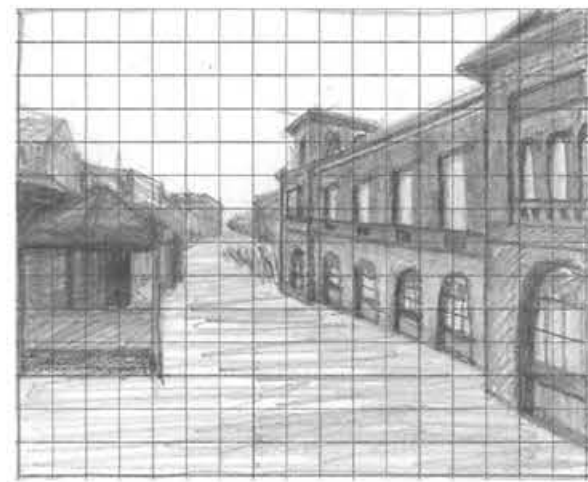


Site Study.

01



Food + Beverage Pub

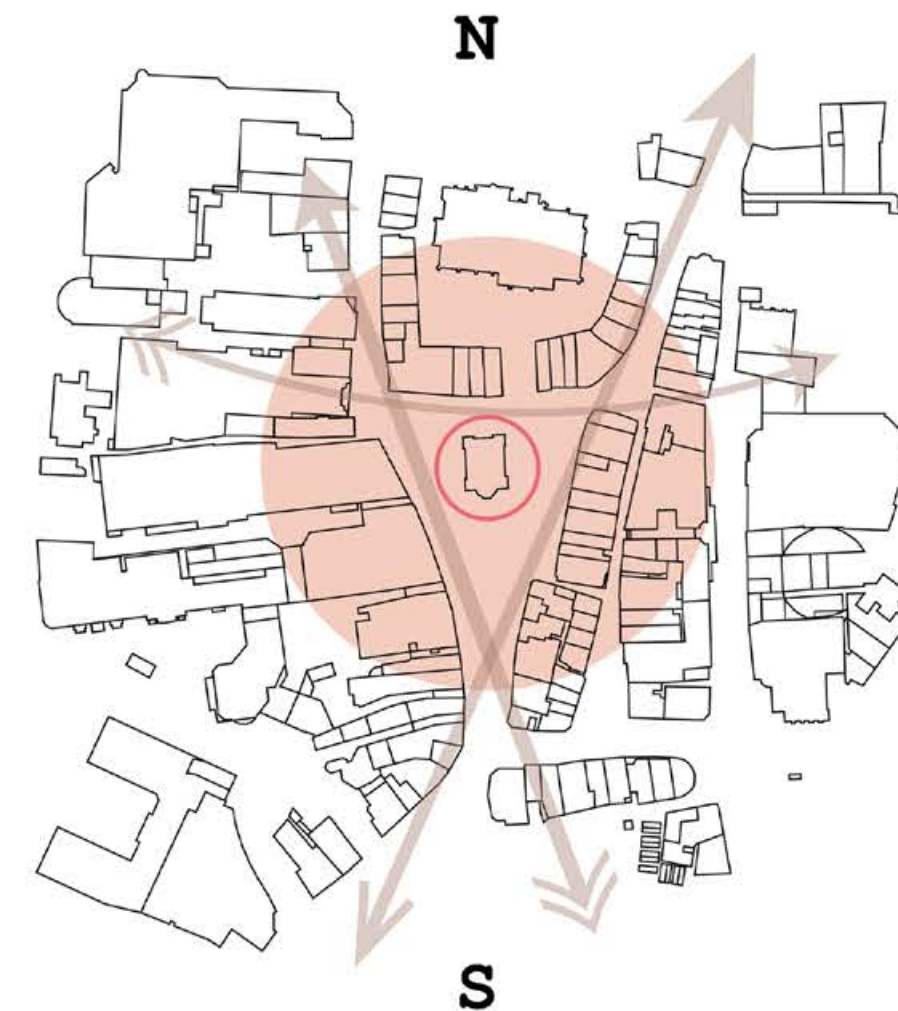
Noticing the absence of a Korean theme within the diverse food markets surrounding the site, I was inspired by the iconic British culture of pubbing to create a concept that combines a Korean-style market with a pub experience.



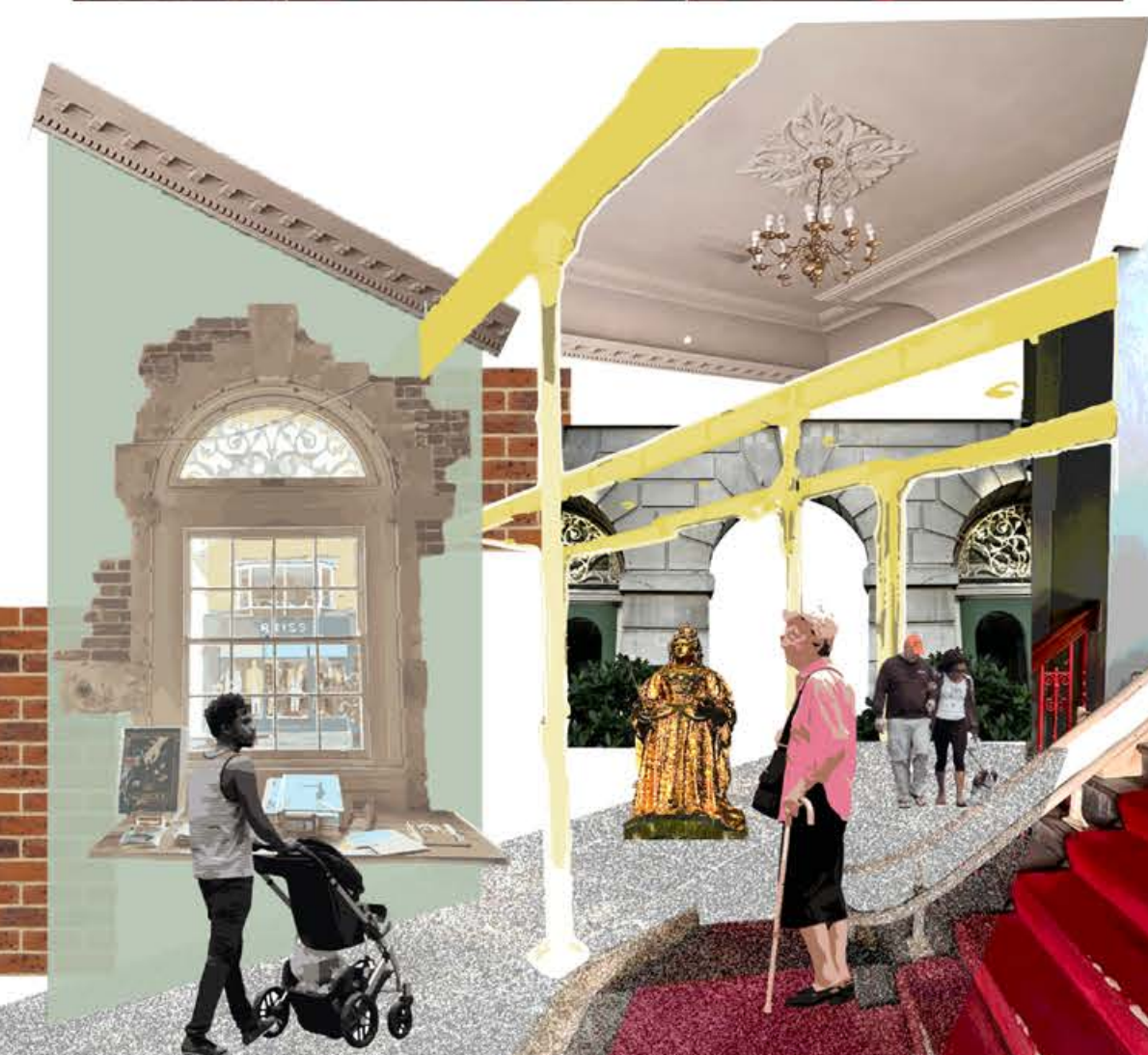
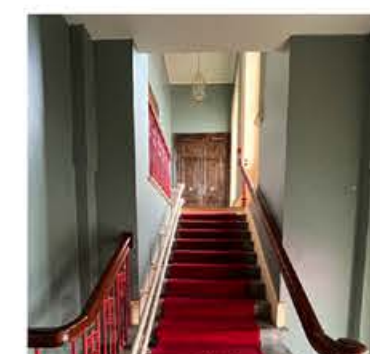
Visual image of English pub culture



Visual image of the community in the town created by pub culture



Focus Area & Circulation & North Arrow



Kingston Upon Thames

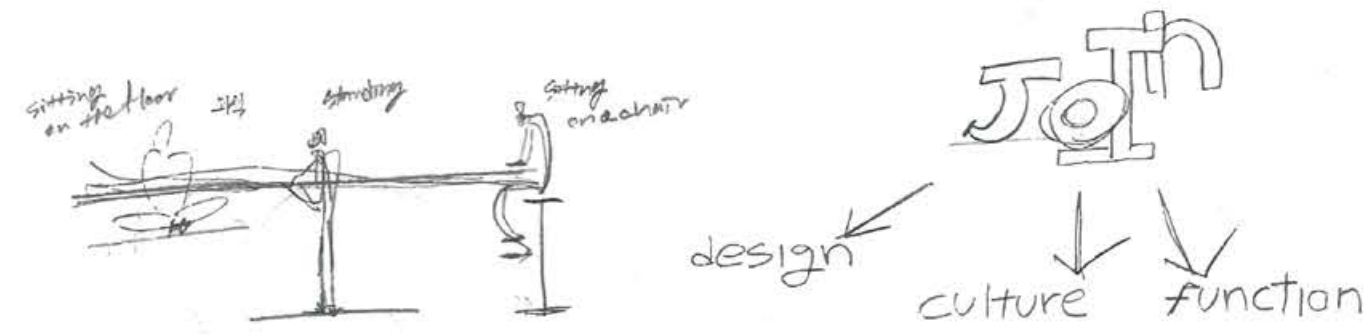


Kingston Old Town Hall is a busy area at midday, with people of all ages gathering to eat meals from the food markets and shop for groceries. In the evening, most of the people on the street are those heading to the pubs.

Design Process

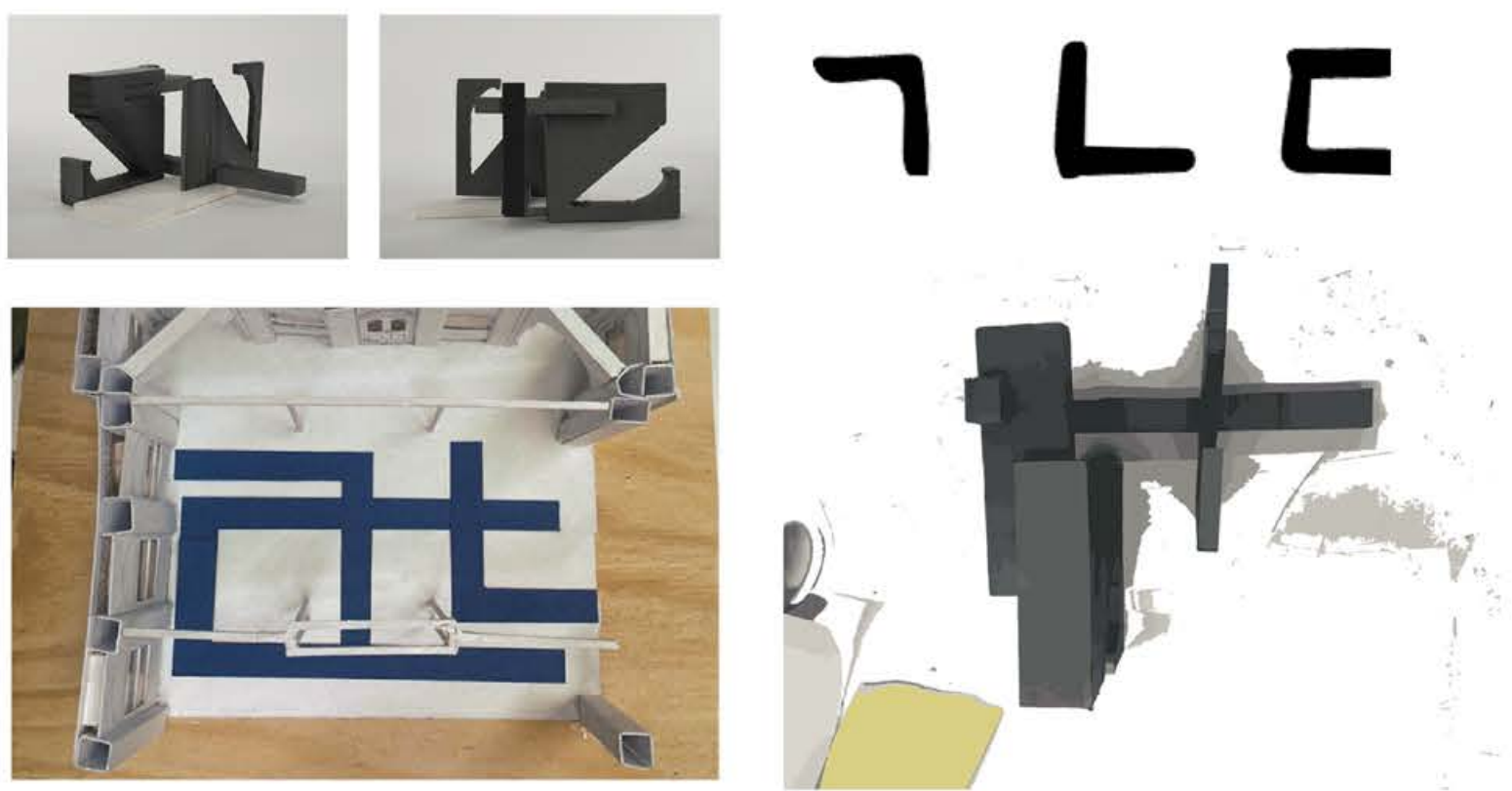
02

Programme + Precedence
Research + Verb

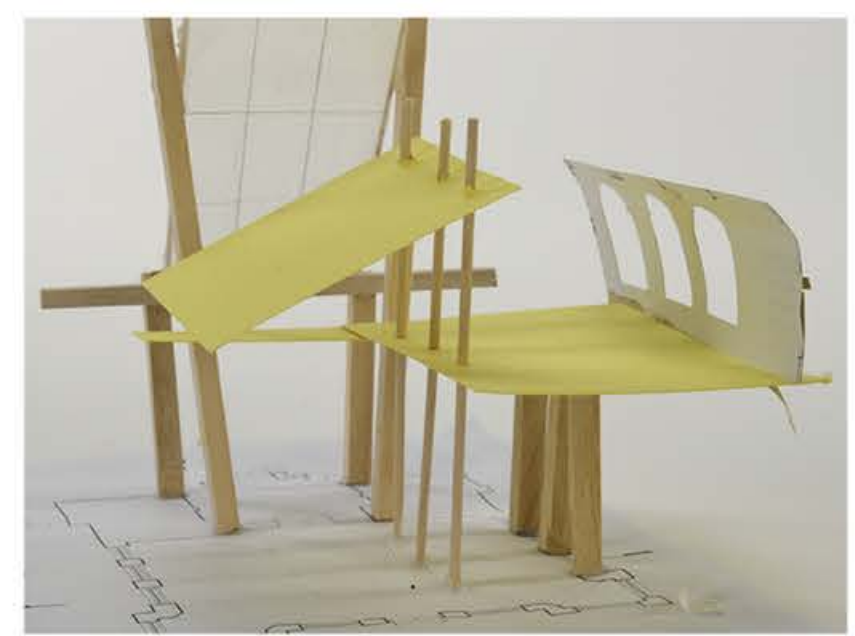
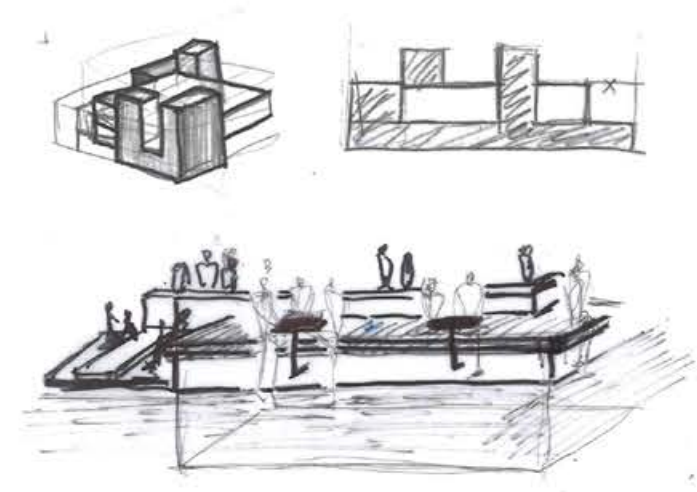


Multi-meanigful

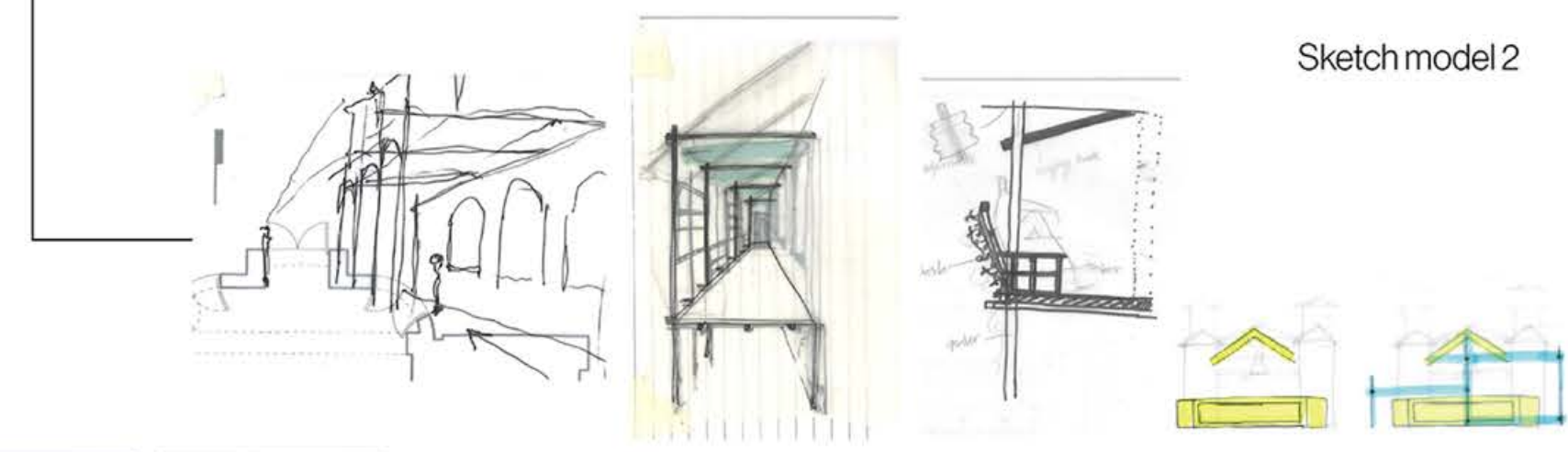
By exploring the definition of 'to join', I introduced Korean floor-seating culture into the design—ultimately aiming to create a multi-visual, cultural, and functional joining experience.



“Hangeul” typographical visual experiment
Inspired by the way joints resemble alphabetic structures, I incorporated the Korean alphabet 'Hangeul' as a framework to explore clustered spatial organisation.

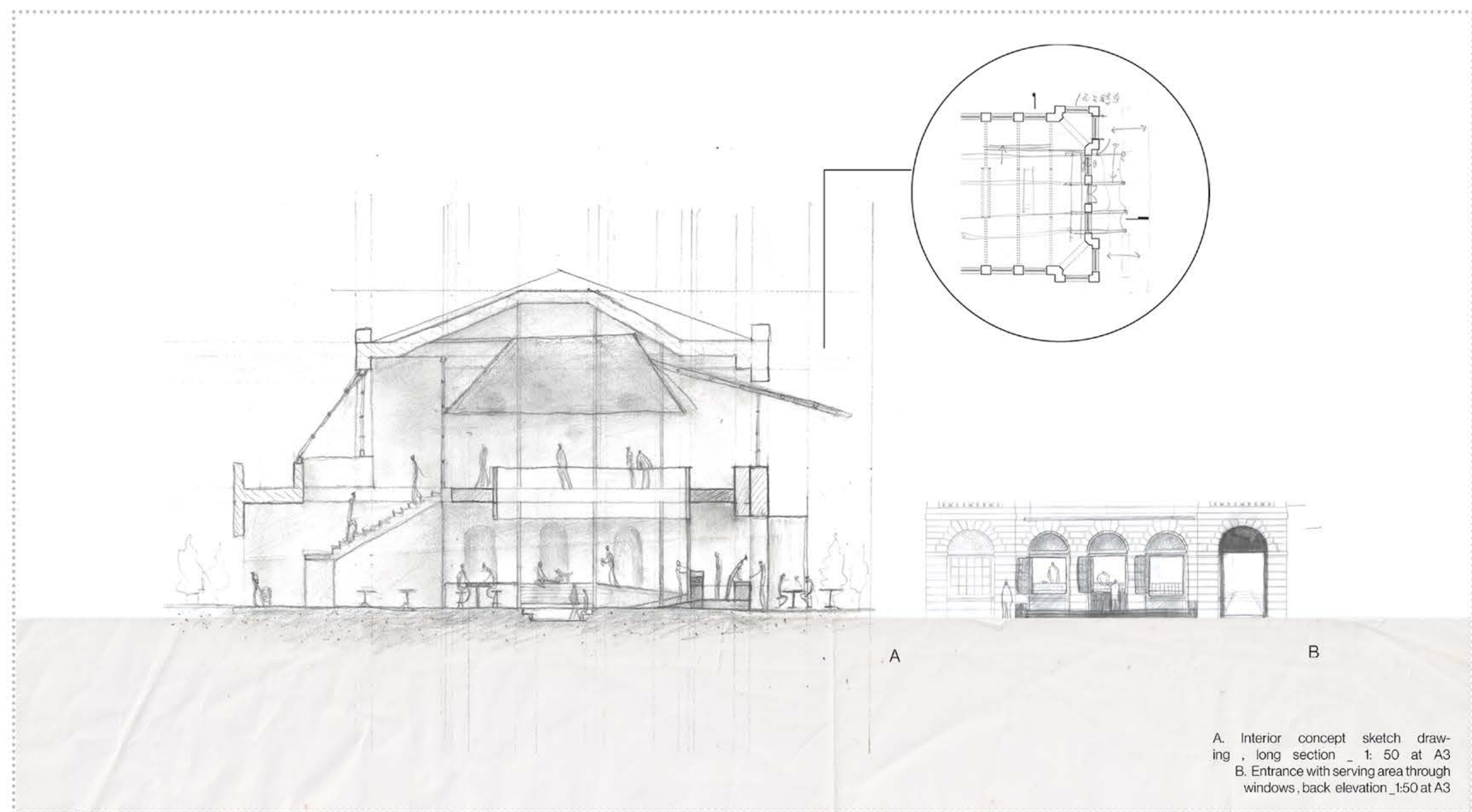


Sketch model 2



Sketch model for roof framework experiment

Imagining the visual combination with a traditional Korean and English building feature, the Korean roof structure found in Hanok (traditional Korean houses) was an inspiration feature,



A. Interior concept sketch drawing, long section _ 1: 50 at A3
B. Entrance with serving area through windows, back elevation _ 1:50 at A3

03 Design Process

Concept Model + AI



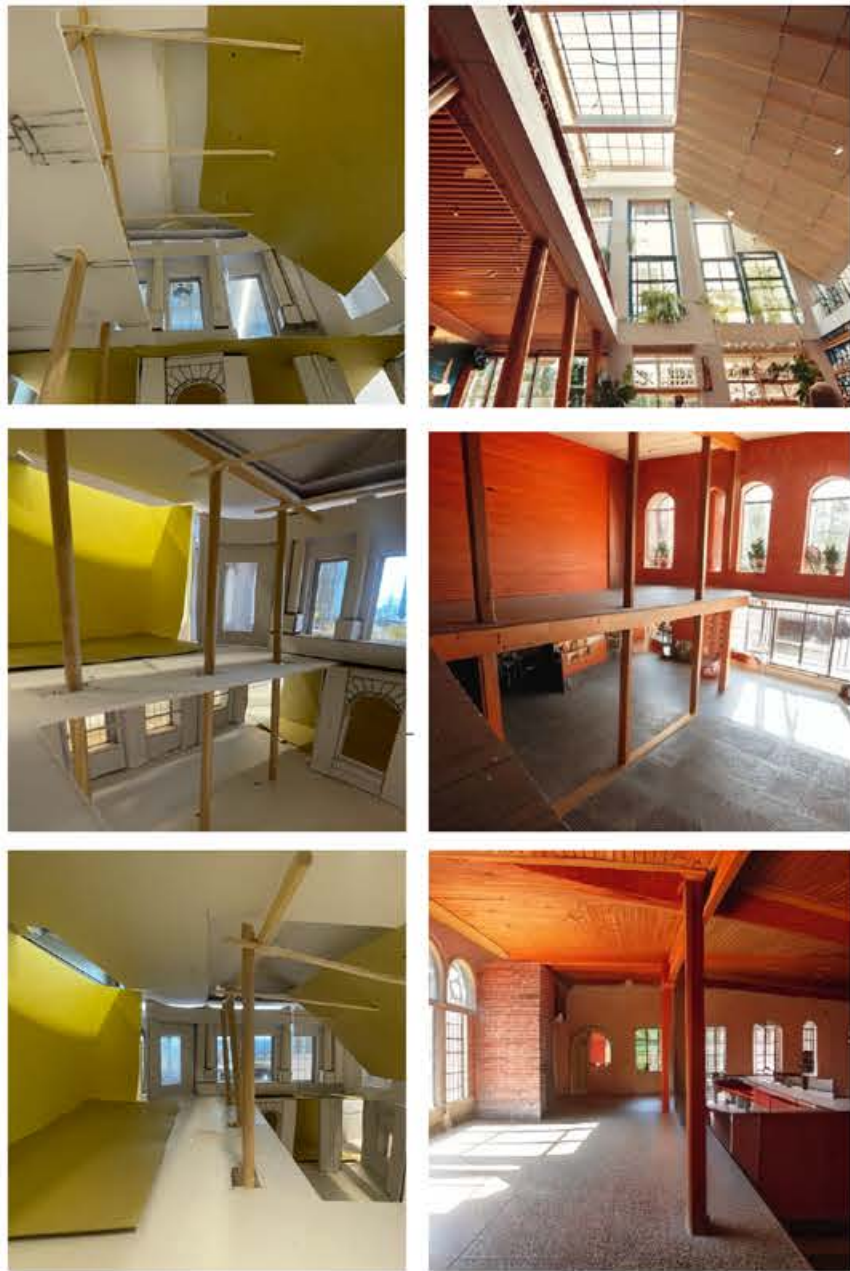
First floor (pop up store) view



Ground floor (Cafe & Pub) view

Concept Model + AI

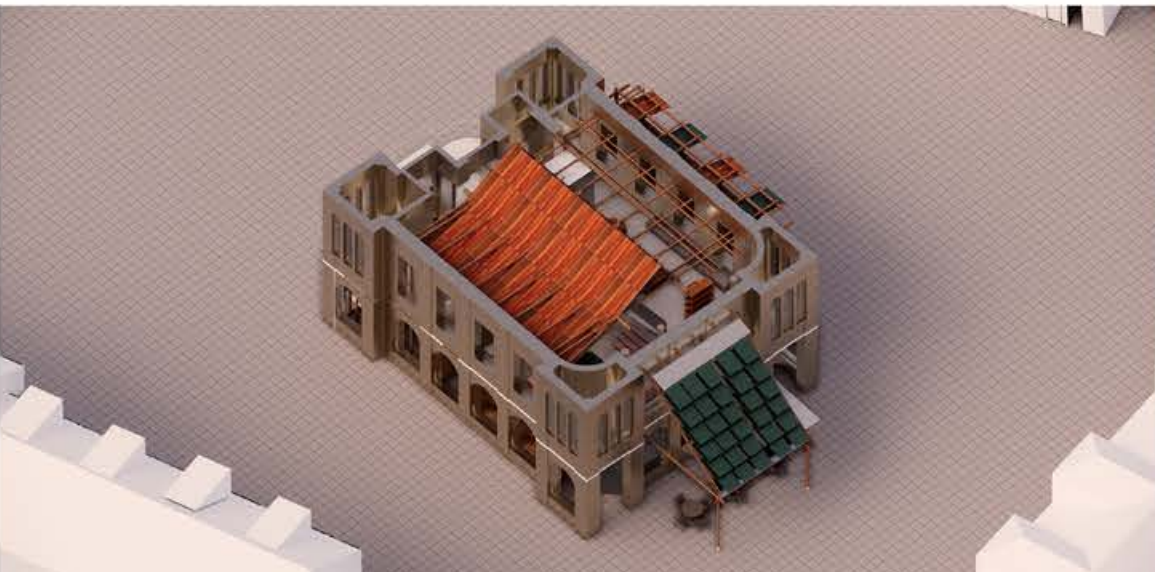
Generative Ai experiment for visualisation based on sketch model



Mood board + Material palette

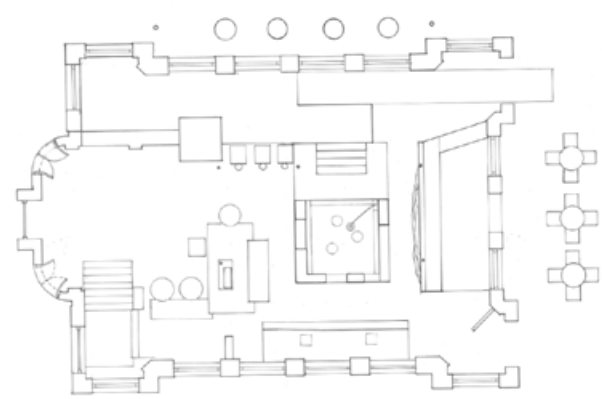
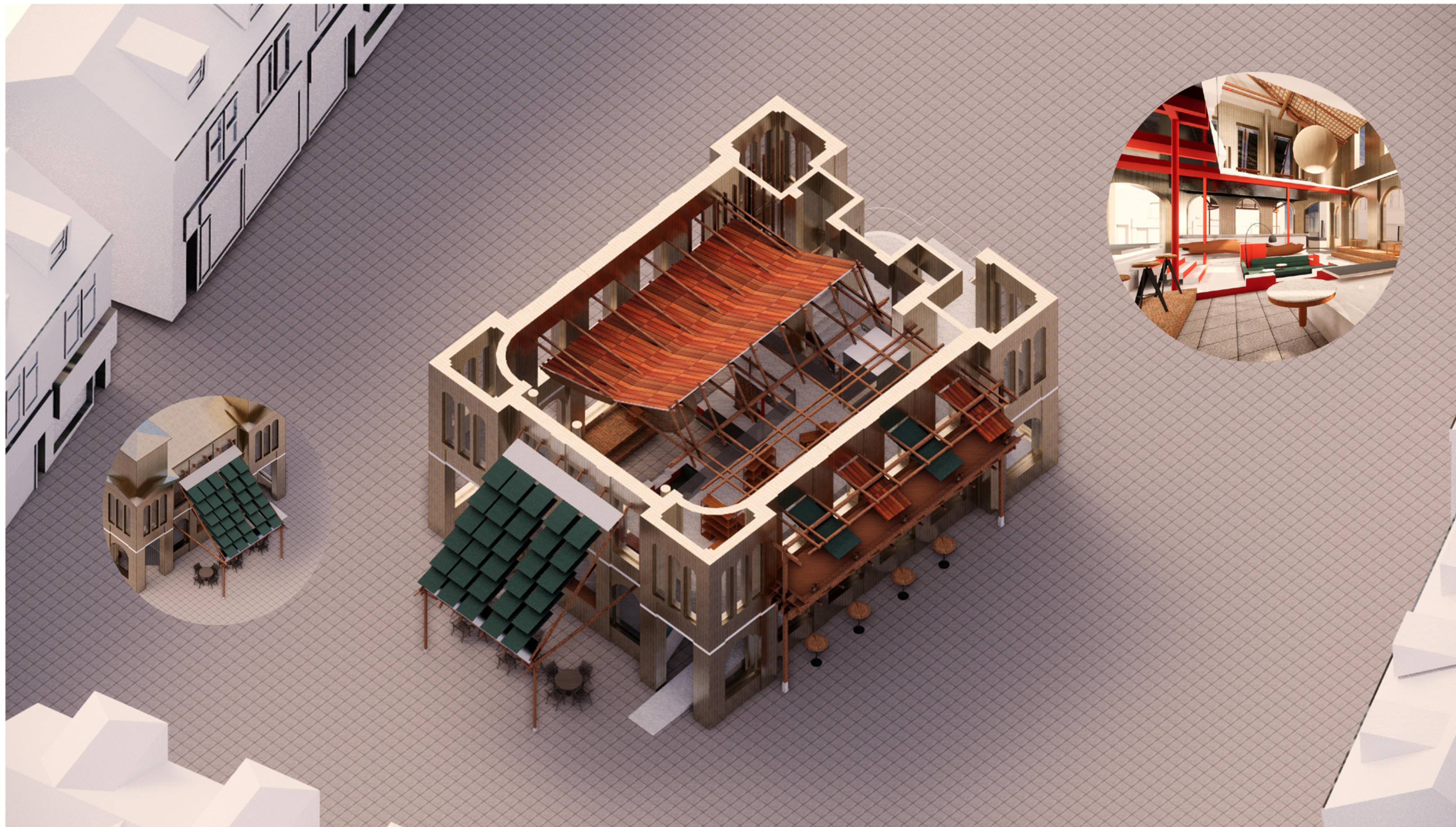


#Harmony #Ways of Interpreting Tradition

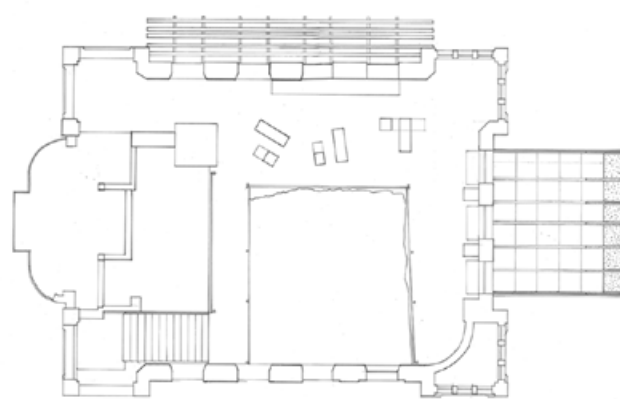


Courtyard in Hanok means a space for building community with both the residents and invited guests. The open view from the first floor of the pop-up store looks down the people on the ground floor, creating a connection between the two different programmes. The synthesis of the roof structure across the two floors was carried out through an AI-generated experiment.

Day & Night view



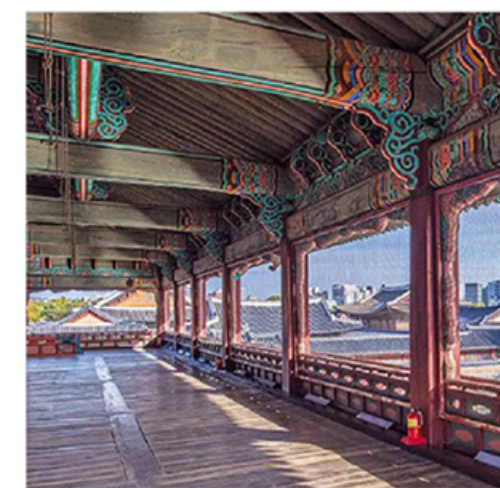
A. Ground floor plan at 1:50 @A2



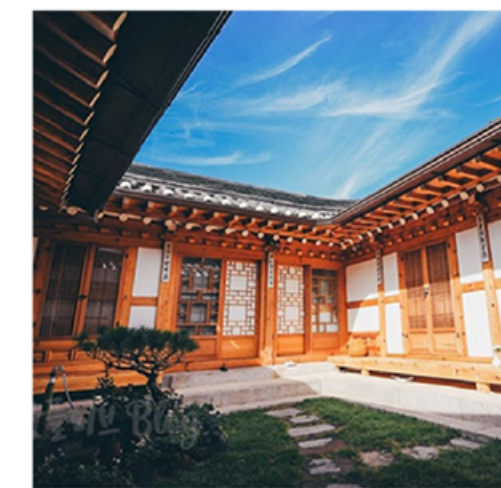
B. First floor plan at 1:50 @A2

Korean Traditional Joint & spatial components

I wanted to bring in a strong Korean visual identity. To reflect the idea of 'joining', I explored a cultural harmony by merging Korea's traditional joint-based construction methods with the site's original architecture.



A



B



C



D

A. Korean traditional joints
B. Courty yard as a meaning of community within a space
C. Korean push-up door through void space
D. Korean piloti structure

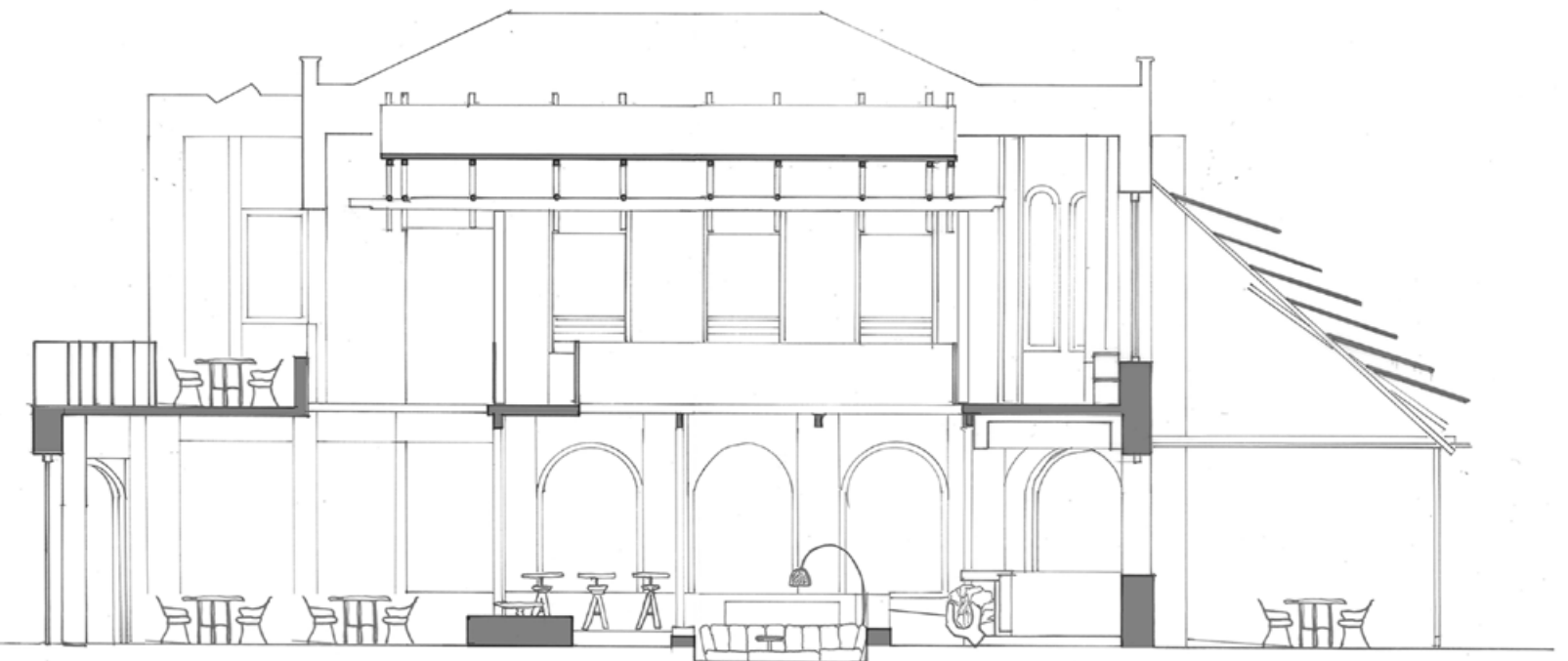
04 Design Process

Project Outcomes 05

I focused on the keyword of this project, "to join," considering cultural, functional, and structural perspectives. Based on this idea, I aimed to reuse the existing materials and structures of the building, adding a new design concept to create harmony throughout the entire space as a community environment. Given the site's population and usage surveys, efficient use of space is required. The building is therefore designed to serve a dual purpose: operating as a café with a pop-up store during the day and transforming into a pub in the evening. I attempted to integrate Korean architectural style into the English building as a cultural design complex, using AI-generated experiments based on the structural concept of 'joining'.



Ground floor view (Pub in a courtyard in the evening)



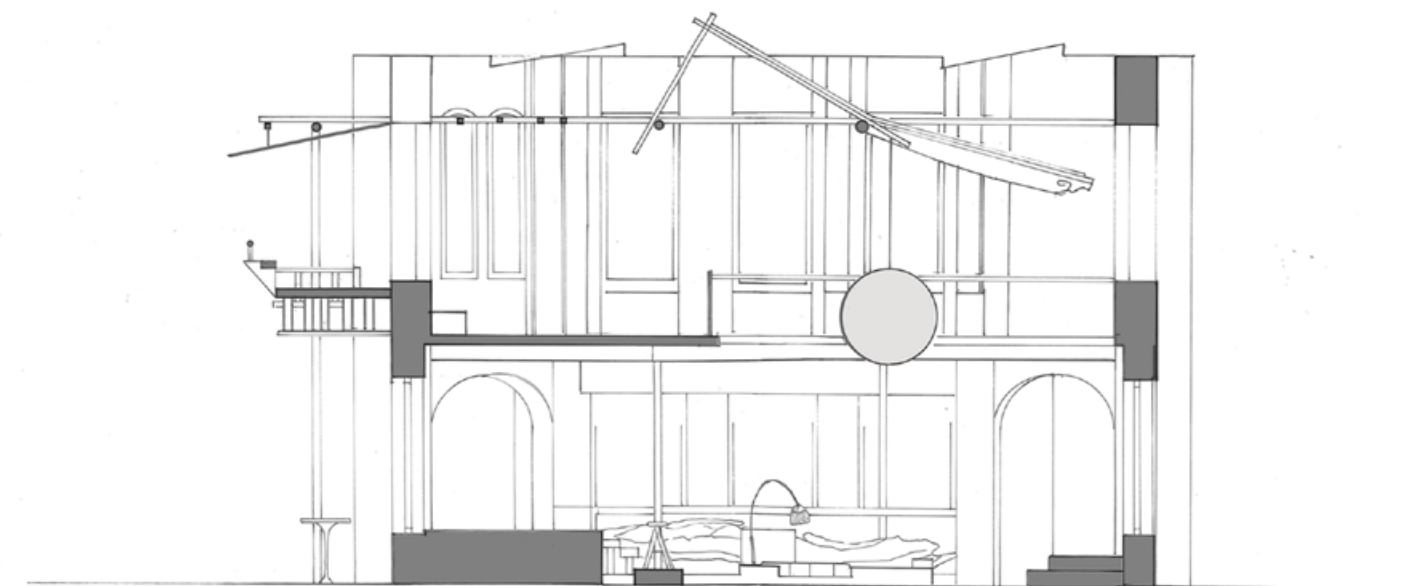
Long section at 1:50 @A2



Staircases to first floor view



Balcony view



Short section at 1:50 @A2