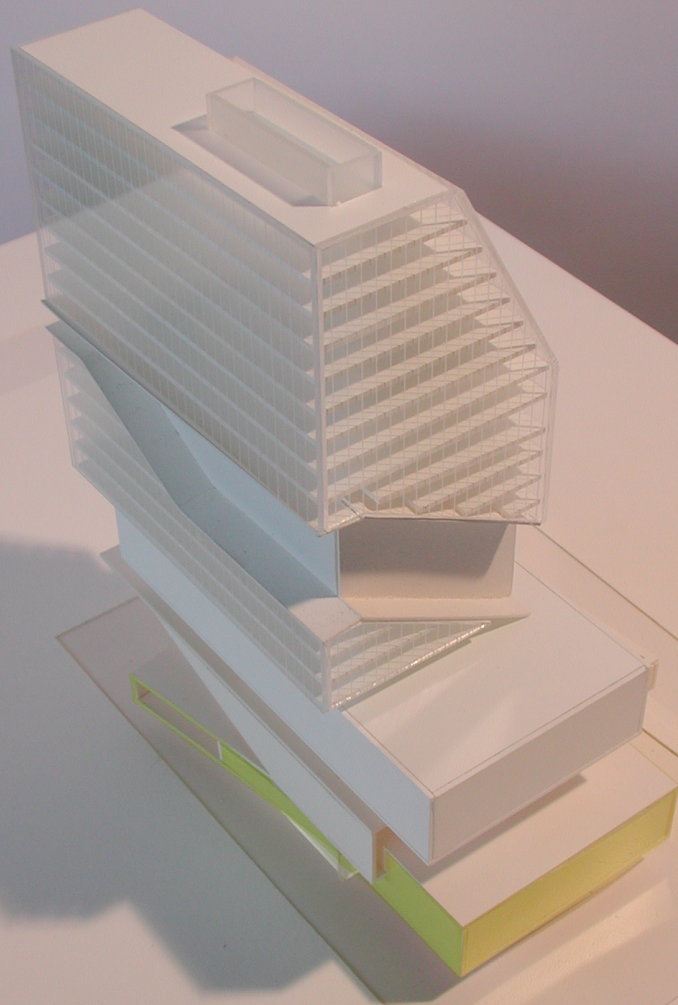


d r d s

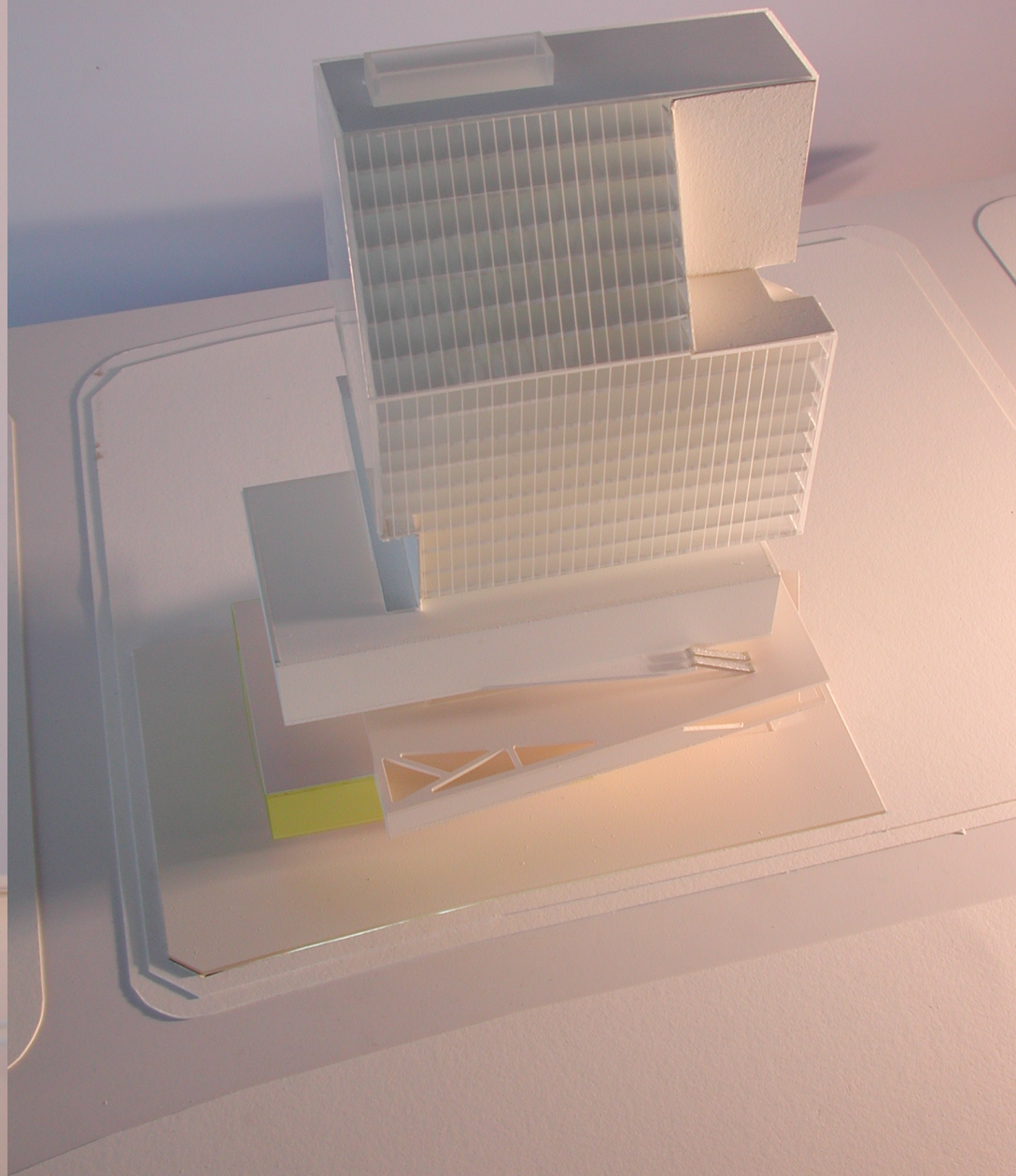




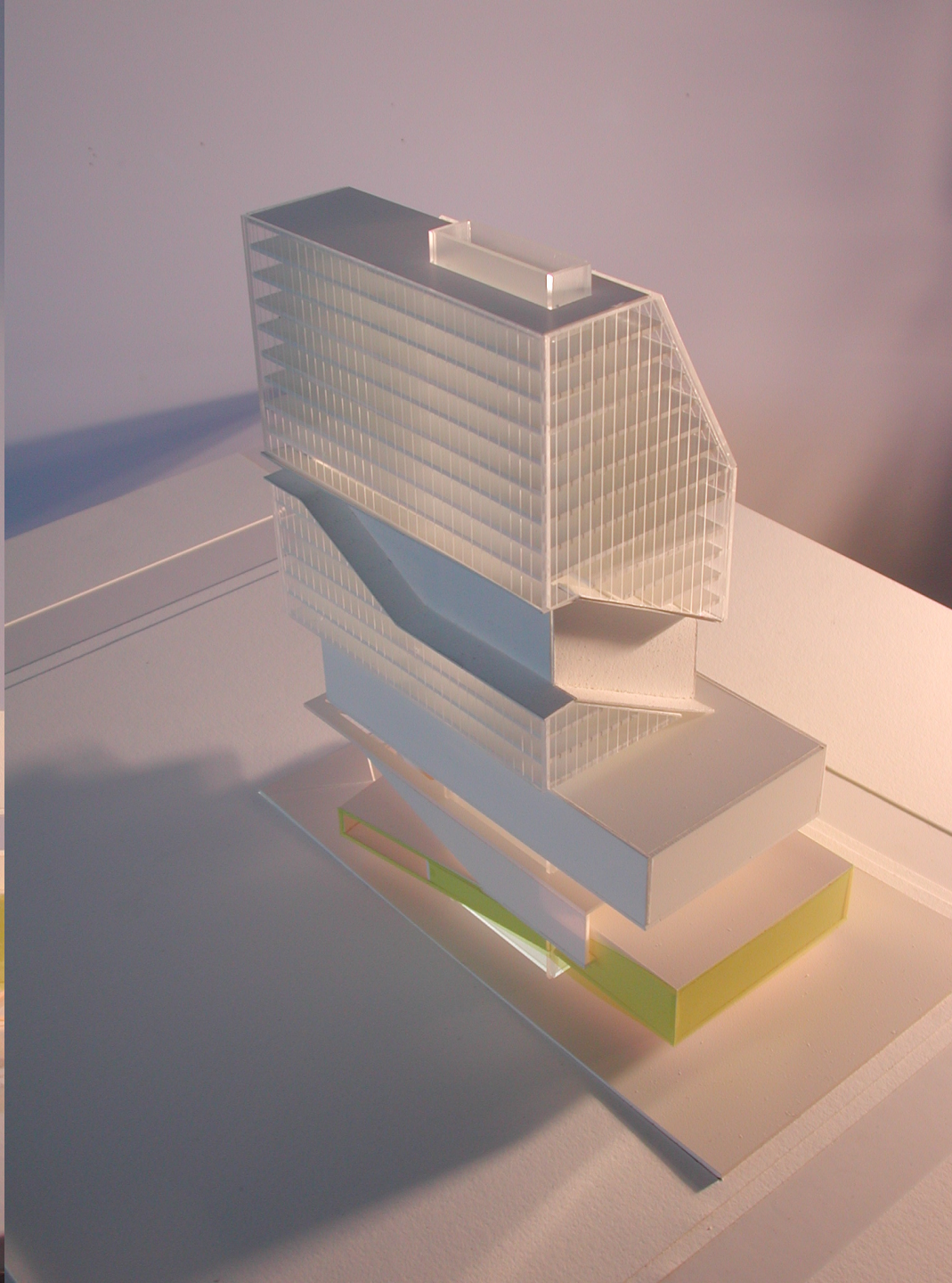
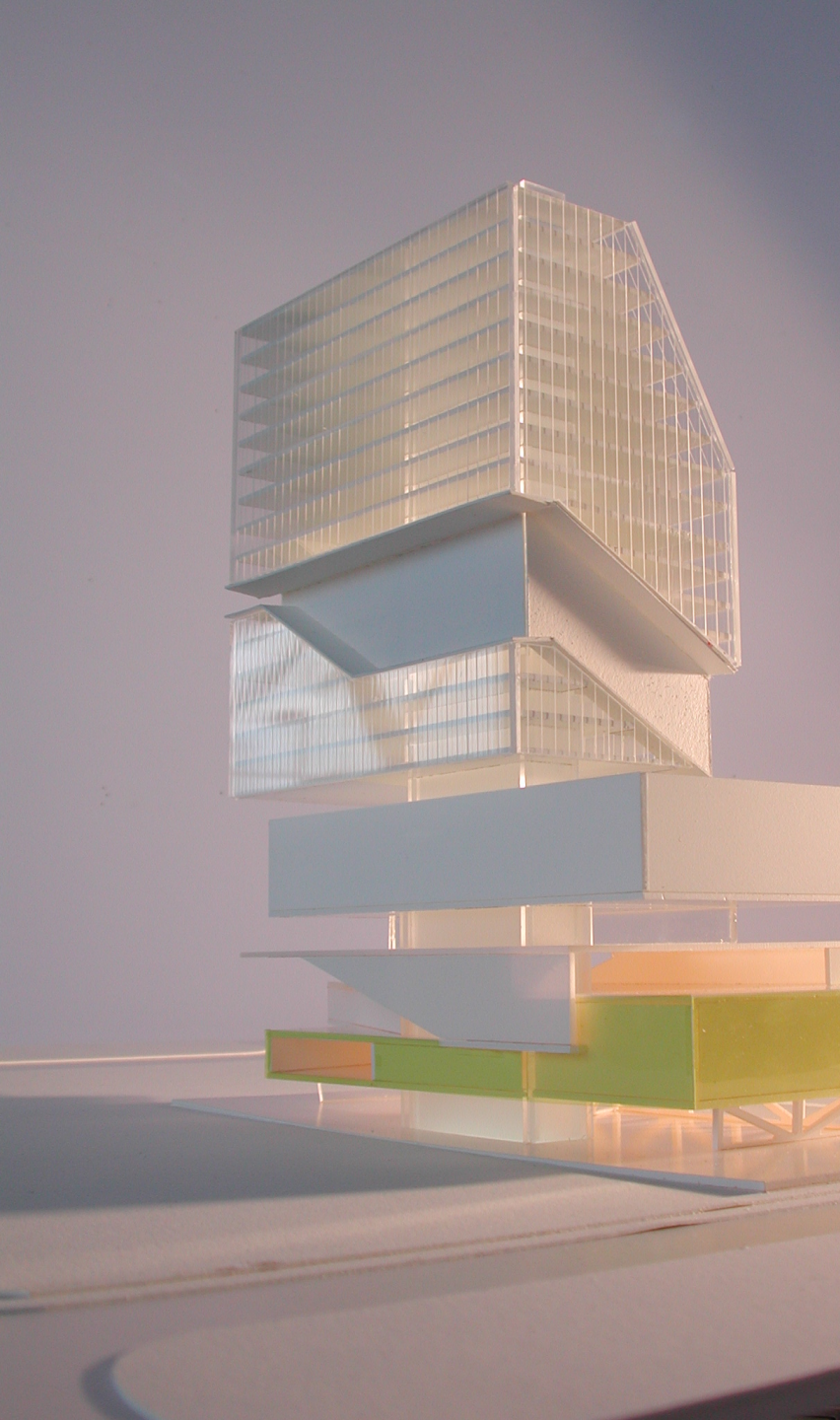




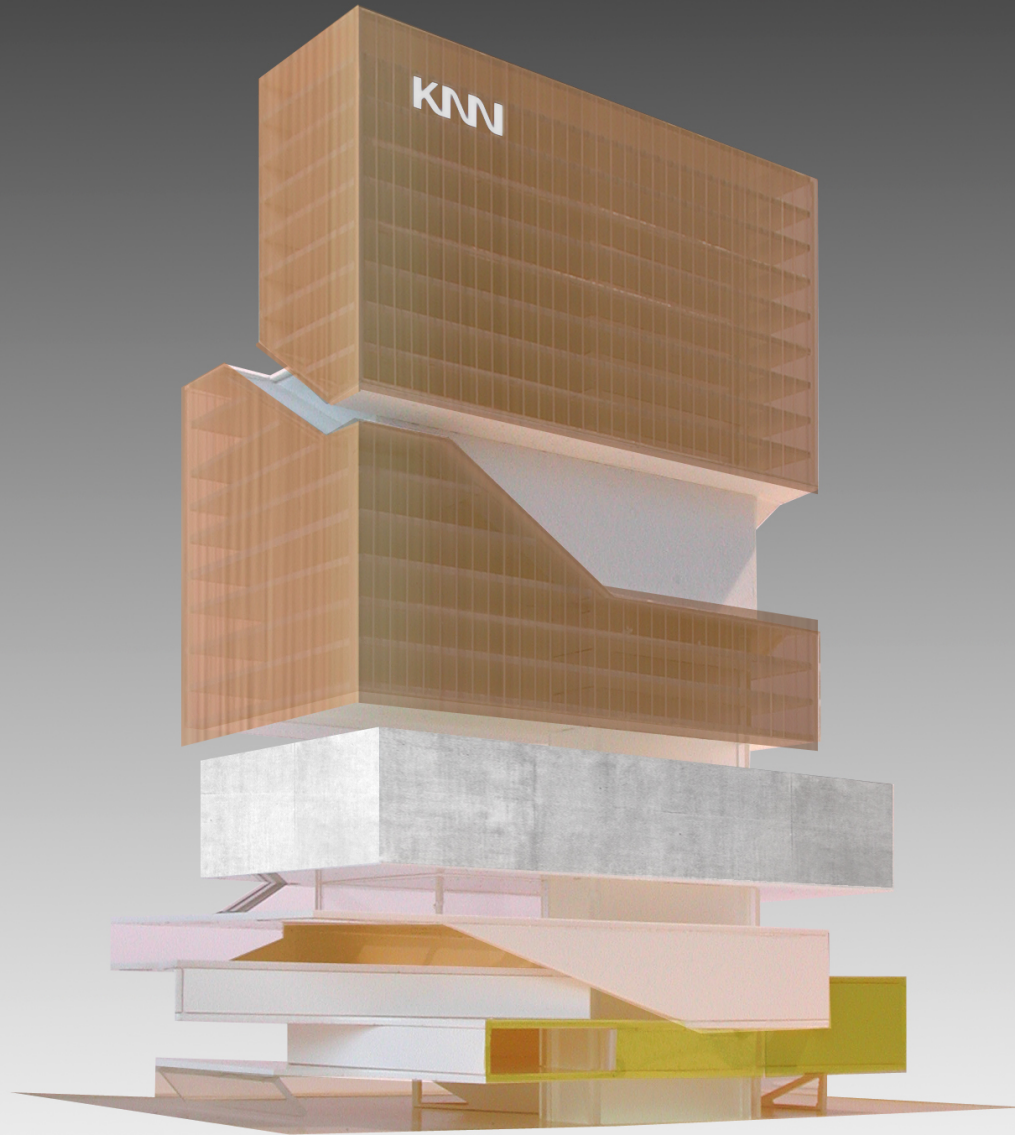


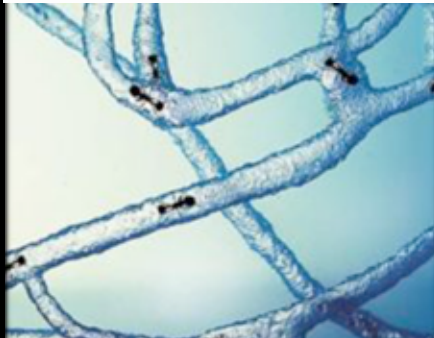
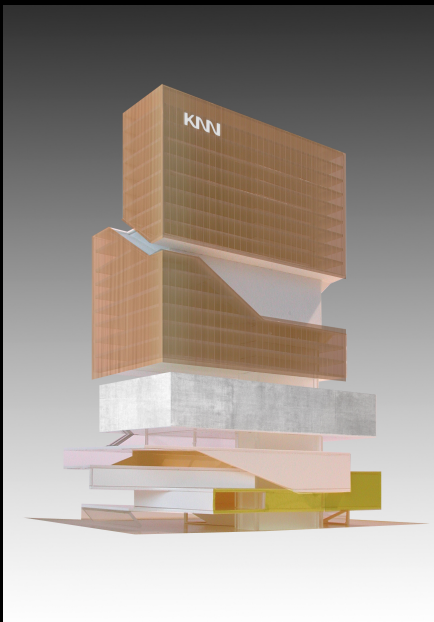












### 3 *sTower*

- **Approach**
  - Attempt to combine design ideas from Options 1 (mCourt) and 2(rStack) into a single Media Tower
- **Design Attributes**
  - Dynamic Public Space
    - Lower Public and Semi-Public Levels
    - Upper Office Circulation
  - Less of a Base and Tower
  - Greening Opportunities with roof gardens and public spaces
- **Comments**
  - Tapered Façade of Zoning Massing Envelope foreign to the overall massing composition
  - Perhaps still too much like base and tower composition

4  
*e\_Fold*

d r d s



# 4



***e\_Fold***  
*folds in the façade  
reflect the city of  
light in a dynamic  
charater with a  
playful base and  
tower configuration*





d r d s



Studio

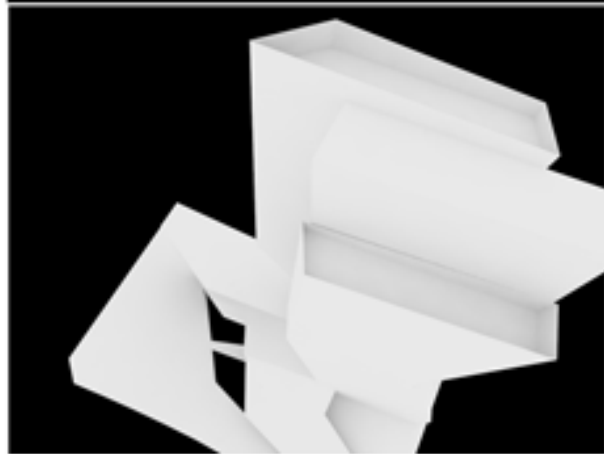
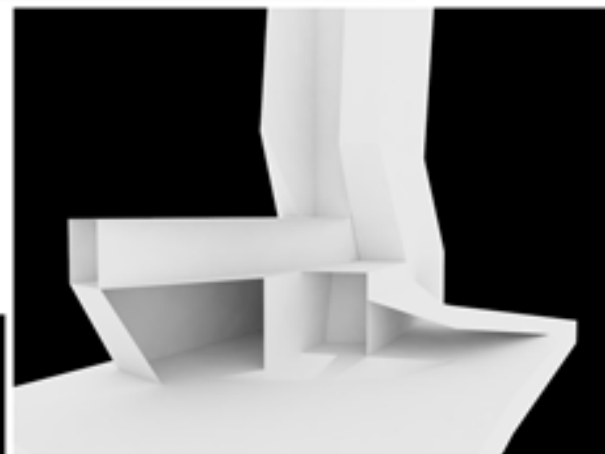
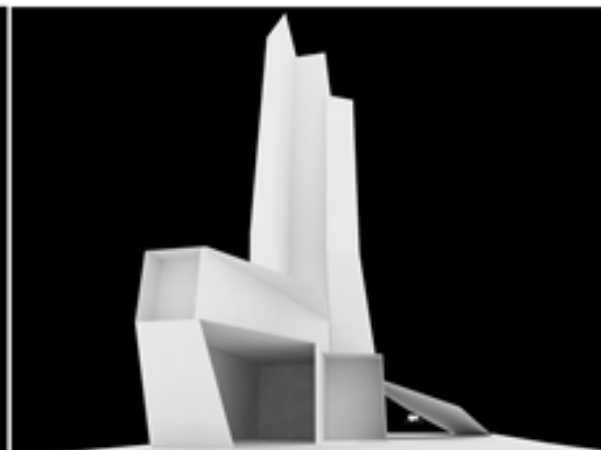
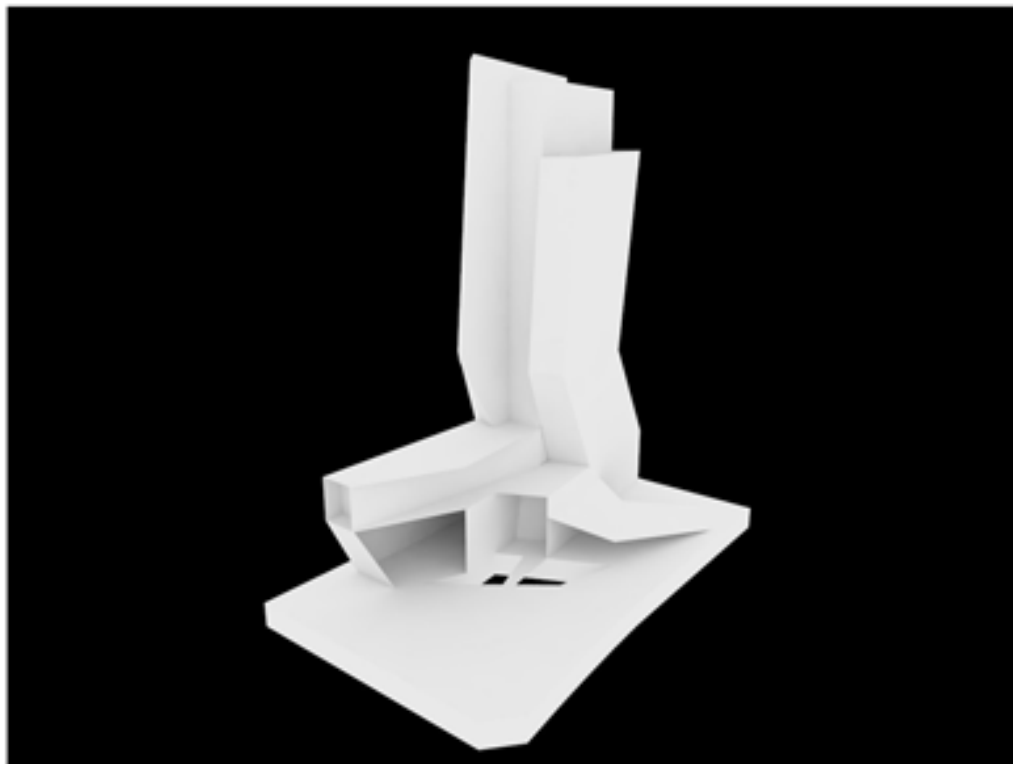
Office Tower

Lobby

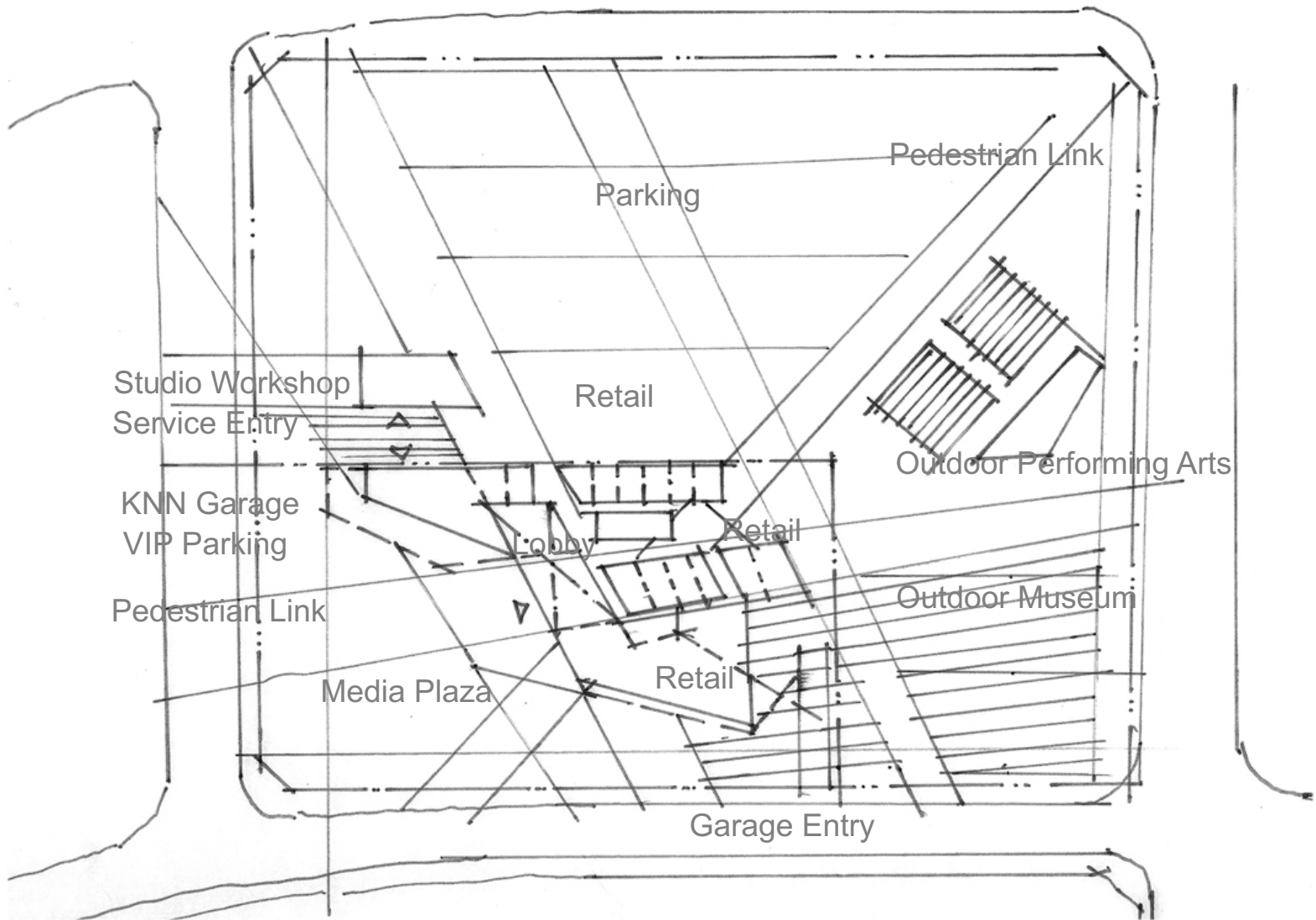
Media Plaza

Museum

d r d s

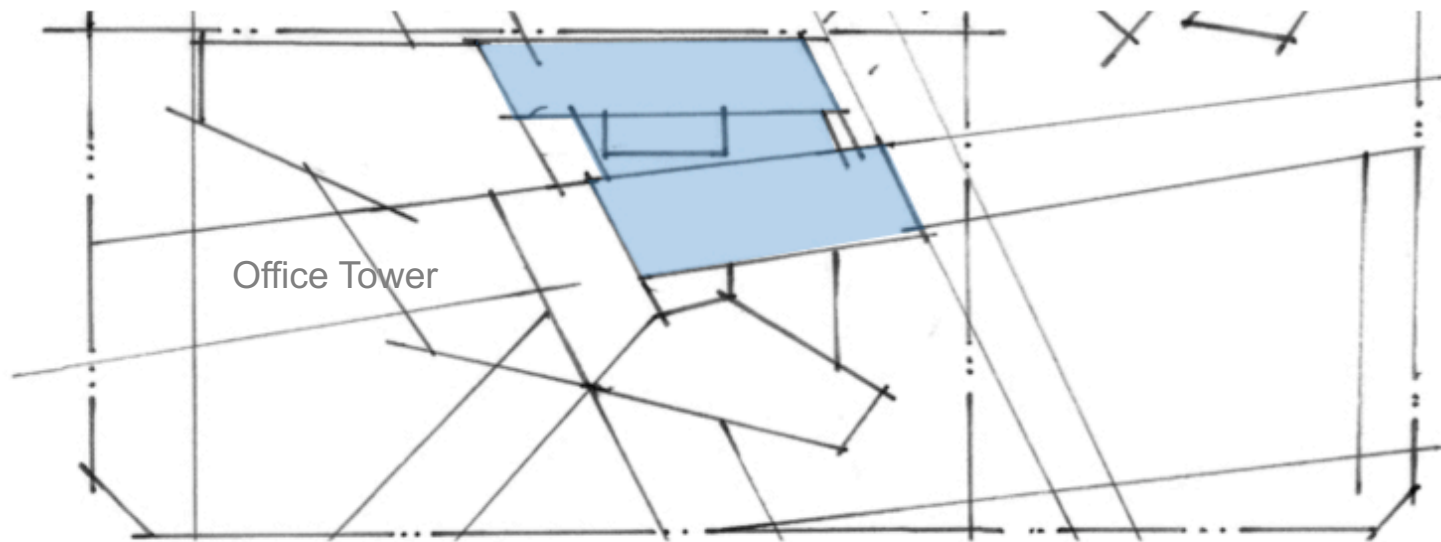




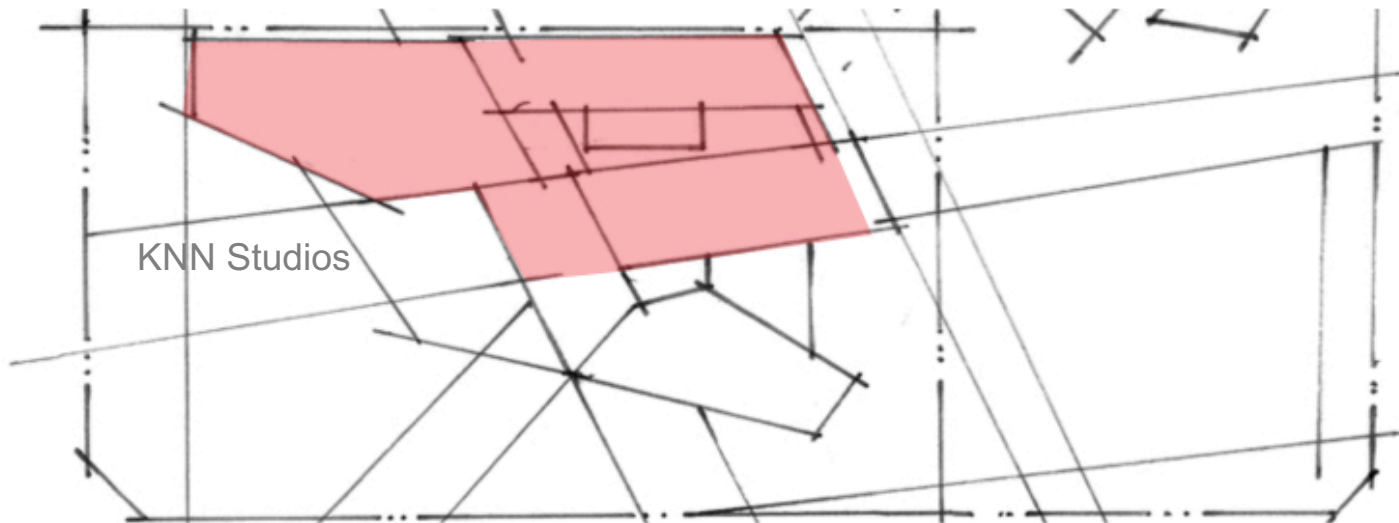


**Site Plan**

d r d s



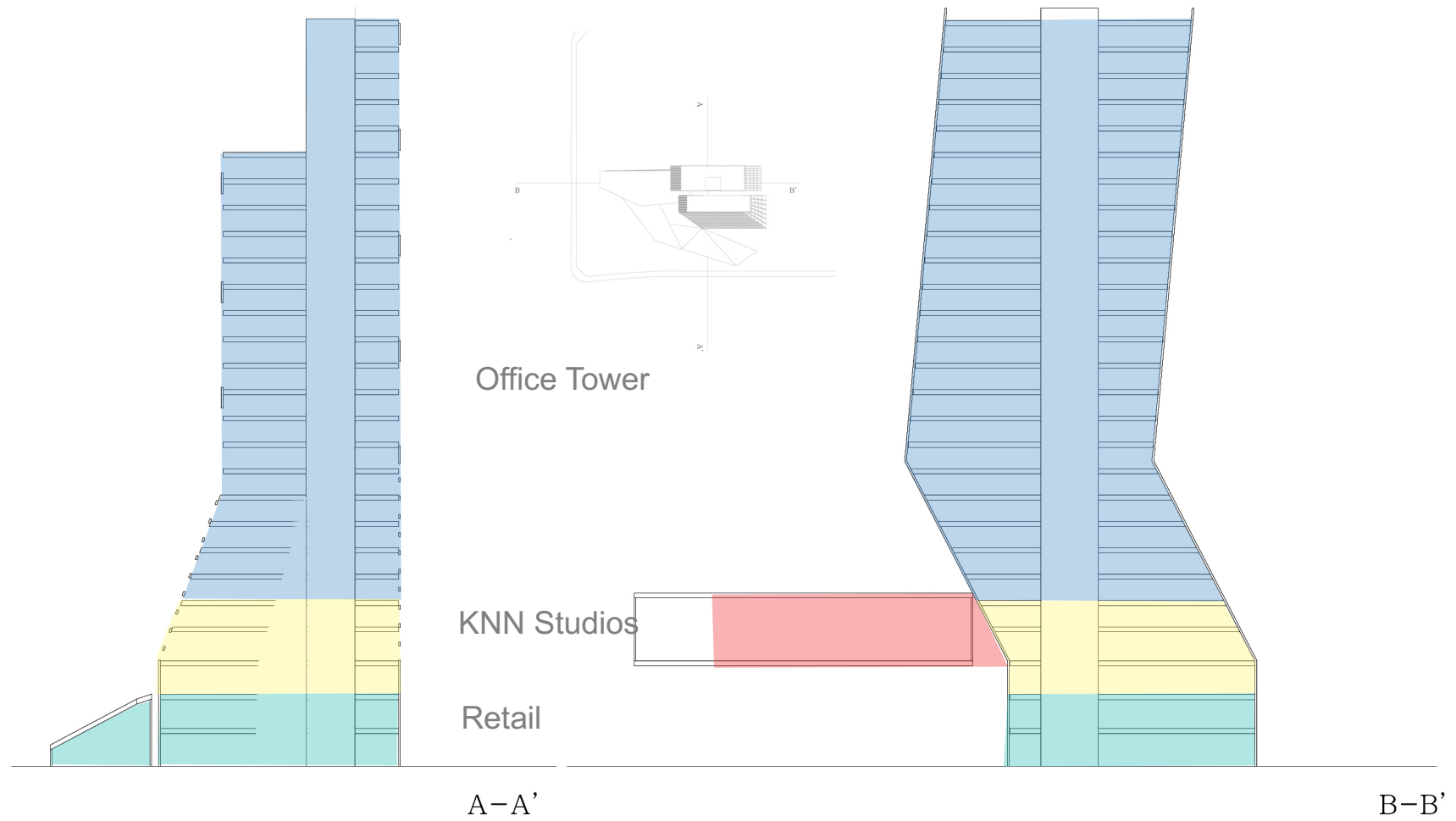
Office Tower



KNN Studios

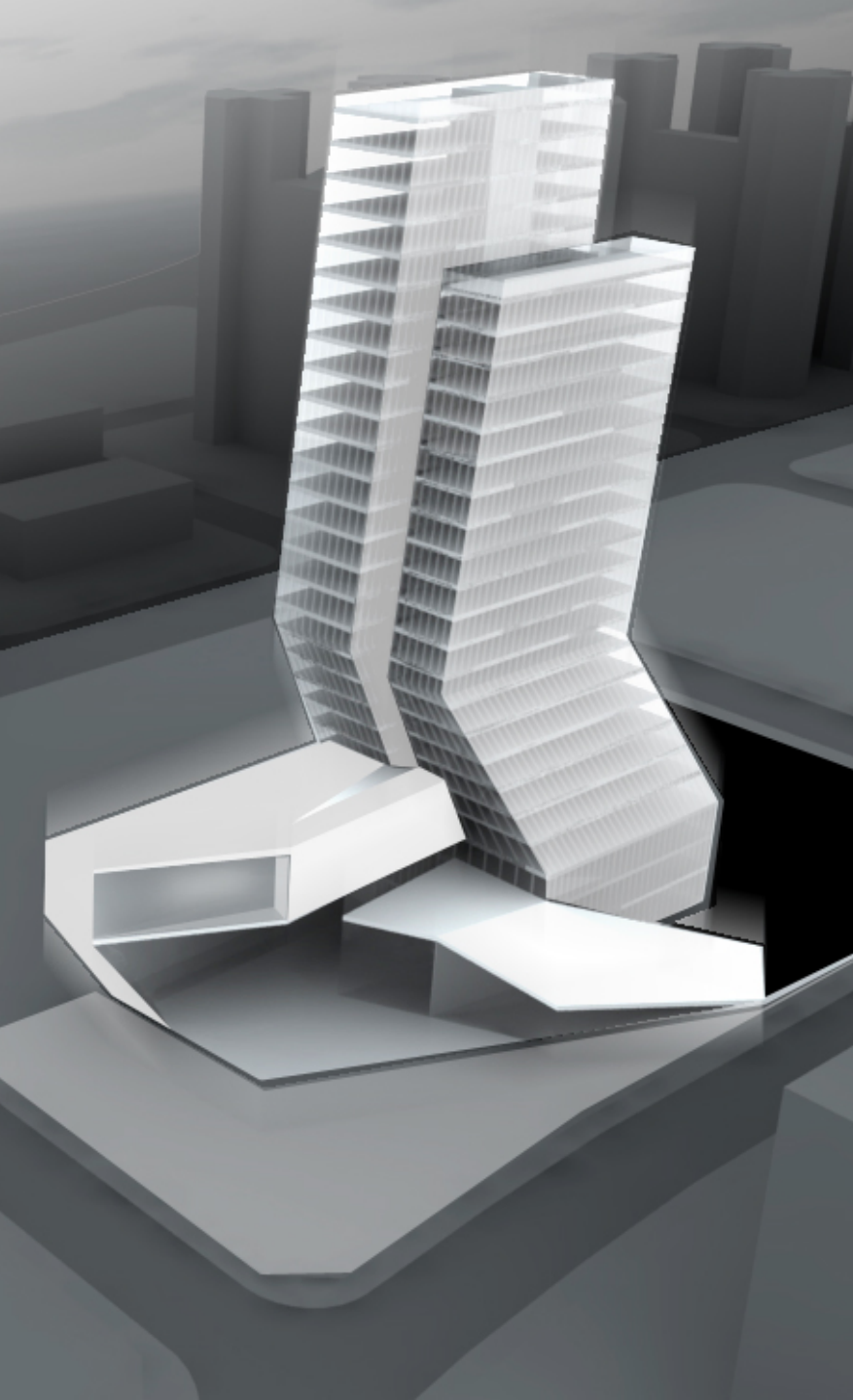
**Plans**

d r d s



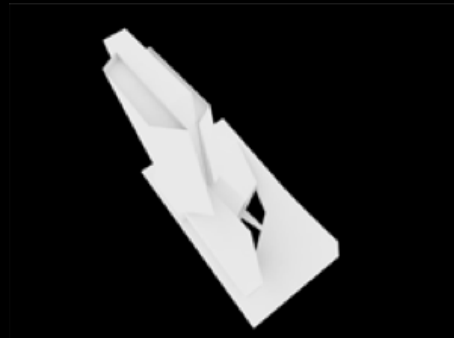
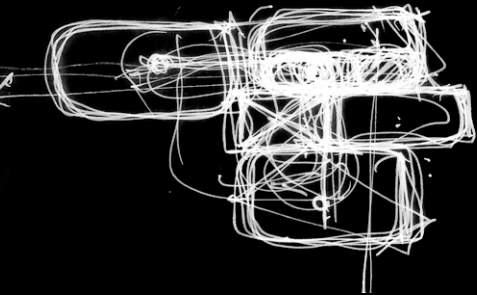
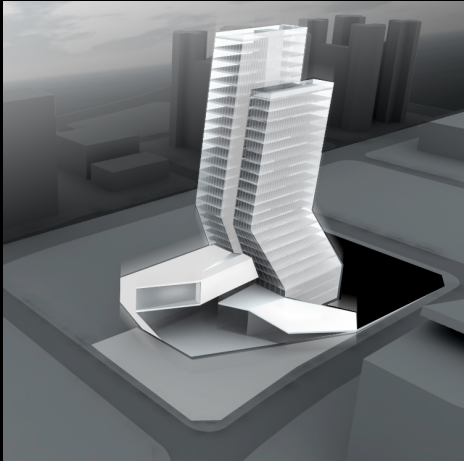
## Transverse Section

d r d s





# 4 *eFold*



- **Approach**

- Provide a dynamic tower and base scheme which opens to the corner to provide strong urban connection to KIT and Dureraum

- **Design Attributes**

- Dynamic Public Spaces
  - Lower Public and Semi-Public Levels
  - Upper Office Circulation
- Base and Tower Vocabulary

- **Comments**

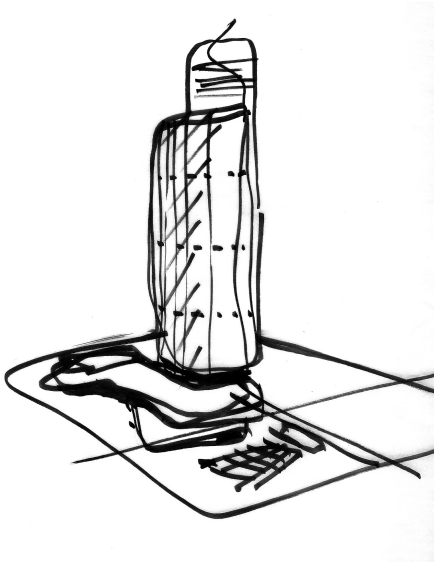
- Perhaps still too much like base and tower composition

# 5

## *SquishBox*

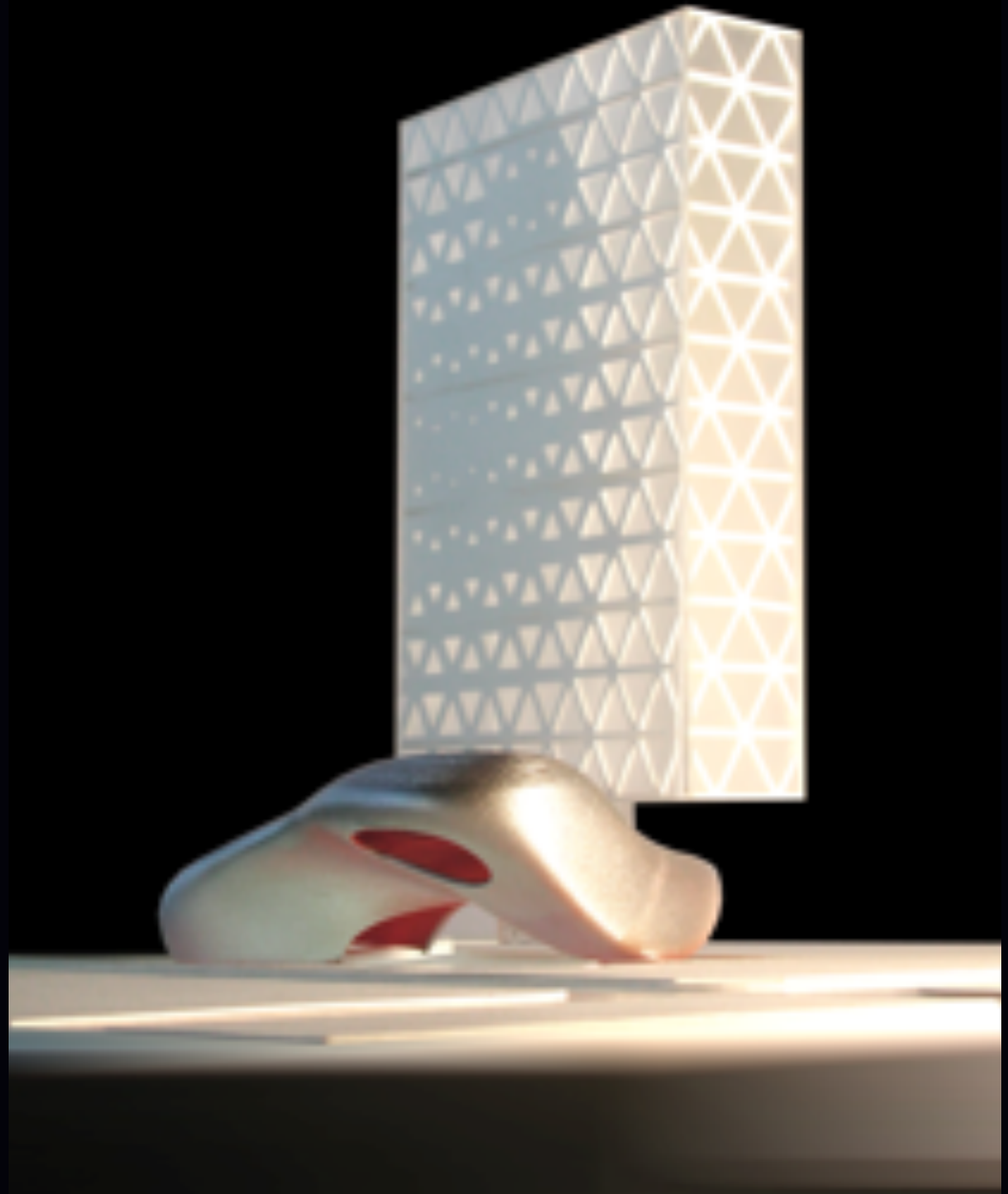
d r d s

# 5



## **squishBox**

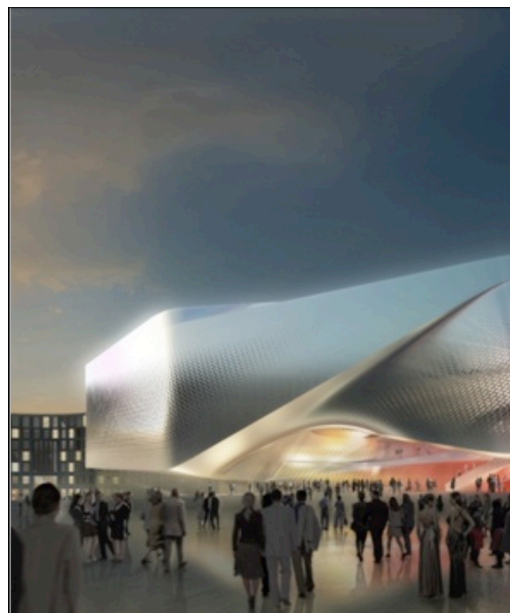
*the creation of an  
exciting  
entertainment ICON  
combining the  
tallest tower  
configuration with a  
rational floor-plate*



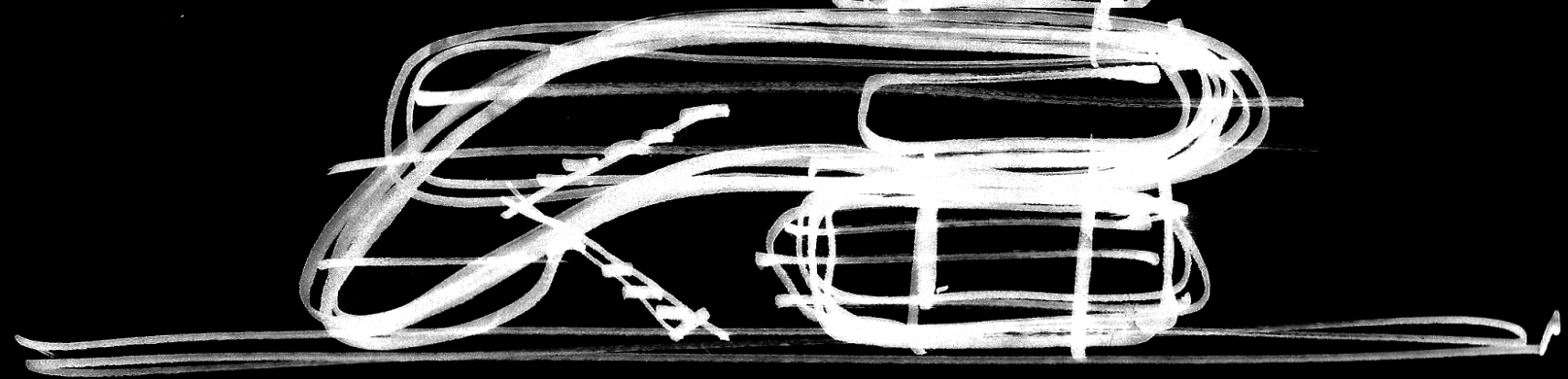
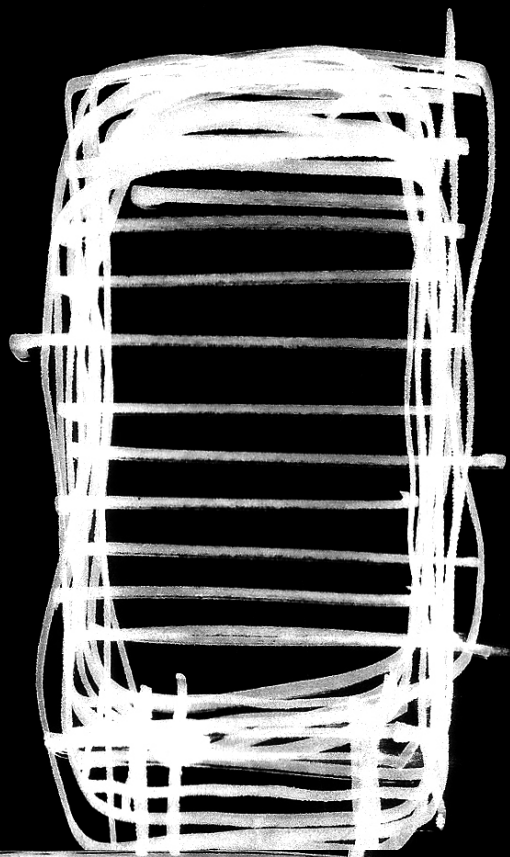


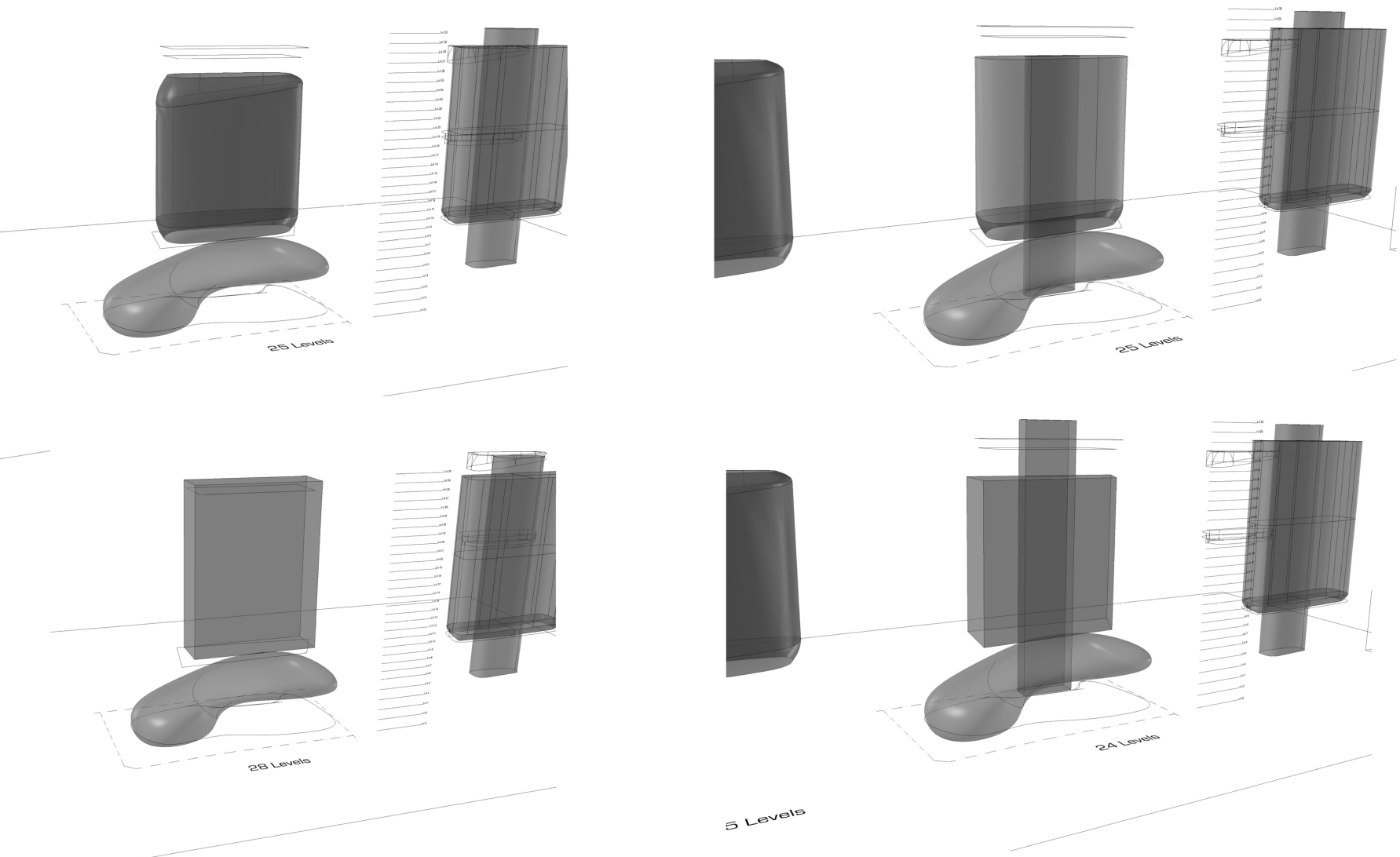
d r d s





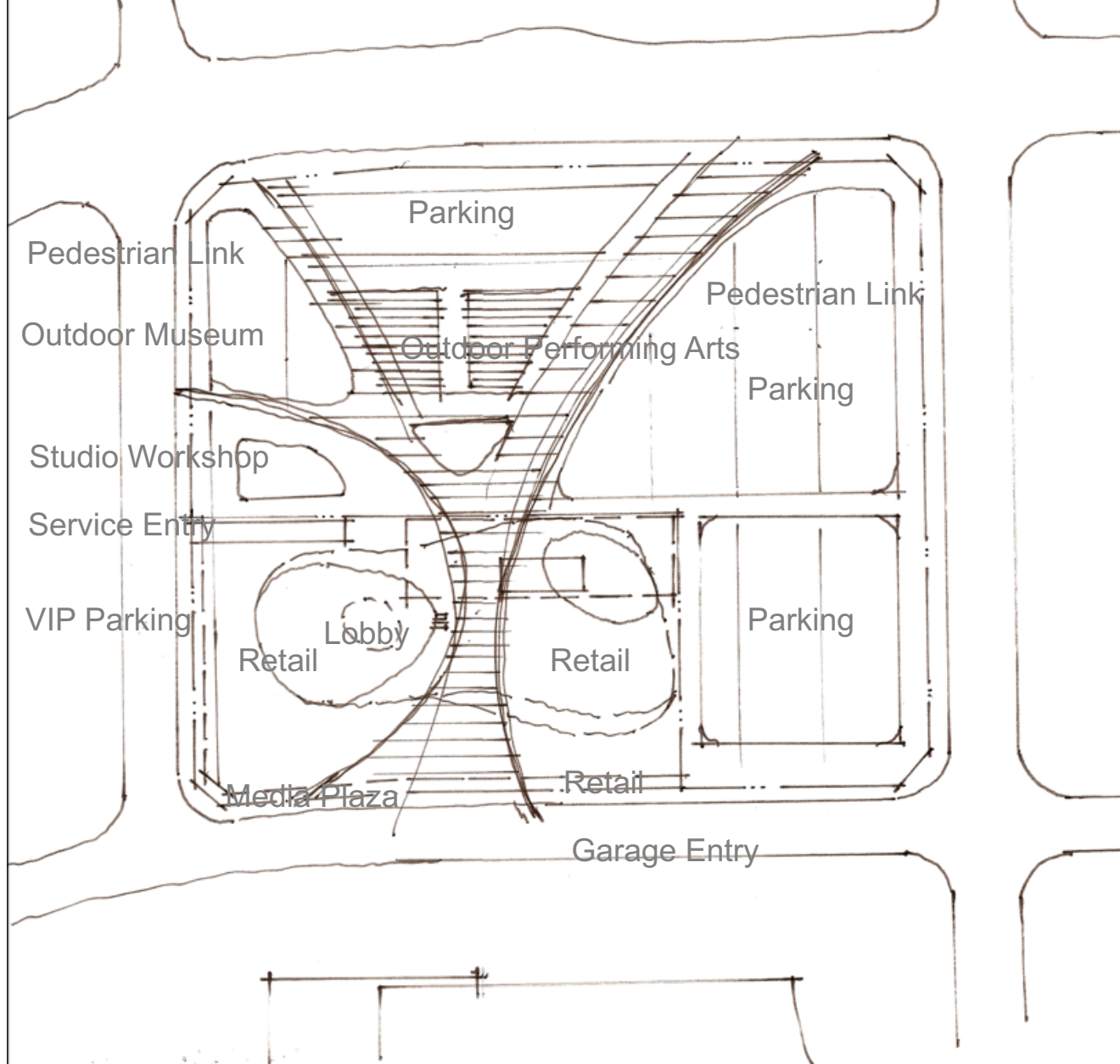
d r d s





## Massing Constraints Analysis

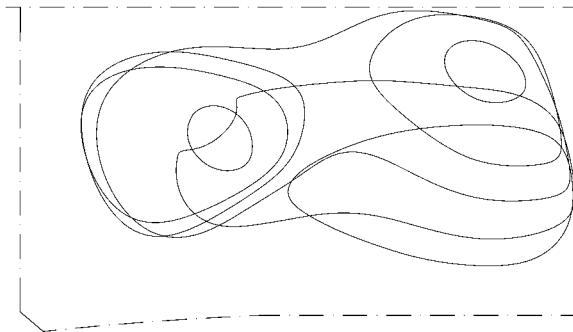
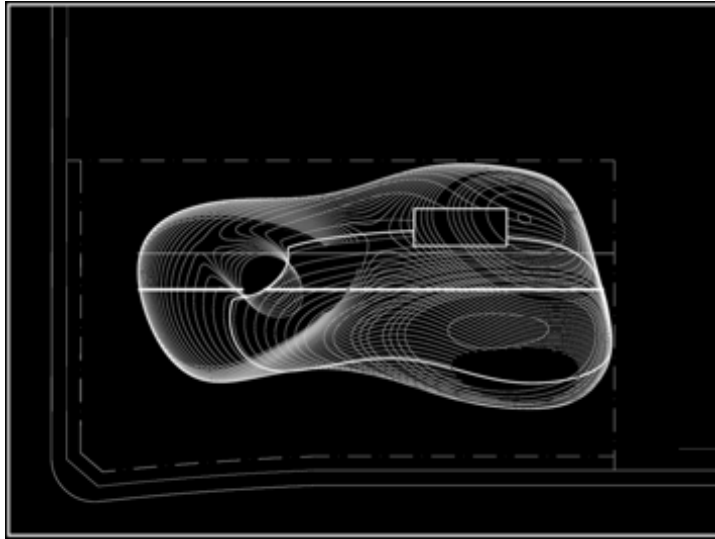
d r d s



**Site Plan**

d r d s

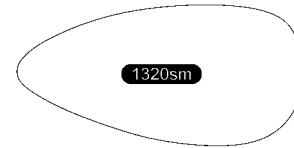




Retail	5,600 SM
Museum	2,500 SM
<u>Lobby/Atrium</u>	<u>1,900 SM</u>
<b>TOTAL</b>	<b>10,000 SM</b>

10,000 SM

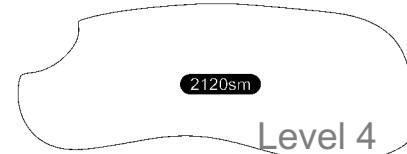
Food Court  
Destination



1320sm

Roof Garden +  
Retail

Level 5



2120sm

Level 4

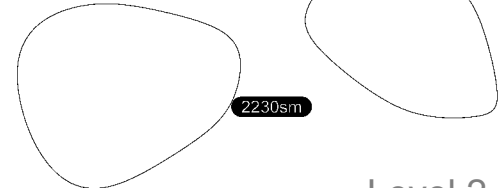
Museum + Retail



2884sm

Level 3

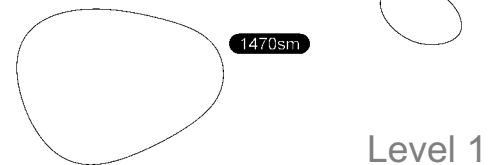
Retail



2230sm

Retail

Level 2

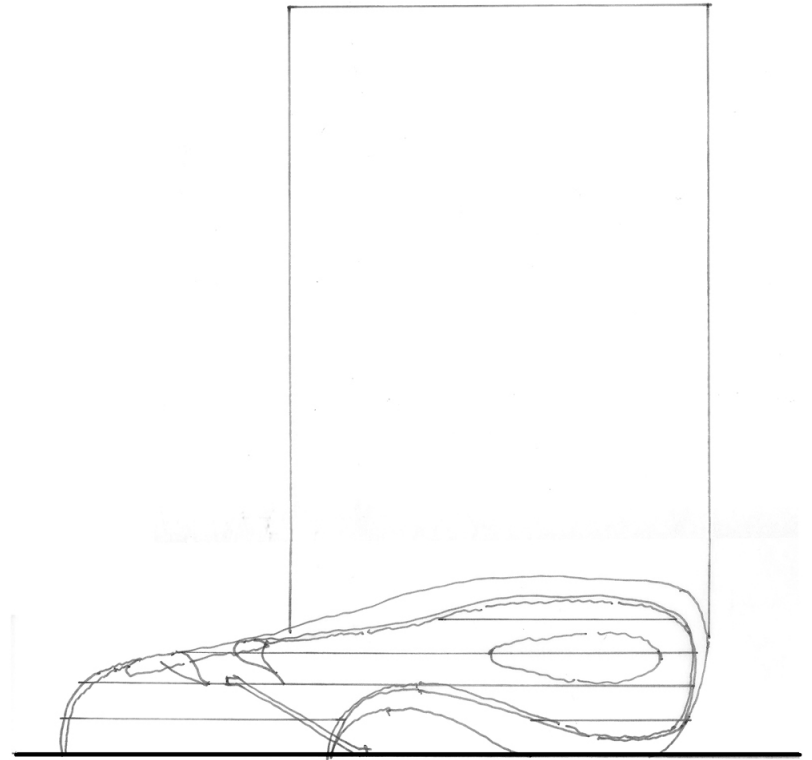
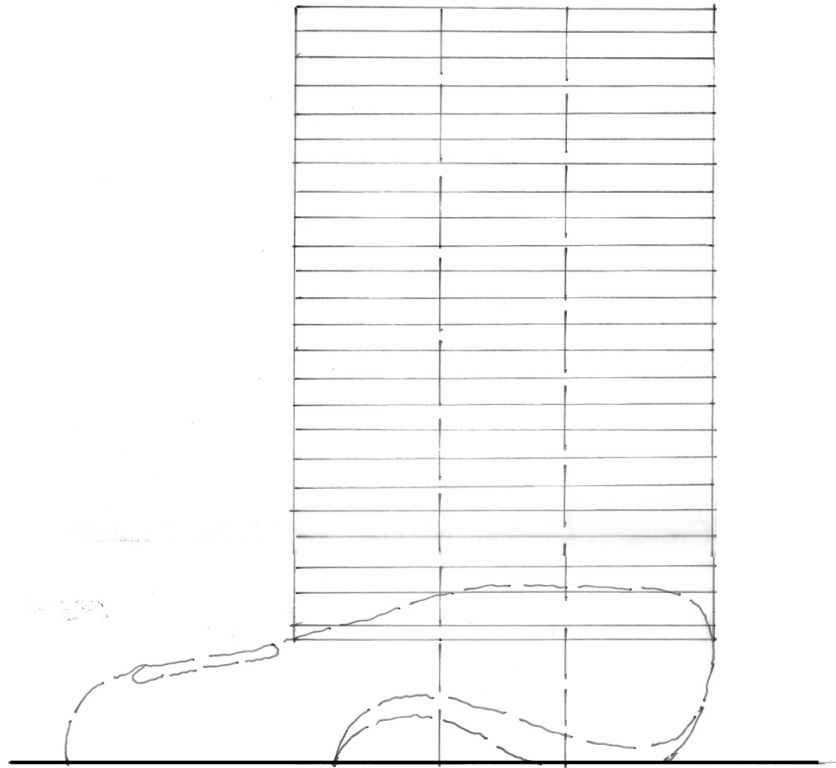


1470sm

Level 1

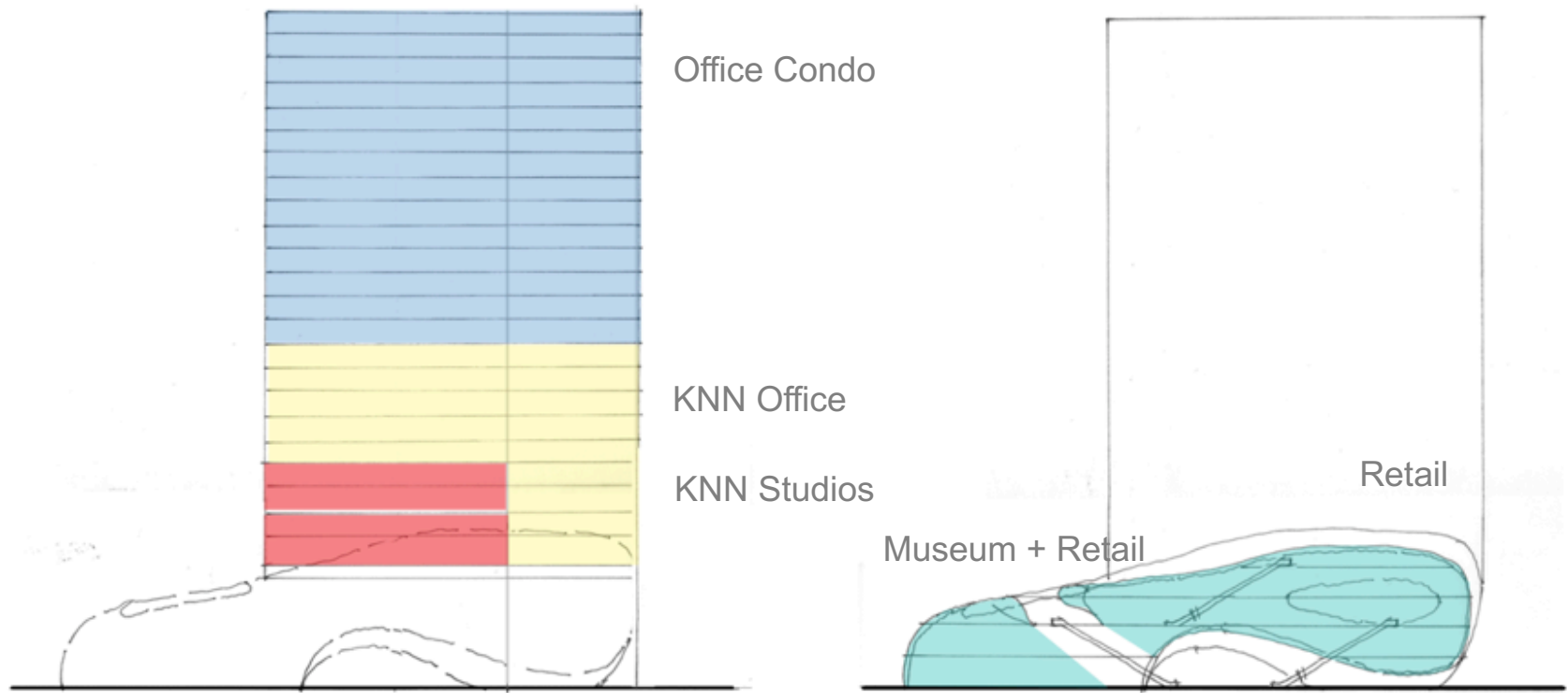
**Retail + Museum Plans**

d r d s



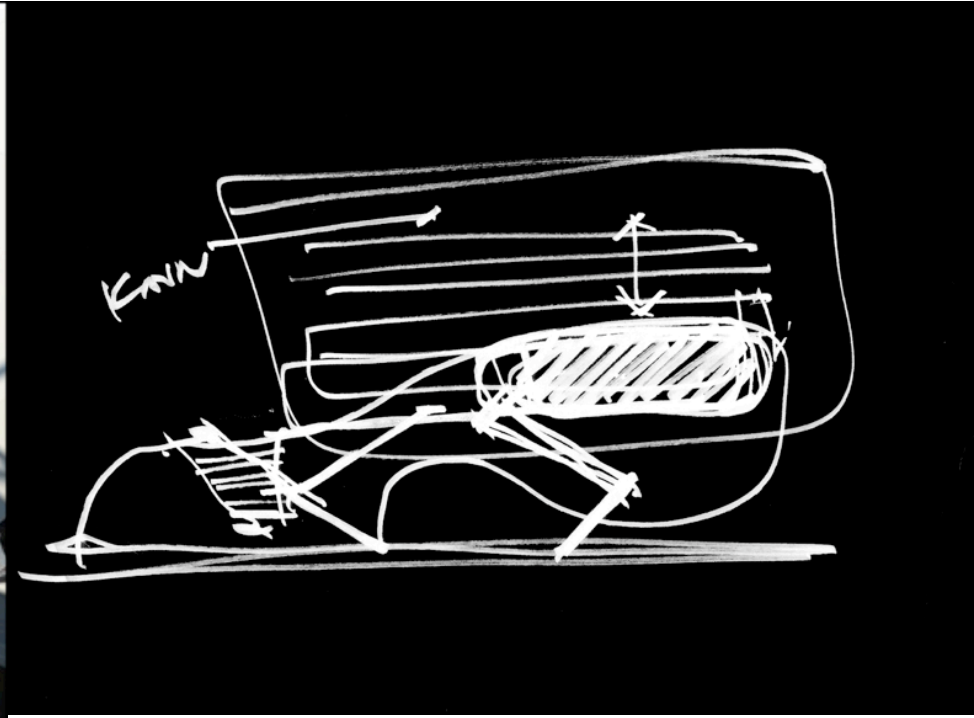
**Transverse Section**

d r d s



**Logintudinal Section**

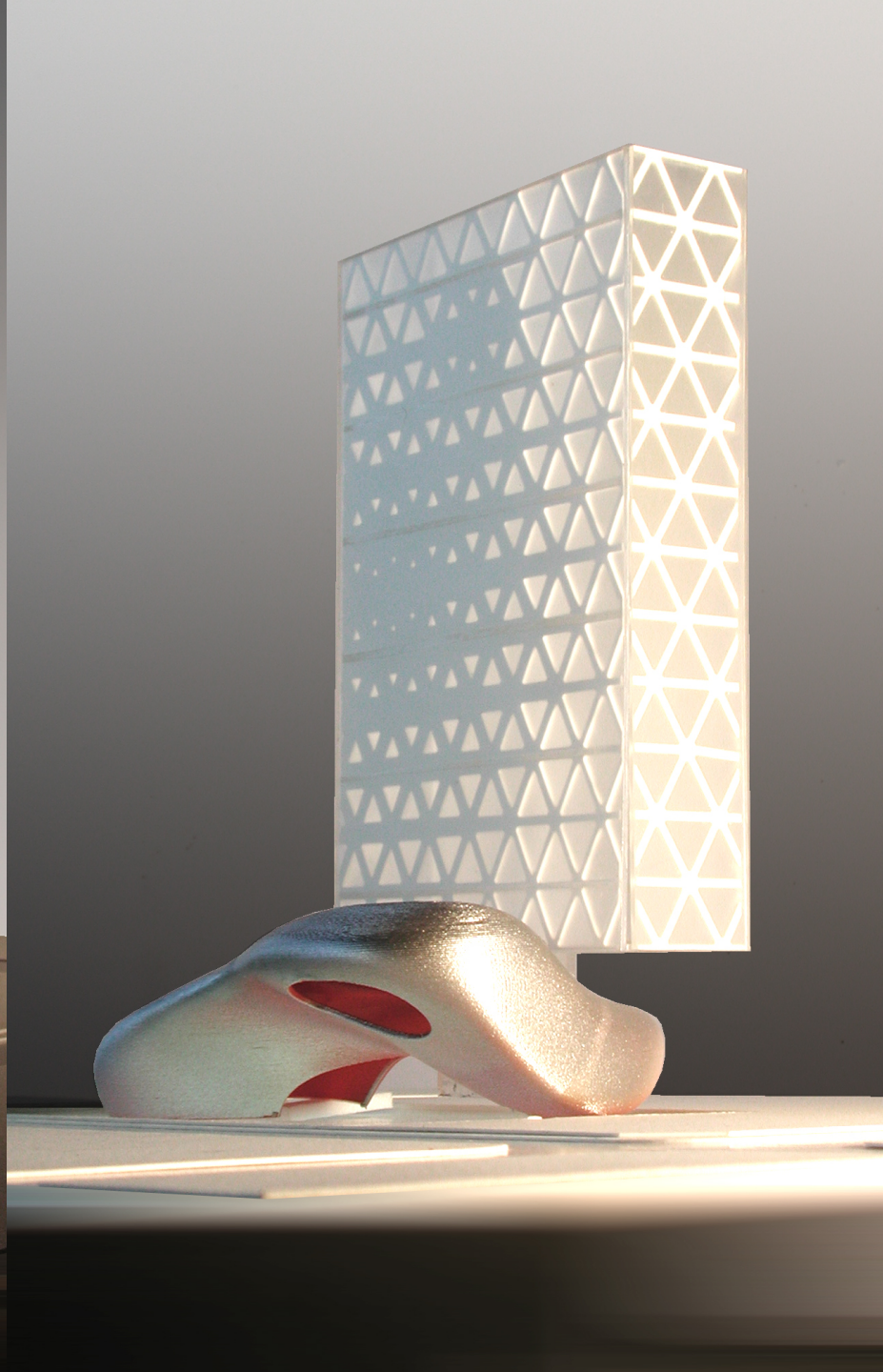
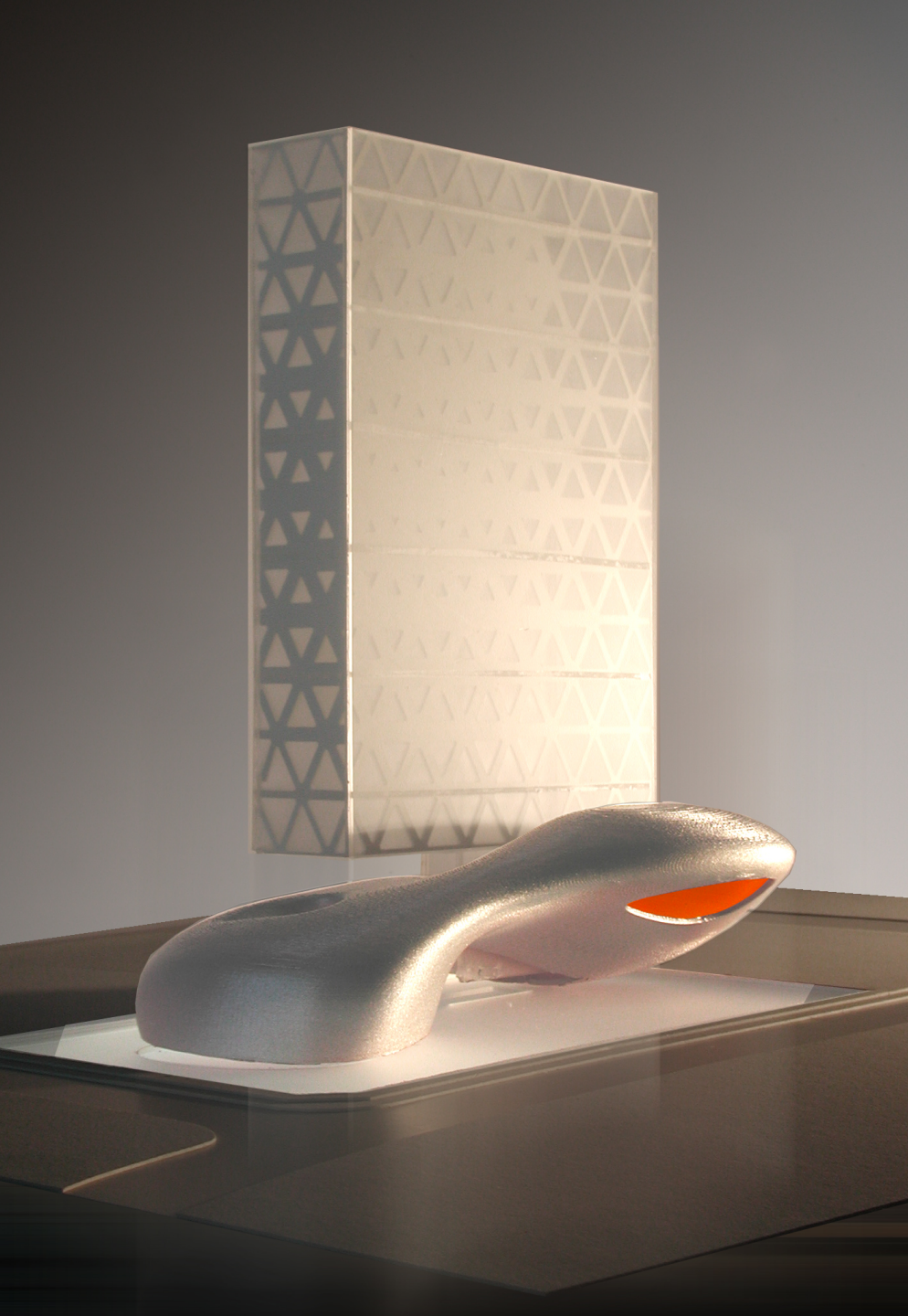
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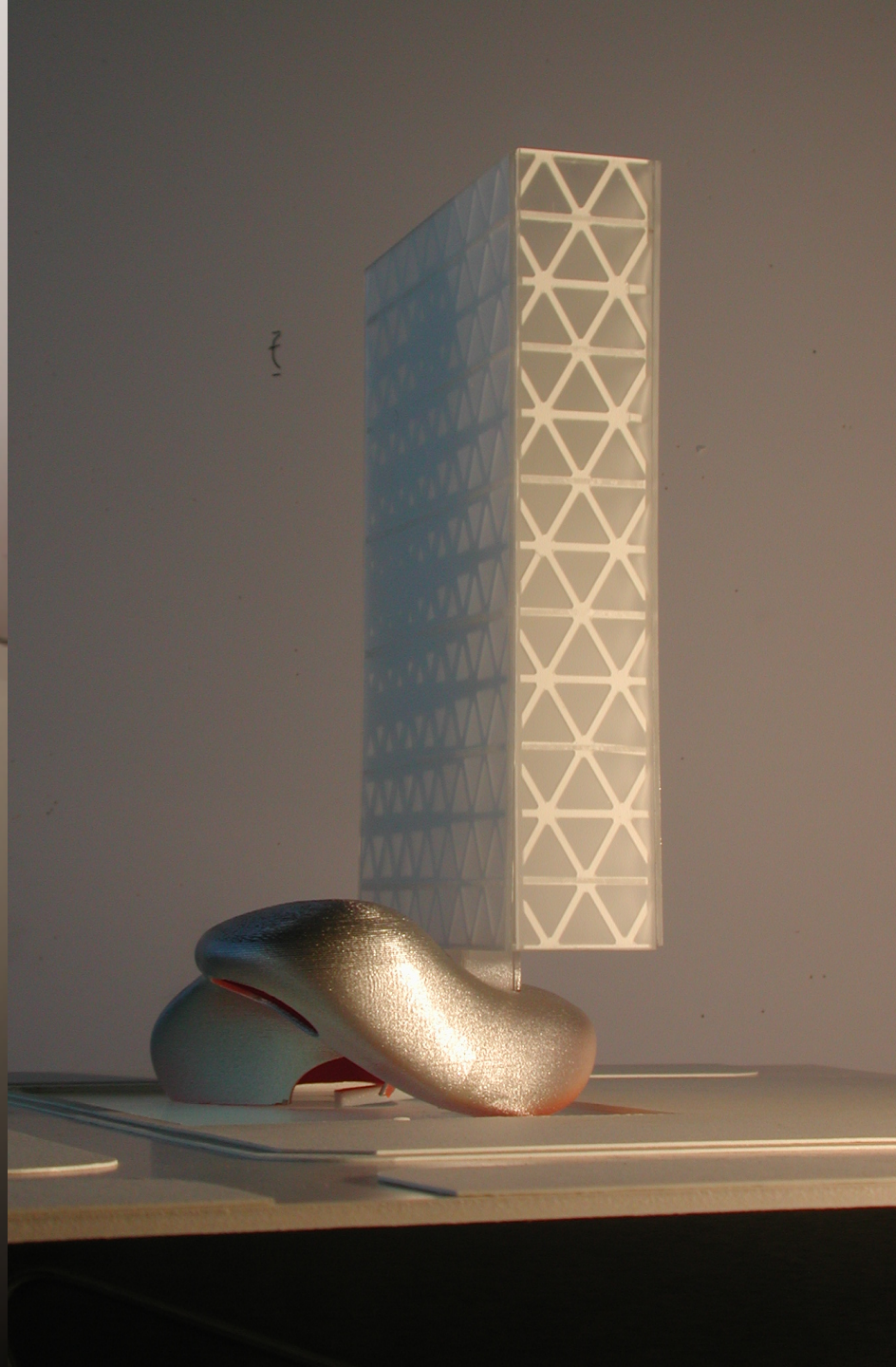
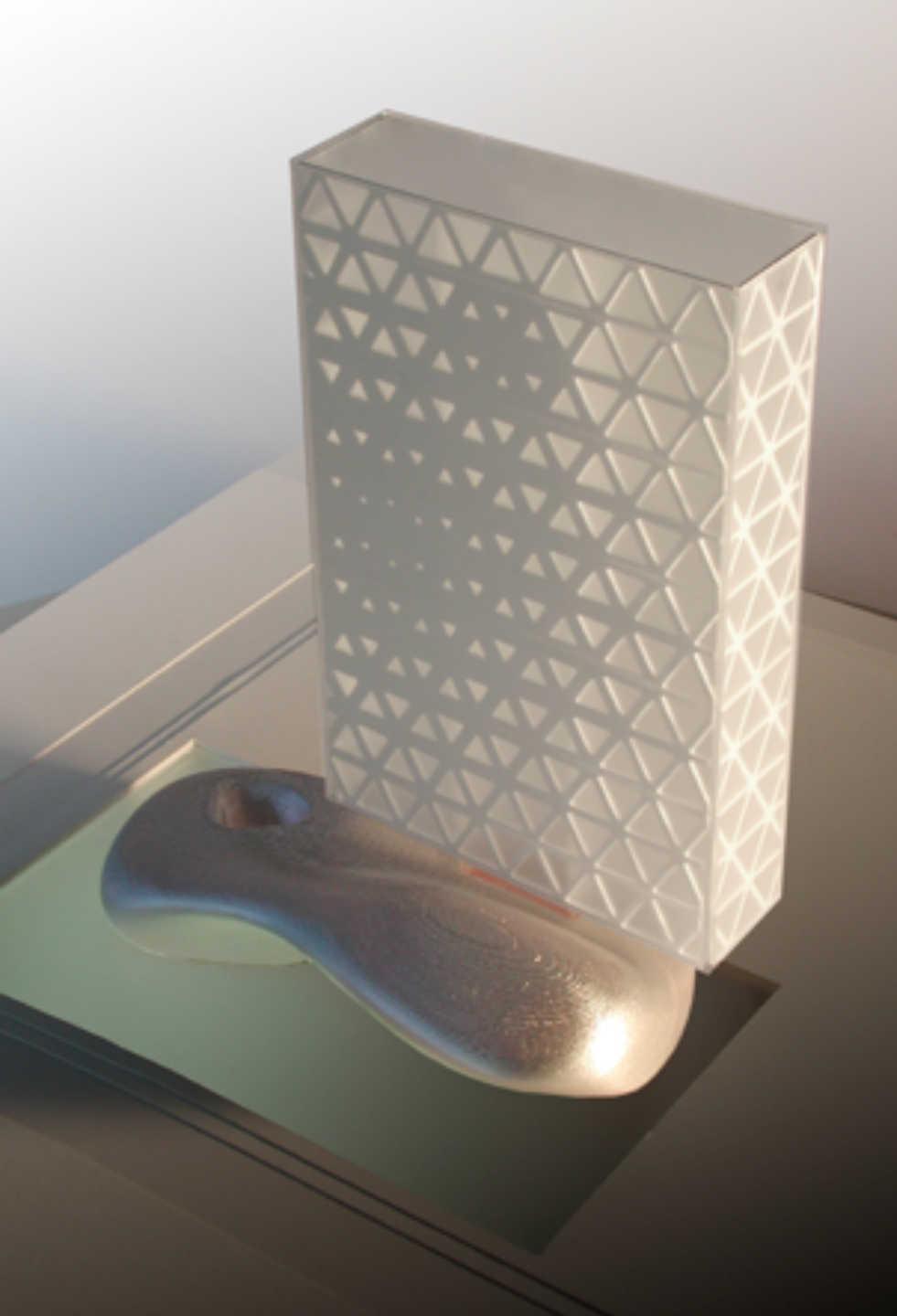
Transverse Section

d r d s

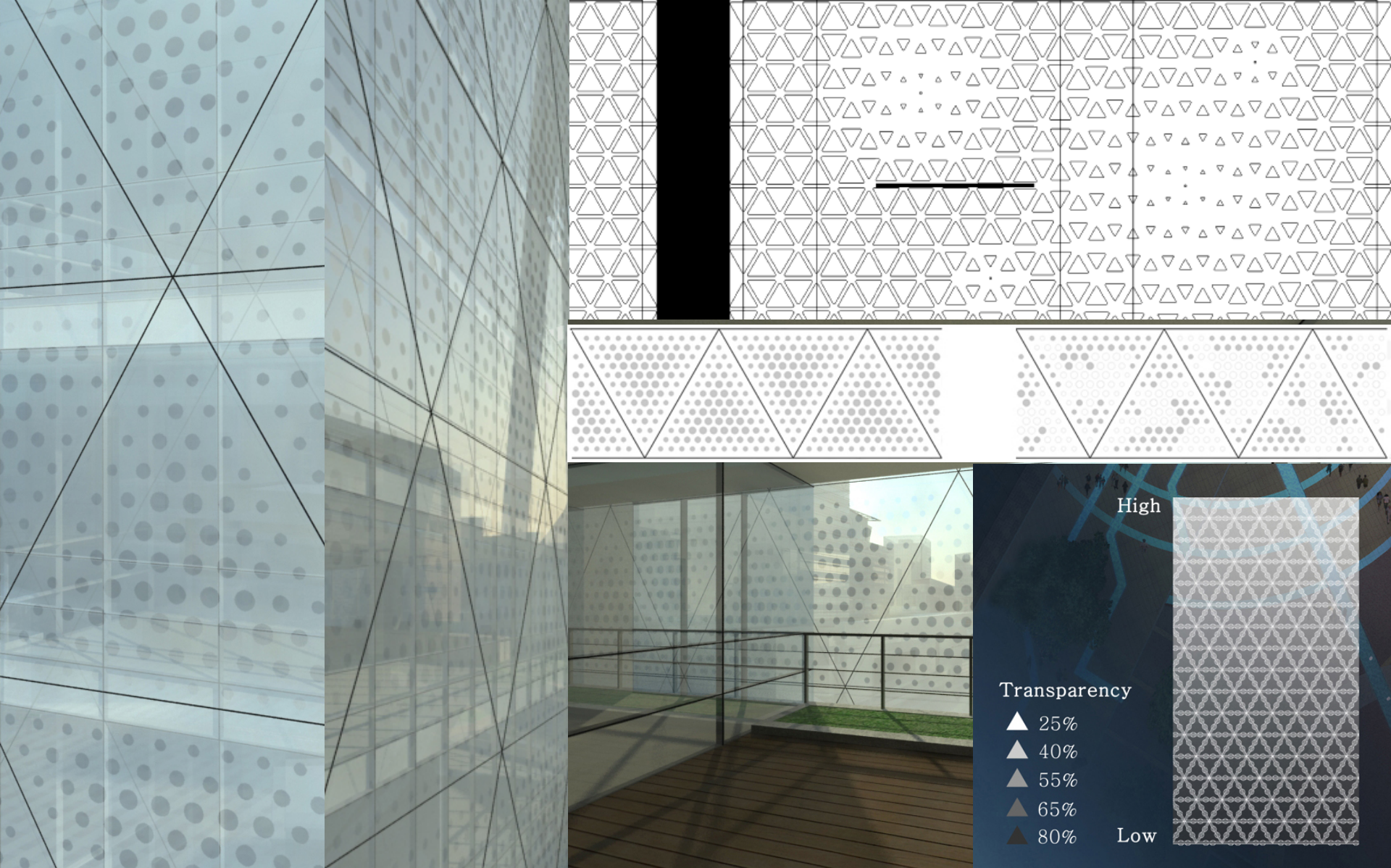












Transverse Section

d r d s

# 5 SquishBox

- **Approach**

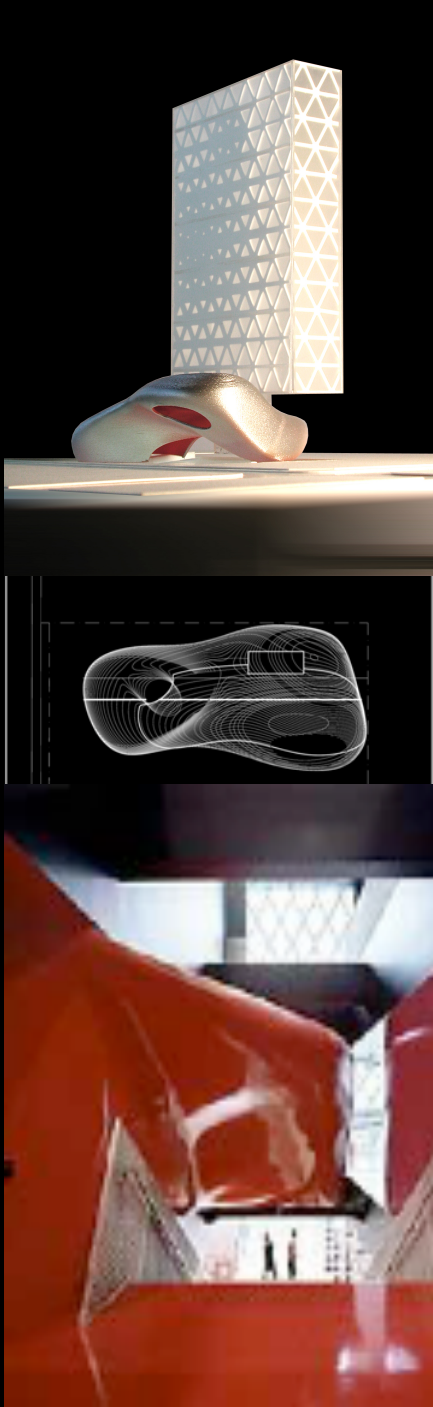
- Provide exciting ICON pedestrian destination for retail, entertainment, and museum
- Create tallest tower configuration within the zoning constraints and rational floor-plate configuration

- **Design Attributes**

- Elegant Simple Composition
- Dynamic Retail and Museum Space
- Rational Studios & Office Floor-plates

- **Comments**

- Question need for corporate image for KNN ?
- Efficient and Flexible Office Condo
- Studio Flexibility with thin tower configuration?





**Dialog**

d r d s

# KNN Client Goal Evaluation

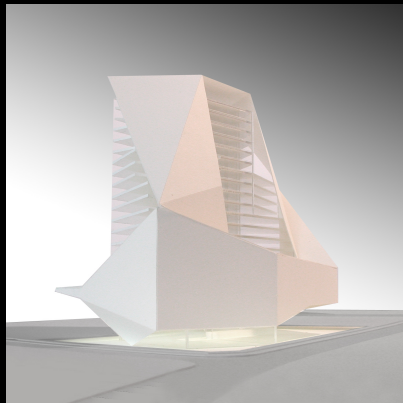
- ***Design Goals***

- Build a new landmark headquarters
- The most advanced image in Centum City
- Unique shape
- A tourist attraction or destination
- Create revenue through condo office type space as well as retail
- The retail and museum program located in the podium shall connect to outdoor open spaces and performance/ exhibition area in addition to Dureraum and KIT projects.

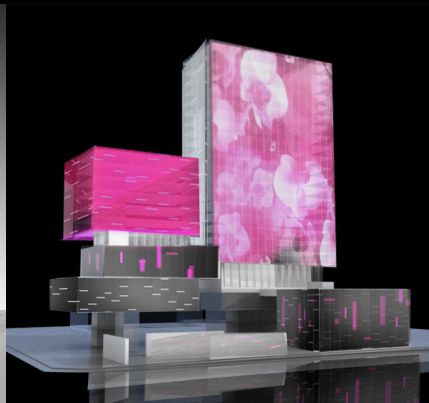
- ***Functional Facilities***

- Broadcast Facility
  - Studio 1, 2 & News, Security, Acoustics, Flexibility,
  - Outdoor Studio

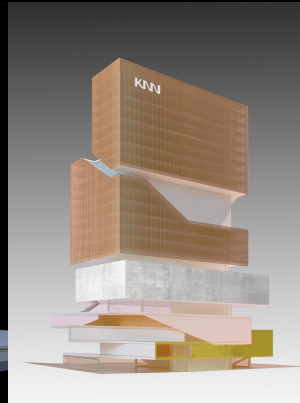
1 mCourt



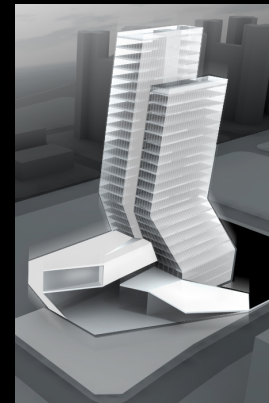
2 Stack



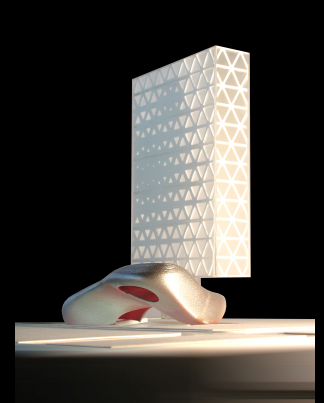
3 sTower



4 Fold



5 squishBox



# Lessoned Learned

d r d s



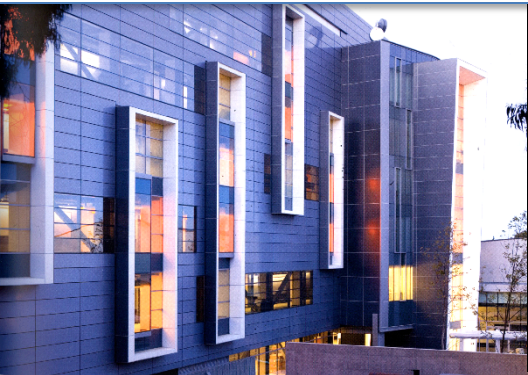
### **Lessons Learned: Nadya Park, Nagoya, Japan**

- 1 Efficient Stacking of Program while creating synergies between program elements with energetic soaring atrium
- 2 Elevator pedestrians to top with destination and descend via escalators to activate retail
- 3 Locating theater at the top provided cost savings on building systems



### **Lessons Learned: Asia World Expo**

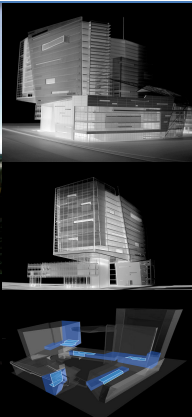
- 1 Long span structures to optimize venue flexibility
- 2 Building systems infrastructure to optimize venue flexibility
- 3 Clear pedestrian flow to optimize venue flexibility
- 4 Cost effective design to optimize construction cost



### **Lessons Learned: CIT 2, UCSD, California**

- 1 Bldg systems compatibility for ubiquitous environments
- 2 Creation of “Smart Barn” to maximize flexibility and future adaptations
- 3 Community of Discovery
- 4 High design with tight budget parameters





### **Lessons Learned: IT COMPLEX, DMC, Seoul**

- 1 DMC Zoning Impact to Building Massing
- 2 Net to Gross Challenge for Efficiency while Creating Connective Public Spaces
- 2 Turnkey Budget Quality Compromises
- 3 Importance of Project Icon Identity



### **Lessons Learned: CJ MEDIA & ENTERTAINMENT HQ**

- 1 Innovate design beyond normal program requirements.
- 2 Efficient Programming and Planning for Broadcast Needs
- 3 Innovation to create unique Identity
- 4 Design Public Plaza as Symbol of CJ Corporate Brand



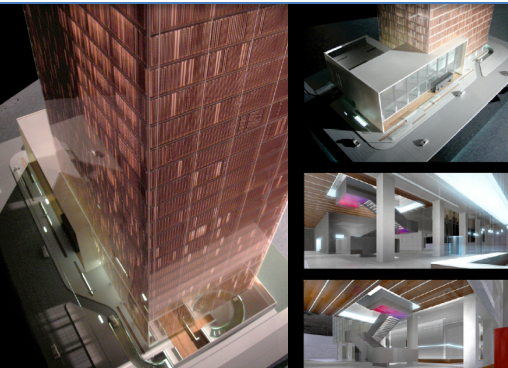
### **Lessons Learned: MBC Broadcast Studios + HQ**

- 1 DMC Zoning Requirement force Stacked Studios requiring special isolation req'mts for vibration/ acoustics
- 2 Headquarters, Studio, and Expo Center interconnectivity with secured design controls
- 3 Revenue Generation from Expo Center



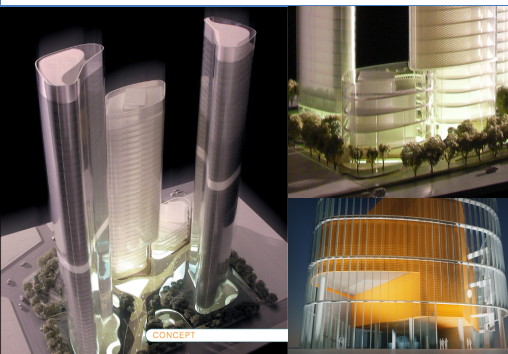
### Lessons Learned: Animation Museum

- 1 Exhibition Specialist Driven Planning assist Final Design configuration for Functional Needs
- 2 Exhibit Spaces Flexibility and Code Requirements
- 3 Construction Cost vs. Dynamics of Exhibition Spaces



### Lessons Learned: NHN Headquarters

- 1 Simplicity, Sophistication, and Cultural Identity
- 2 Importance of Vertical Circulation + Efficiency
- 3 Increased Floor-to-floors to create atypical environment
- 4 Unique Exhibit Hall Design with Unknown Uses



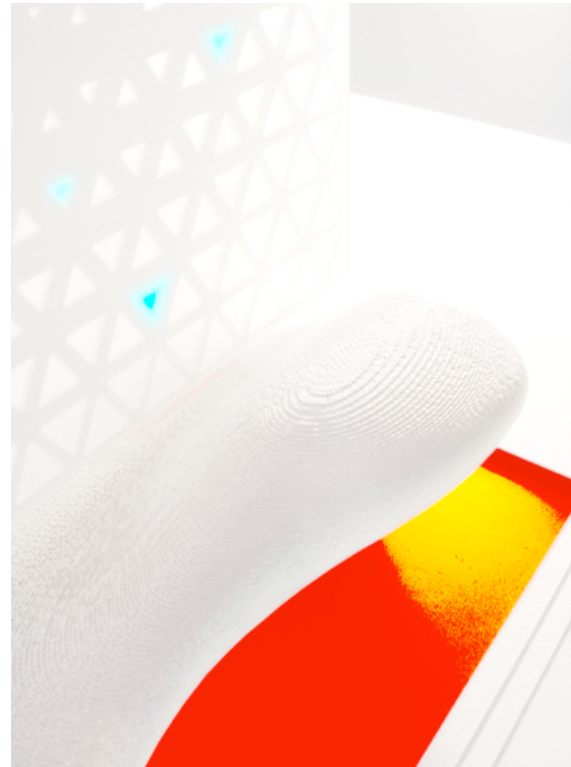
### Lessons Learned: TTUKSEOM PERFORMING ARTS

- 1 Performance Flexibility for Small Venue including retractable stadium seating
- 2 Pedestrian Flow for Venue Controls
- 3 Civic Venue as Signature to Leverage Brand
- 4 Innovate Architectural Materials

“DRDS’s vision is to create an international design studio with a focus on the commitment to quality, innovation, and effective delivery methods. The result is exceptional value and benefit to our clients with a positive impact on contemporary culture.”

*Steven Ryder, Principal*

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