Jefferey Hutchison designs Shinsegae Department Store | EuroShop365

JEFFEREY HUTCHISON AND ASSOCIATES DESIGNS GRAND HALL FOR SHINSEGAE DAEGEON ART & SCIENCE
Jefferey Hutchison and Associates (JHA), the renowned New York-based fashion retail design firm, recently completed the Men’s and Women’s Luxury Fashion and Jewelry floors within the new Shinsegae Daejeon Art & Science department store, located in Expo-ro, Yuseo Daejeon.

The newest Shinsegae Department Store becomes the largest regional landmark, and combines culture, art, and science shopping environment offering a variety of experiential content.

**A Modern Italian Villa Reinterpreted**

The 62,500 sf main floor houses premier luxury brands including Fendi, Bottega Veneta, and Salvatore Ferragamo, as well as jewelry and over 40 beauty brands such as Beauty and Clé de Peau Beauté. The design vision was to create a grand hall inspired by an early modern Italianate villa and the spirit of such great Italian architects as Luigi和Carlos Scarpa. To bring this to life, JHA reinterpreted design elements, such as vaulted ceilings, using bichromatic plaster and custom decorative light pendants that create a sense of movement and flow. The flooring reimagines an Italianate mosaic floor, but with a contemporary twist – a contrast of black and Veneto white marble slabs.

**A Contemporary Sculpture Park**

The 57,000 sf second floor showcases Men’s and Women’s Fashion and luxury. 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 and 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 wrap the walls and a three-dimensional ceiling for a masculine feel, while sequoia brown marble tiles on the floor emphasize the asymmetrical pattern of the space.

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