Jefferey Hutchison and Associates designs Grand Hall for Shinsegae Daejeon Art & Science reinterpreting Italian villa style by adding sculptural elements to the construction.

Daejeon, South Korea

Jefferey Hutchison and Associates (JHA), a New York-based fashion retail design firm, completes Men’s and Women’s Luxury Fashion, Beauty, and Jewelry floors within the new Shinsegae Daejeon Art & Science department store, located in Expo-ro, Yuseong-gu, Daejeon.
The newest Shinsegae Department Store becomes the largest regional landmark and combines culture, art, and science in a futuristic shopping environment offering a variety of experiential content.
The 62,500 sf main floor houses premier luxury accessory brands including Fendi, Bottega Veneta, and Saint Laurent, as well as jewelry and over 40 beauty brands such as Gucci Beauty and Clé de Peau Beauté.
The design vision was to create a grand hall inspired by an early modern Italian Villa in the spirit of such great Italian architects as Luigi Moretti and Carlos Scarpa.
To bring this to life, JHA reinterpreted classic design elements, such as vaulted ceilings, using bone-white plaster and custom decorative light pendants that highlight the circulation paths.
The flooring reimagines an Italianate mosaic floor, but with a contemporary pattern using contra black and Veneto white marble slabs.
The 57,000 SF second floor showcases Men’s and Women’s Fashion Luxury Brands.

The design was inspired by the sculptural works of Barbara Hepworth, Henry Moore, and the cubist works of George Braque.
The modern women’s luxury space includes Nairobi black marble flooring, and bone-white hand plaster sculptural elements on the walls, ceilings, and exaggerated columns to provide an intimate yet inviting shopping experience.

A sculptural, contemporary environment was created for the men’s area.
Blonde Oak wraps the walls and the dimensional ceiling for a masculine feel, while sequoia brown marble tiles on the floor emphasize the asymmetrical patterns of the space.
Jefferey Hutchison and Associates designs Grand Hall for Shinsegae Daejeon Art & Science reinterpreting Italian villa style by ad…
Project: Grand Hall for Shinsegae Daejeon Art & Science
Architects: Jefferey Hutchison and Associates
Lighting Design: LICHTKOMPETENZ GmbH
Client: Shinsegae Design
Photographers: Namsun Lee
Jefferey Hutchison and Associates designs Grand Hall for Shinsegae Daejeon Art & Science reinterpreting Italian villa style by ad

Global Design News

Alexandra Barker transforms an 1870s family house, bringing inventive architecture techniques to a multivalent world through this residential project, in Brooklyn

Global Design News · March 24, 2022

Nathaniel Fuster Felix constructs monolithic home in Puerto Rico with wind towers with integrated skylight allow natural daylight and cool air permeate into the interior

Global Design News · March 24, 2022
Jefferey Hutchison and Associates designs Grand Hall for Shinsegae Daejeon Art & Science reinterpreting Italian villa style by ad

Pearson Lloyd design studio creates a multifunctional storage shelf unit for the changing office landscape for Austrian brand Bene
March 24, 2022

Dima Loginoff presents a new 100% brass lighting system to be produced in any length and configuration
March 24, 2022

Laetitia Ventura’s new Mono Editions design store in Paris presents sustainable furni repiecesb GrammeSt dioandWilliamVentra
Jefferey Hutchison and Associates designs Grand Hall for Shinsegae Daejeon Art & Science reinterpreting Italian villa style by ad

turniture pieces by Gramme Studio and William Ventura

March 24, 2022

Marshall Wollum blends ancient crafting techniques with contemporary technology to create an organic-shaped bar stool that bursts with japanese design aesthetics

March 24, 2022