



# DETAILS 32

MUSEO SOUMAYA ■ MODEL HOME GALLERY ■ LÉO LAGRANGE STADIUM TOULON ■ GRAZ MAIN STATION  
LOCAL TRANSPORT HUB ■ KENNER FURNITURE STORE WISMA ATRIA ■ THE THEATRE 95 DE GERGY-  
PONTOISE ■ NURSERY SCHOOL IN BERGICZAR ■ COMPLEX SCHOOL IN BOBIGNY ■ ALESIA MUSEUM VISITOR  
CENTER ■ MALOPOLSKA GARDEN OF ART ■ MUSEUM OF CONTEMPORARY ART CLEVELAND ■ WDLAI  
PARKING STRUCTURE

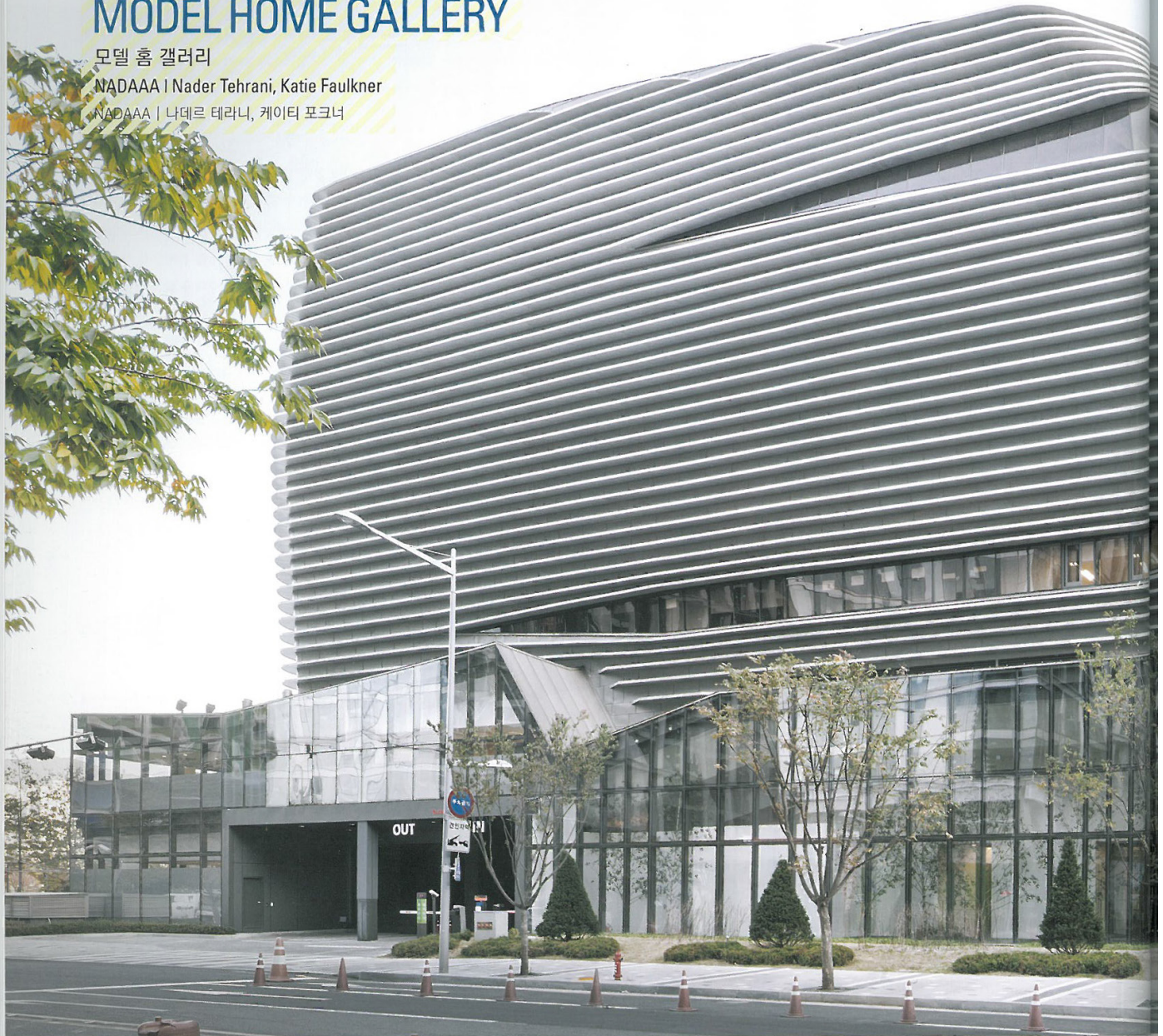


## MODEL HOME GALLERY

모델 홈 갤러리

NADAAA | Nader Tehrani, Katie Faulkner

NADAAA | 나데르 테라니, 케이티 포크너



In South Korea, the study, design, and sales of housing have developed into a discipline serving an ascendant middle class with amenities and technologies that are significantly sophisticated. An active housing market has produced a competitive frenzy resulting in architectural spectacles as the dominant approach to these initiatives: highly themed icons and surfaces that masquerade what are otherwise typologically simple diagrams. The 'model home gallery,' a nexus for consumerist desires and corporate strategy, not only contains sales offices with

model homes, but also a variety of public amenities for the adjacent community. Art galleries, restaurants, cafes, auditorium, and other publicly open spaces foster favorable relationships with area residents, thus expanding the customer base and fueling the housing economy. From a distance, the overall image evokes an echo of the unique skyline of Seoul, a syncopated composition of staggered buildings and mountains.



한국에서는 주거에 관한 연구와 디자인 및 판매가 상당히 복잡한 편의시설과 기술을 통해 대다수의 중산층을 위한 분야로 발전하였다. 활발한 주택시장은 매우 경쟁적인 광분의 결과를 양산해왔다. 이는 건축적인 관점에서 유형학적으로 단순한 구성을 갖는 반면, 매우 상징성이 강한 형태와 표피를 갖는 계획이 우세한 접근법의 결과물이다. 소비주의적 욕망과 기업전략을 잇는 가교인 이 갤러리는 모델하우스의 분양사무소 뿐만 아니라, 인근 지역사회를 위한 다양한 공공 편의시설들을 갖추고 있다. 멀리서 봤을 때의 전반적인 이미지는 마치 엇갈리는 건물들과 산들이 중략된 구성을 보여주는 듯한 서울의 독특한 스카이라인을 반향하고 있다.

**Location** Seoul, Korea **Use** Commerce **Area** 9,754.82㎡ **Completion** 2012 **Local architect** aandd **Landscape** Dongshimwon **Civil** Daegyo **Structure** Yunwoo structural **Cost estimator** Shinhwa Interior **MEP** Chungwoo Eng. **Lighting** Taewon Electrical **Exterior** Woojung **Curtainwall** Daemyoung Gunyoung **Energy Consultant** Gunhwan **Traffic Consultant** KTS **Exhibition A Works** **Design team** Kevin Lee, Dan Gallagher, Ellee Lee, Richard Lee, John Houser, Ryan Murphy, Samuel Jacobson, Tom Beresford, Tim Wong **Photographer** John Horner

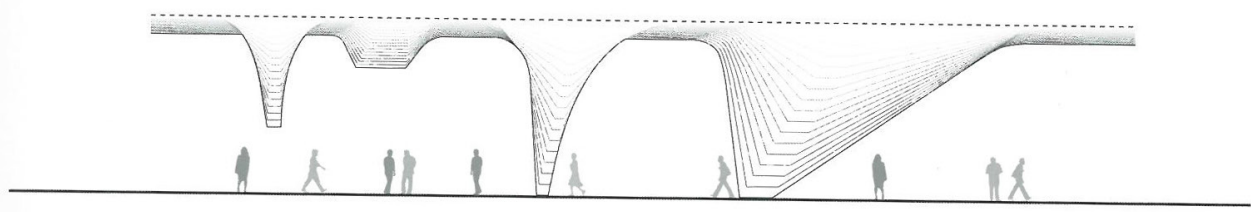
위치 대한민국 서울 용도 상업 면적 9,754.82㎡ 완공 2012 지역 건축가 aandd 사진 존 호너

FLOOR PLAN / SECTION 평면 / 단면

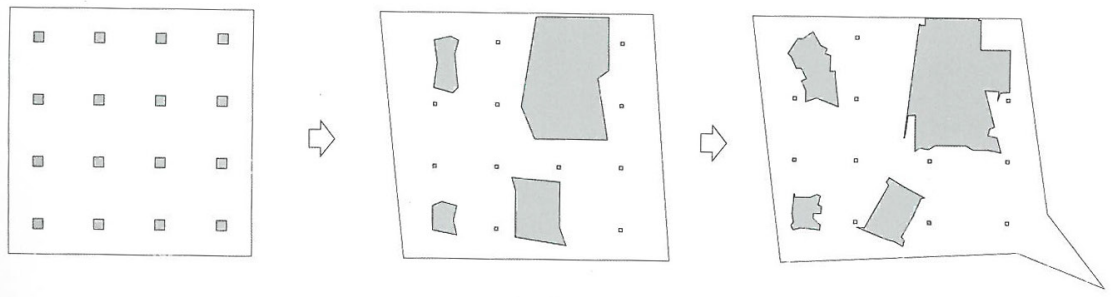


- 1 ENTRANCE
- 2 VESTIBULE
- 3 LOBBY
- 4 WAITING AREA
- 5 LIGHTWELL
- 6 REGISTRATION SCANNERS
- 7 MULTIPURPOSE ROOM
- 8 BRAND SHOWROOM
- 9 CAFE
- 10 AUDITORIUM
- 11 PREPARE ROOM
- 12 DECK, OUTDOOR CAFE
- 13 GARAGE ENTRY
- 14 LOADING DOCK
- 15 OFFICE
- 16 SECURITY ROOM
- 17 VIP ROOM
- 18 RESTROOM
- 19 CORRIDOR
- 20 PUBLIC OPEN SPACE
- 21 PROMOTION HALL
- 22 UNIT SHOWROOM
- 23 DESIGN FACTORY
- 24 CONTRACT & CONSULTING ROOM

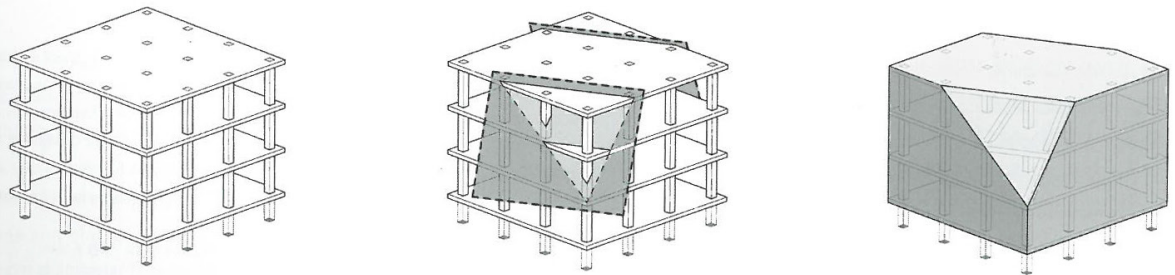
- |          |             |          |            |
|----------|-------------|----------|------------|
| 1 입구     | 8 브랜드 쇼룸    | 15 사무실   | 22 단위세대 쇼룸 |
| 2 현관     | 9 카페        | 16 경비실   | 23 디자인 팩토리 |
| 3 로비     | 10 강당       | 17 VIP실  | 24 계약/상담실  |
| 4 대기공간   | 11 준비실      | 18 화장실   |            |
| 5 채광통    | 12 데크, 야외카페 | 19 복도    |            |
| 6 등록 스캐너 | 13 주차장 입구   | 20 공공 공지 |            |
| 7 다목적실   | 14 하역장      | 21 프로모션홀 |            |



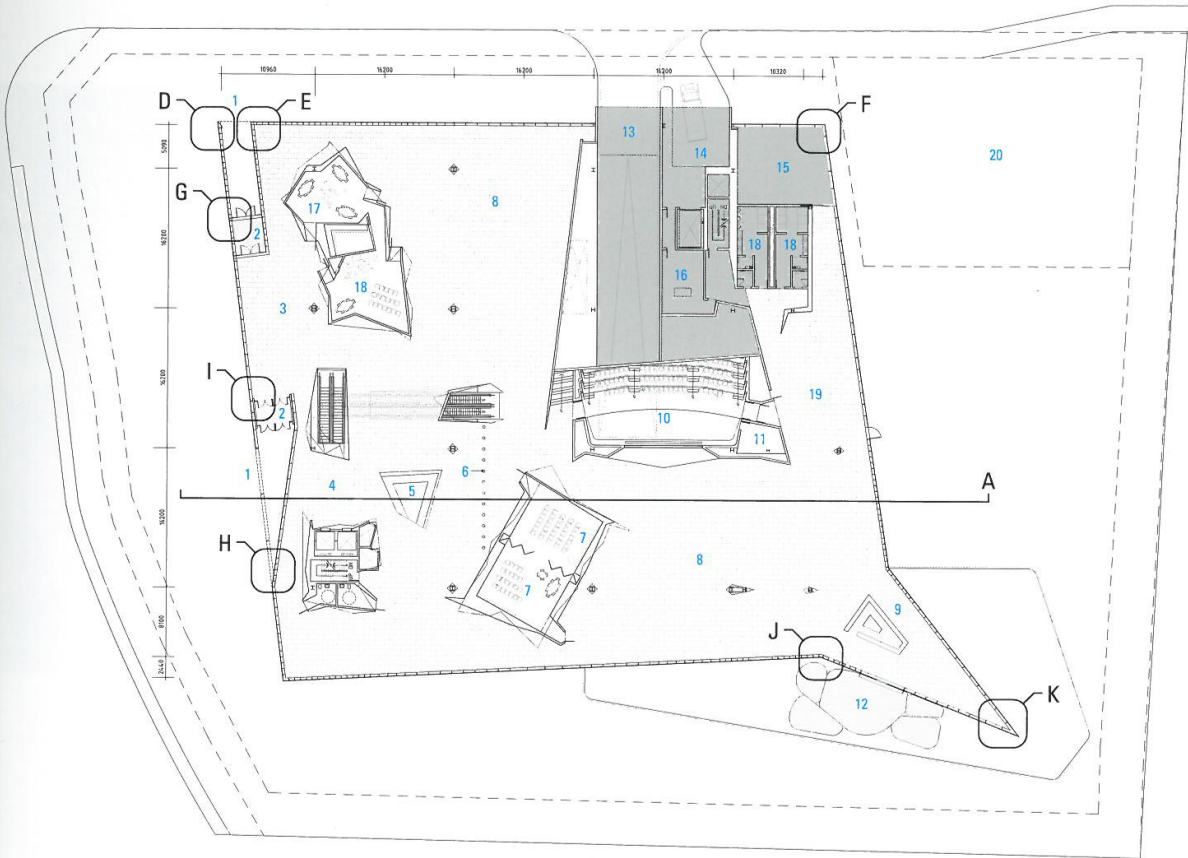
ceiling diagram



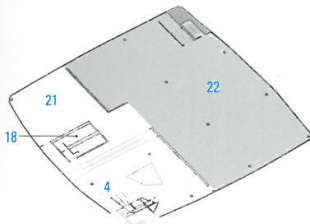
plan diagram



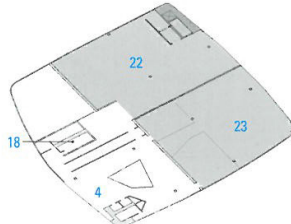
mass diagram



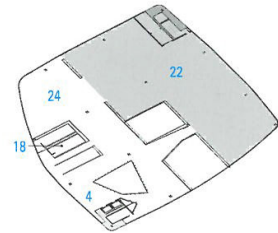
ground floor plan



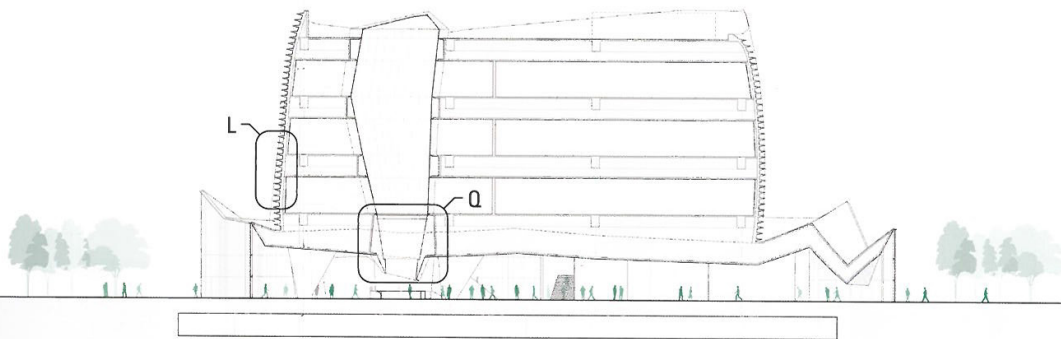
2nd floor plan



3rd floor plan

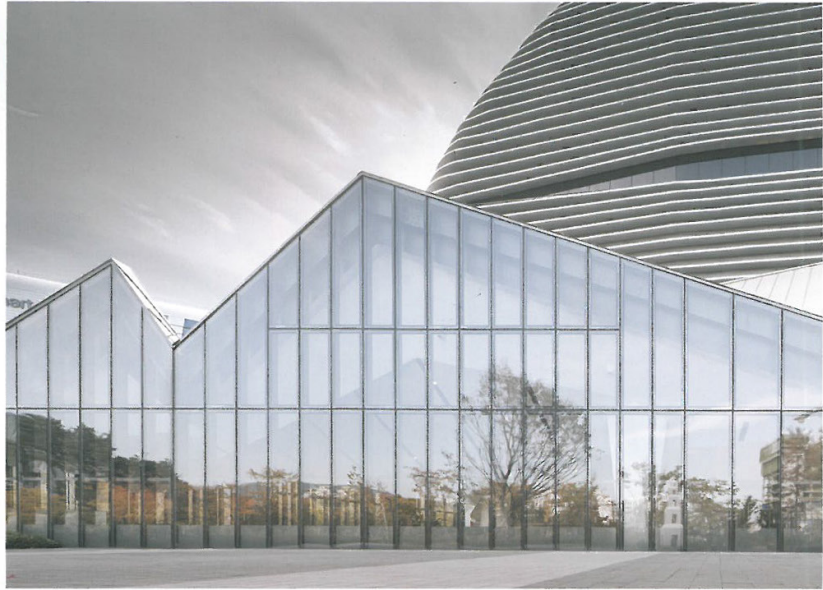


4th floor plan



cross section A

CURTAIN WALL 커튼월

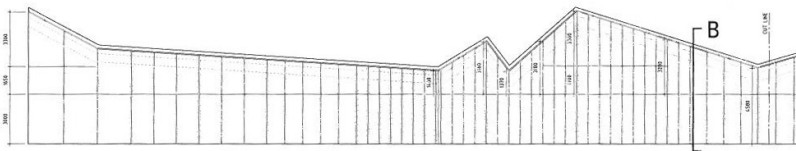


- 1 METAL FLASHING
- 2 ROOFING MEMBRANE
- 3 STEEL ANGLE
- 4 250X500 STEEL I-BEAM
- 5 WEATHER SEALANT, BACK-UP ROD
- 6 175X175 WELDED T-STEEL
- 7 300X150 T-STEEL COLUMN
- 8 CURTAIN WALL BASE PLATE
- 9 600X1200 INTERIOR STONE TILE
- 10 CONCRETE SLAB
- 11 STEEL GRILLE

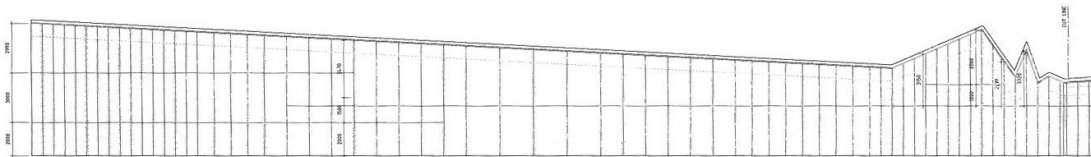
- 12 600X1200 EXTERIOR STONE TILE
- 13 PLASTIC THERMAL BREAK
- 14 ALUMINUM PRESSURE PLATE
- 15 STRUCTURAL SEALANT
- 16 GLASS
- 17 METAL CORNER PANEL
- 18 METAL FRAME
- 19 MULLIONS STEP BACK TO FOLLOW ANGLE OF GLASS
- 20 EXPOSED SIDE OF MULLION(UP TO 3M)

- 1 금속 비락이
- 2 자봉막
- 3 철제 앵글
- 4 250X500 철제 I-빔
- 5 웨더 실란트, 백업재
- 6 175X175 T-강재 용접
- 7 300X150 T-강재 기둥
- 8 커튼월 베이스 플레이트
- 9 600X1200 내부 석재 타일
- 10 콘크리트 슬래브
- 11 철제 격자

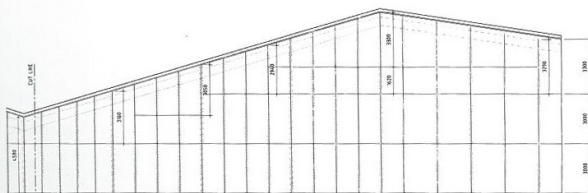
- 12 600X1200 외부 석재 타일
- 13 열교 차단 플라스틱
- 14 알루미늄 압축판
- 15 구조용 실란트
- 16 유리
- 17 금속 코너패널
- 18 철제 프레임
- 19 유리 각도에 따른 알리온
- 20 알리온 측면 노출(3M 높이)



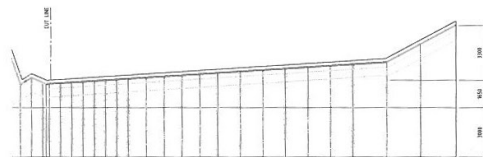
east elevation



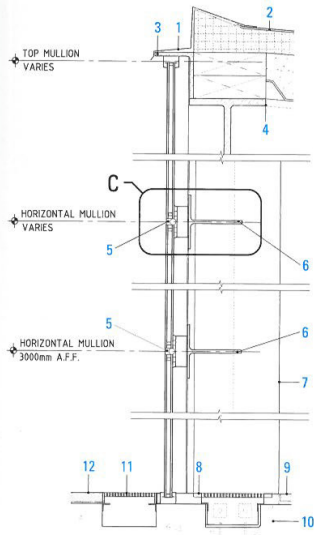
south elevation



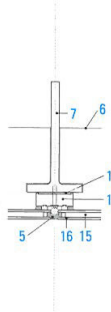
east elevation



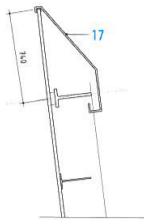
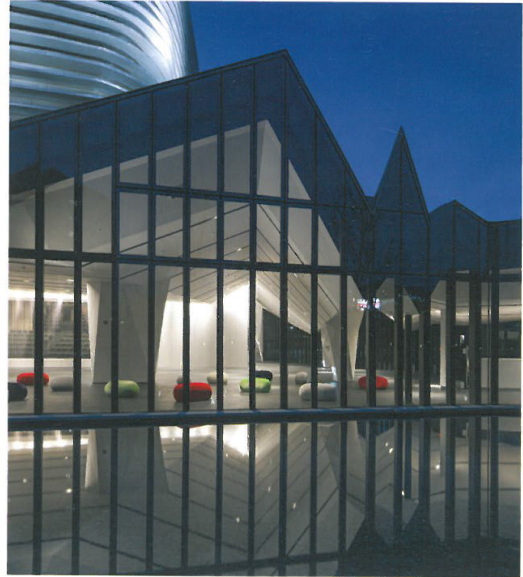
south elevation



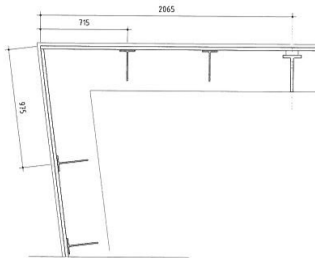
curtain wall section B



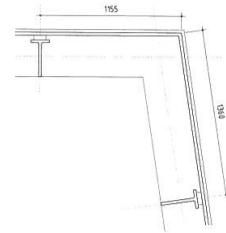
section detail C



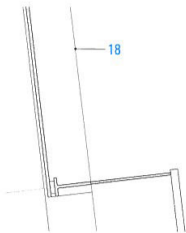
detail D



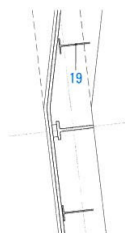
detail E



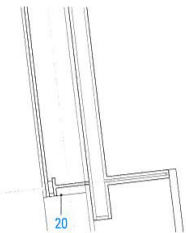
detail F



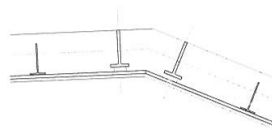
detail G



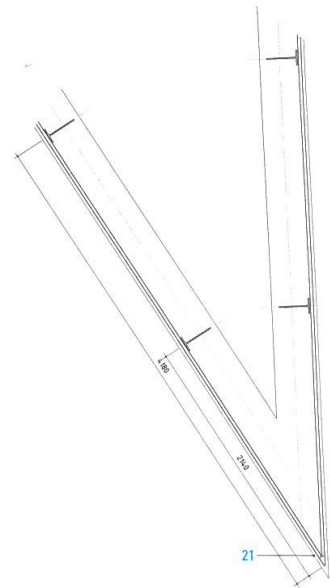
detail H



detail I

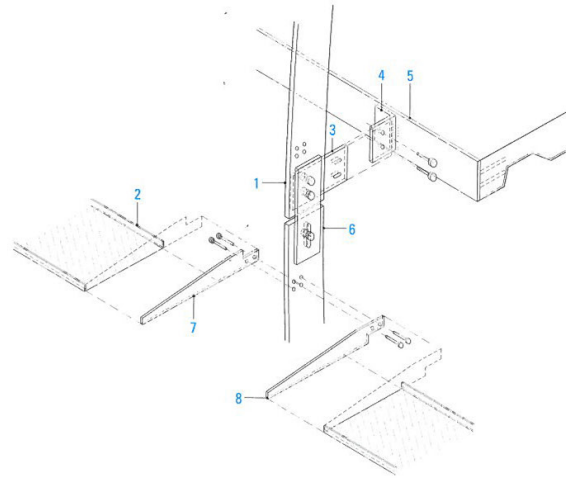
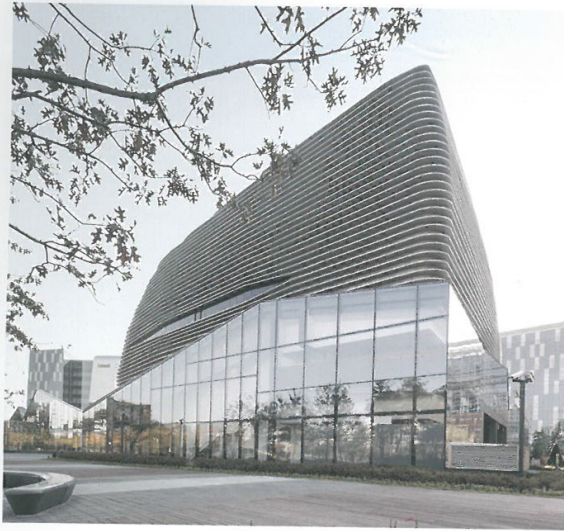


detail J

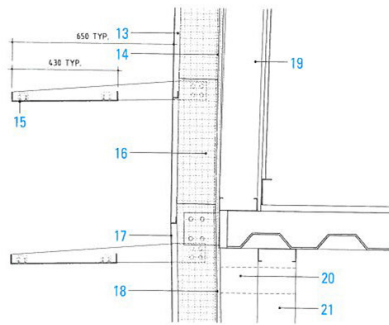


detail K

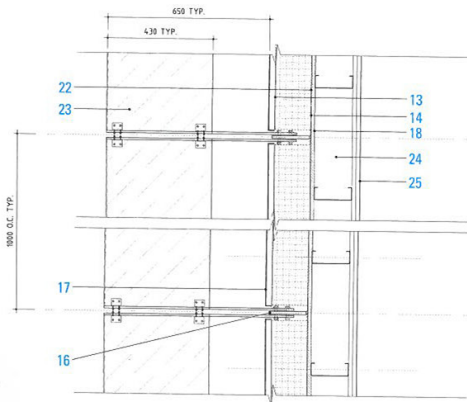
# LOUVER / INNER WALL 루버 / 내벽



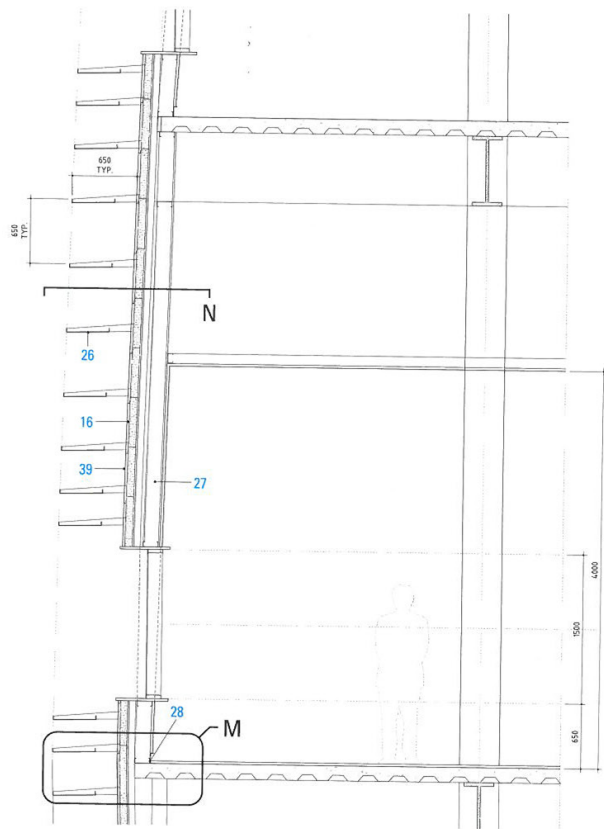
louver assembly



louver section M



louver section N

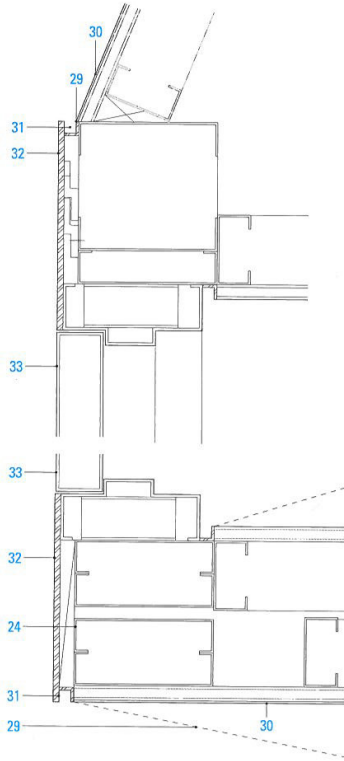


wall section L

- |   |  |  |   |
|---|--|--|---|
| 1 MAIN VERTICAL STEEL PLATE   | 6 STEEL CONNECTING PLATE                 | 12 SPRINKLER HEAD UDS, 2 LAYER GYPSUM WA -LL BOARD   | 17 ALUMINUM PANELS OR SHINGLES PAINTED DARK |
| 2 PERFORATED ALUMINUM LOUVER FOLDED PANEL                             | 7 SUPPORT RIB TYPE A                     | 13 WATERPROOFING LAYER                               | 18 PLYWOOD                                  |
| 3 STEEL BRACKET WELDED TO VERTICAL FINISH-CONNECTS TO BRACKET AT SLAB | 8 SUPPORT RIB TYPE B                     | 14 VAPOR BARRIER                                     | 19 INTERIOR WALL                            |
| 4 STEEL BRACKET WELDED TO EDGE PLATE                                  | 9 LIGHT FIXTURE AND HVAC DIFFUSER        | 15 PERFORATED ALUMINUM LOUVER SLOPED 2%              | 20 INTERNAL BRACING                         |
| 5 STEEL EDGE PLATE ANCHORED TO SLAB                                   | 10 SUSPENDED GYPSUM BOARD CEILING SYSTEM | 16 VERTICAL FIN'S BEYOND-CUSTOM LASERCUT STEEL PLATE | 21 WALL STUD                                |
|   | 11 CORNER BEAD                           |  | 22 EDGE OF SLAB                             |

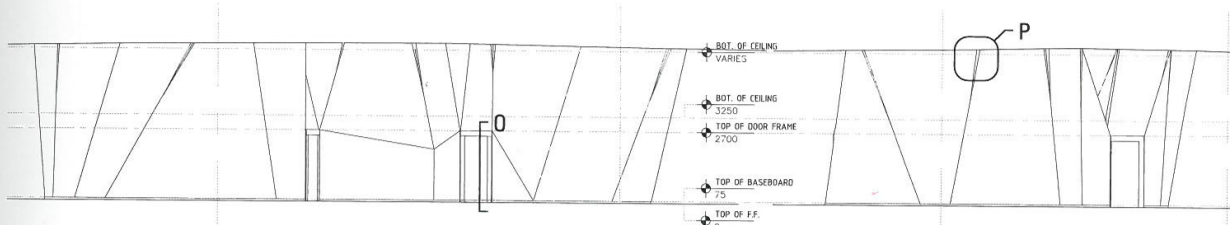


- 1 수직 철판
- 2 타공 알루미늄 루버 폴딩 패널
- 3 슬래브 브래킷과 연결된 수직 마감재와 철재 브래킷 용접
- 4 모서리판에 철재 브래킷 용접
- 5 모서리판과 슬래브 고정
- 6 철재 연결판
- 7 지지 녹재 유형A
- 8 지지 녹재 유형B
- 9 조명 고정, 공기조화 취출구
- 10 석고보드 천장 시스템
- 11 코너비드
- 12 스프링클러
- 13 방수층
- 14 방수층
- 15 2% 경사 타공 알루미늄 루버
- 16 레이저컷 철판 뒤 수직판
- 17 알루미늄 패널 또는 어두운 계열의 페인팅 너와판
- 18 합판
- 19 내벽
- 20 내부 농구
- 21 벽기둥
- 22 슬래브 모서리
- 23 수직 지지대, 철재 브래킷에 부착된 알루미늄 루버 녹재
- 24 금속 스타드
- 25 2겹 석고보드, 무광 흰색 페인팅
- 26 루버 표면 W, 지지 녹재
- 27 곡선 바닥면을 따르는 벽
- 28 금속 베이스 매입
- 29 벽 프로파일
- 30 석고 보드 위 광택 석고
- 31 금속 앵글 문실주
- 32 스테인리스 스틸 플레이트 벽에 고정
- 33 중공 금속 도어 프레임
- 34 모든 매입표면에 차를 불려 도장
- 35 광택 석고
- 36 철재 도어 프레임
- 37 T75 목재 베이스 보드
- 38 300X600 내부 석재 타일
- 39 외벽 : Z-이중벽에 T75 단열, 폴라스틱 끼움쇠, 방수막, 철재 스타드, 2겹 석고보드



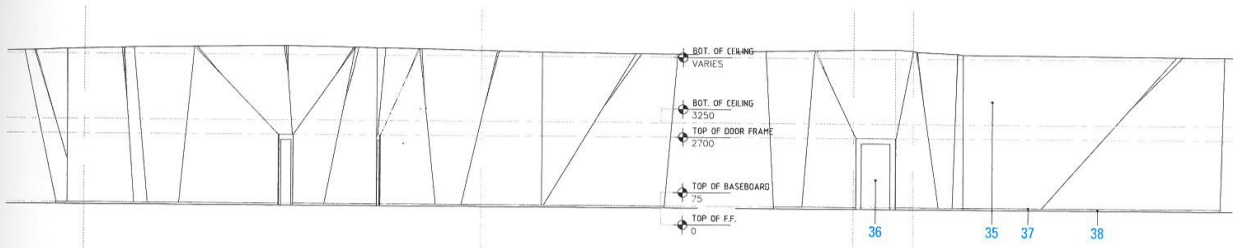
door section 0

ceiling detail P



VIP room east elevation

VIP room north elevation



VIP room west elevation

VIP room south elevation

- 23 ALUMINUM LOUVER RIB AT EACH SIDE ATTACHED TO VERTICAL SUPPORT W, STEEL BRACKETS
- 24 METAL STUDS
- 25 2 LAYER OF GYPSUM WALL BOARD PAINTED OFF-WHITE
- 26 LOUVER SURFACE W, SUPPORT RIBS

- 27 WALL TO FOLLOW CURVE OF FLOOR PLATE EDGE TYPE
- 28 RECESSED METAL BASE
- 29 ALTERNATIVE PROFILE OF WALL
- 30 VENETIAN PLASTER ON GYPSUM WALL BOARD
- 31 CONTINUOUS METAL ANGLE REVEAL

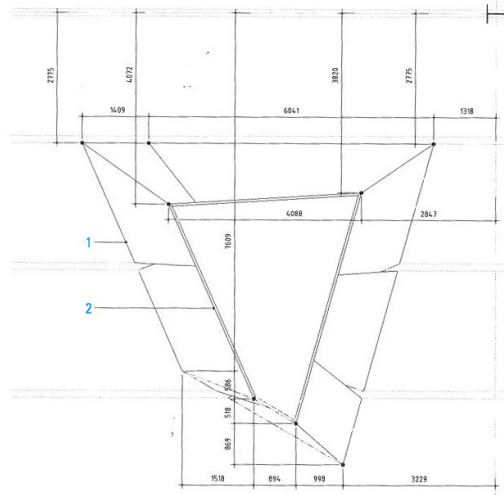
- 32 STAINLESS STEEL PLATE ANCHORED TO WALL
- 33 HOLLOW METAL DOOR AND FRAME
- 34 PAINT ALL RECESSED SURFACE CHARCOAL BLACK
- 35 VENETIAN PLASTER
- 36 STEEL DOOR FRAME
- 37 T75 WOOD BASE BOARD

- 38 300X600 INTERIOR STONE TILE
- 39 EXTERIOR WALL : T75 INSULATION ON Z-FURRING, PLASTIC SHIM, WATERPROOFING MEMBRANE, STEEL STUDS, 2 LAYER GYPSUM WALL BOARD

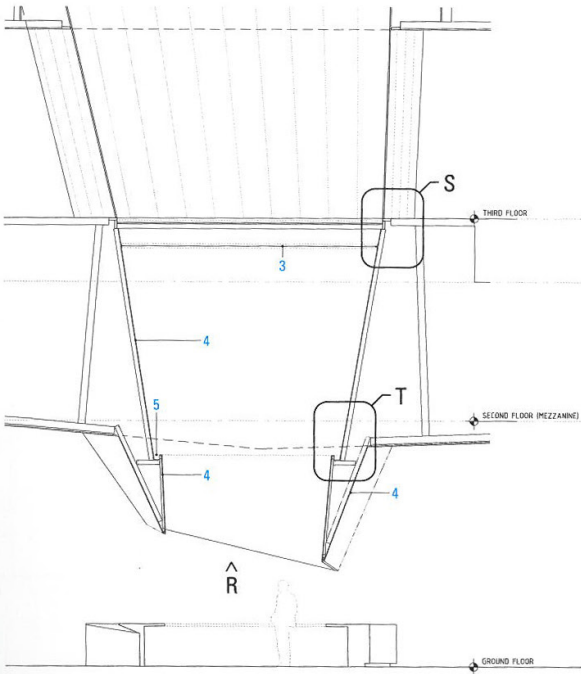
# LIGHTWELL 채광통



- 1 PROFILE AT CEILING
- 2 PROFILE AT BOTTOM OF SUSPENDED SKY-LIGHT
- 3 FABRIC LIGHT DIFFUSING SCRIM
- 4 PAINTED PLASTER SURFACE
- 5 RECESSED COVE FOR UPLIGHTING
- 6 GYPSUM BOARD, VENETIAN PLASTER
- 7 ALUMINUM CURTAIN WALL GLAZING SYSTEM
- 8 CONCRETE FLOOR SLAB
- 9 STEEL OUTRIGGER TO SUPPORT HORIZONTAL GLAZING
- 10 LIGHT DIFFUSING FABRIC SCRIM IN STEEL FRAME
- 11 STEEL OUTRIGGER TO SUPPORT STEEL FRAME
- 12 RECESSED UP-LIGHT FIXTURE
- 13 CEILING WITH VENETIAN PLASTER FINISH
- 14 RECESSED ALUMINUM CHANNEL
- 15 WALL WITH VENETIAN PLASTER FINISH

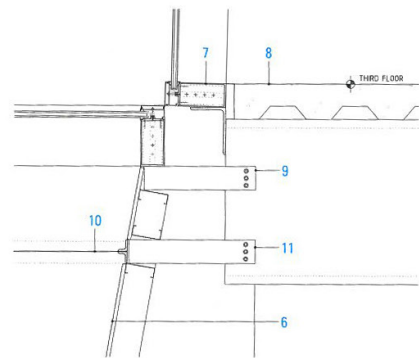


partial ceiling plan R

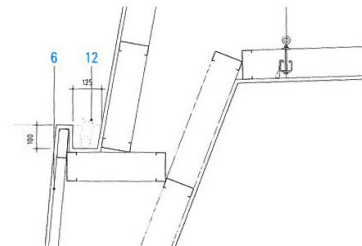


lightwell section Q

- 1 천장 프로파일
- 5 조명 설치용 코브
- 2 천장 바닥 프로파일
- 6 석고보드, 광택 석고
- 3 빛 확산막
- 7 알루미늄 유리 커튼월 시스템
- 4 석고 페인팅
- 8 콘크리트 바닥 슬래브

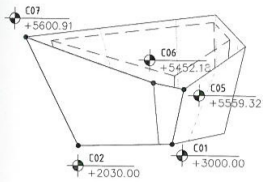


lightwell detail S

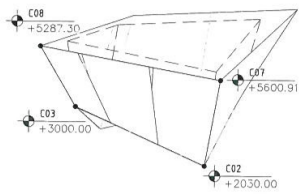


lightwell detail T

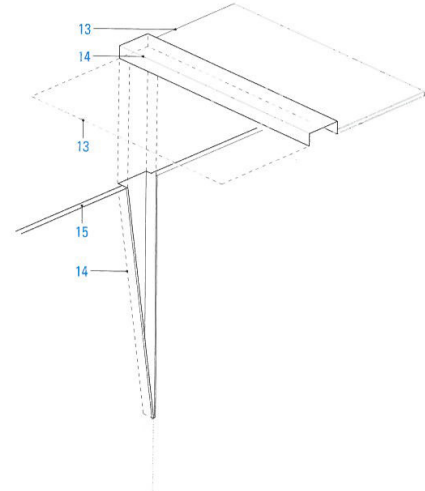
- 9 수평 유리 지지용 철재 아웃리거
- 13 광택 석고 천장
- 10 철재 프레임 안 빛 확산막
- 14 알루미늄 찬널 설치
- 11 철재 프레임 지지용 철재 아웃리거
- 15 광택 석고벽
- 12 업라이트 고정 설치



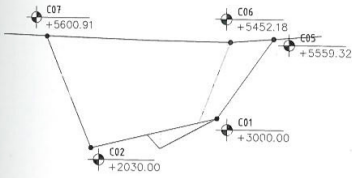
north axonometric



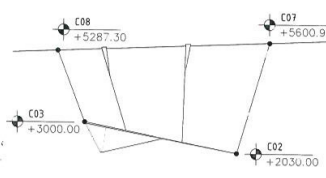
east axonometric



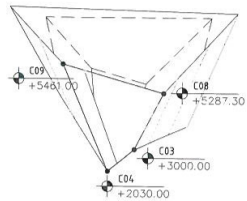
column axonometric



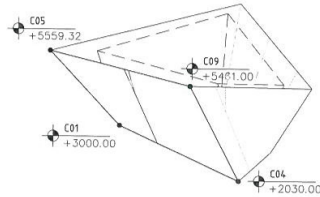
north elevation



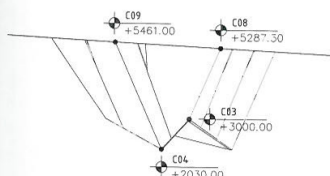
east elevation



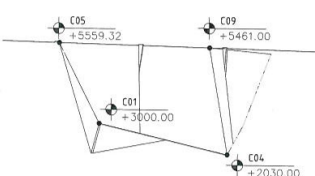
south axonometric



west axonometric



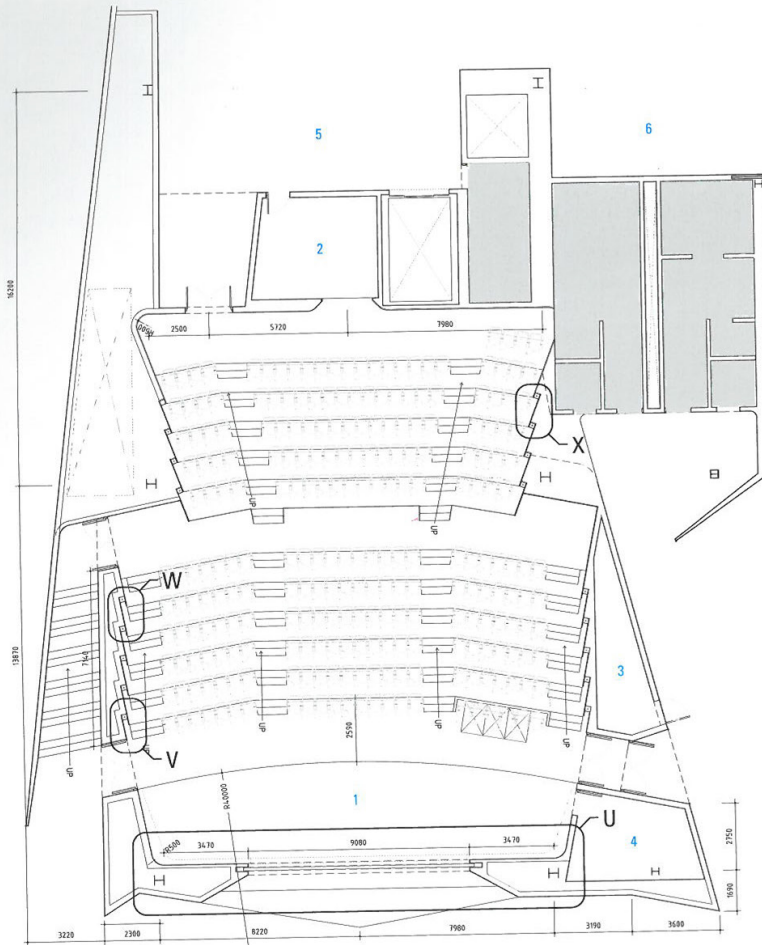
south elevation



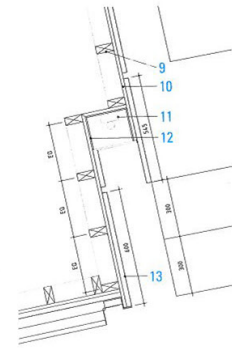
west elevation



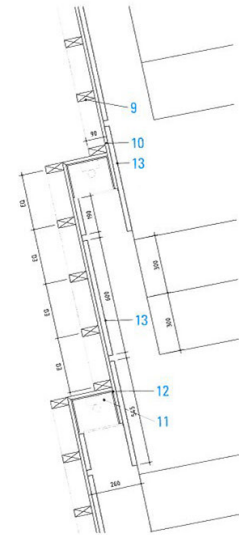
# AUDITORIUM 강당



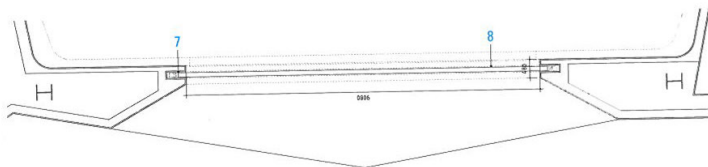
auditorium partial plan



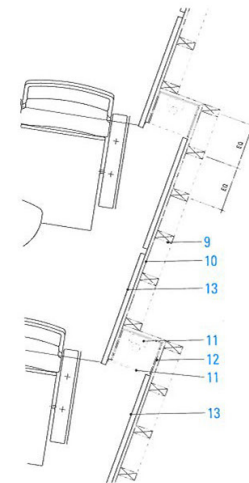
wall panel detail V



wall panel detail W



wall panel detail U



wall panel detail X

- 1 AUDITORIUM
- 2 PROJECTION ROOM
- 3 LACTATION ROOM
- 4 PREPARATION ROOM
- 5 MEZZANINE
- 6 OFFICE
- 7 RECESSED PANEL RAIL

- 1 강당
- 2 영상실
- 3 수유실
- 4 준비실
- 5 중이층
- 6 사무실
- 7 패널 레일 부착

- 8 OPERATIVE WALL PANEL
- 9 STUD FRAME
- 10 PLYWOOD BACKING
- 11 WALL MOUNTED FLUORESCENT LIGHT
- 12 REFLECTIVE METAL BACKING
- 13 ACOUSTIC WOOD PANEL

- 8 투명 벽 패널
- 9 스티드 프레임
- 10 합판 뒤판
- 11 형광등 설치벽
- 12 반사성 금속 뒤판
- 13 흡음 목재 패널

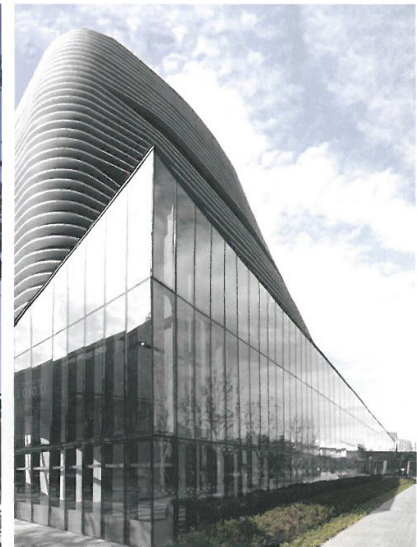
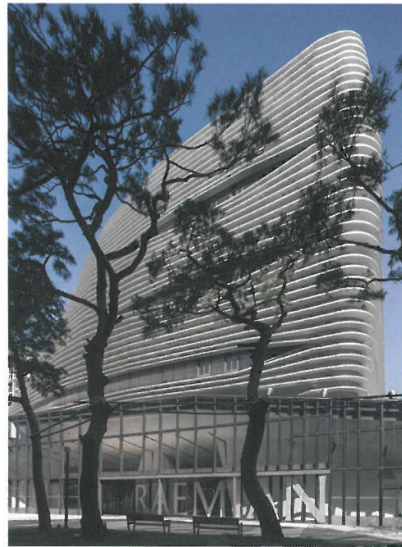
PROCESS 프로세스

The organizations of these buildings normatively require a public base, supporting a black box of exhibition space for full-scale models above. The design of this model home gallery is an evocatively rendered black box perched atop of a dynamic glass plinth. The transparent plinth displays the spectacle of the activities within, while creating an enclosed public space with views into the park. Continuity of the ground plane is established through the extension of granite sidewalk into the building. The voluminous and elusive black box atop is established as an iconic landmark in a developing part of the city; its interior in dialogue with the exterior world only through the 'slit-windows' encrypted within the horizontal louvers, further softening the figure of the volume.

Text / NADAAA

통상적으로 이러한 모델하우스 건물들의 구성은 실물 모형을 전시하는 블랙박스 공간 밑에 그것을 떠받치는 공적인 기반을 필요로 한다. 이 모델하우스 갤러리의 디자인은 역동적인 형태의 유리 기반 위에 놓인 눈에 띄는 블랙박스의 형상을 하고 있다. 투명한 유리 기반 구조는 내부에서 일어나는 활동을 보여주면서도, 공원이 내다보이는 닫혀있는 공공 공간을 만들어낸다. 화강석 보도가 건물로 확장해 들어감으로써 지반의 연속성이 확립된다. 상단의 교묘 하고 입체적인 블랙박스는 이 도시의 개발지역에서 하나의 상징적인 랜드마크가 되고, 그 내부공간은 입체의 형상을 부드럽게 해주는 수평 루버 속의 좁고 기다란 창들을 통해서 외부공간과 대화한다.

글 / NADAAA



**NADER TEHRANI / NADAAA :** NADAAA is a Boston-based architecture and urban design firm led by principal designer Nader Tehrani, in collaboration with partners Katherine Faulkner and Daniel Gallagher. NADAAA's projects range in scale from furniture to architecture to urban design, with a focus on architectural craft, construction, and fabrication. NADAAA progresses professionally on two specific fronts: the dedication to advancing construction and green development. The integration of landscape and building is part of NADAAA's foundational standards, binding it to our design process, and finding innovative ways in which to intertwine it into systems and plans.

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