



名师档案 · Architects

# Seoul Information Technology Complex

## 首尔信息技术综合体

建筑设计 DRDS



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## 无处不在的新符号

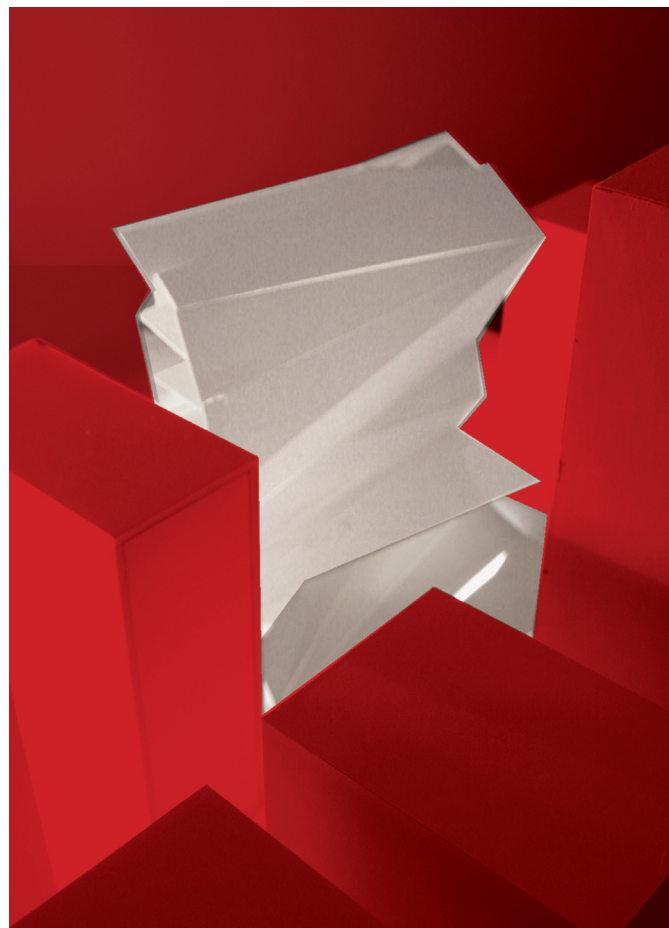
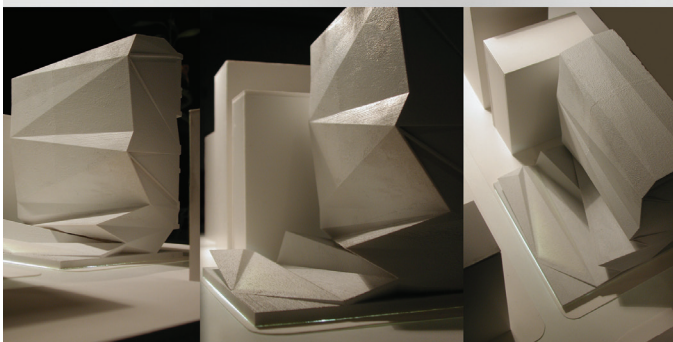
项目位于首尔数字媒体城（DMC），与数字媒体街（DMS）直接相连。作为当地标志性的公共设施和数字媒体全球化的展望，该项目在进一步发展数字媒体城（DMC）的过程中是一个必须的补充，与此同时也反映出该地区不断变化的特质。

该项目占地面积 72 000m<sup>2</sup>，由 IT 中心、文化中心、媒体中心、信息体验中心、2010 大学生博览会会场（U-expo）、数字影院、数字娱乐舞台、多功能厅及娱乐博物馆组成。

项目规划旨在建立一个与周围环境相结合的标志性建筑，来提升政府的形象。这个项目将通过彼此之间的相似性，协调与临近项目的关系，同时在外观上以示区别。设计师通过一种普遍的建筑表现方式阐释了它的象征意义，树立了首尔信息技术综合体（SITC）在数字媒体城（DMC）中的独特形象。

设计团队为客户提交了三个方案以供选择，其中一个已被选中，作为最后实施方案提交。

这栋建筑顺着看不见头的街道从地下一直延伸出来。建筑表皮自身进行折叠弯曲的变化，在折叠处形成有力的线条，整个立面就像卫星和地球之间转播信息的电子信号。随着建筑表皮在东面延伸到顶，随机的韵律逐渐变得更易于控制。这种组织结构的设计是对传统外观设计的一种挑战。现代技术的发展使得这种新的世界观成为可能，它也许是非理性的，但却是对 21 世纪未来主义的探索。

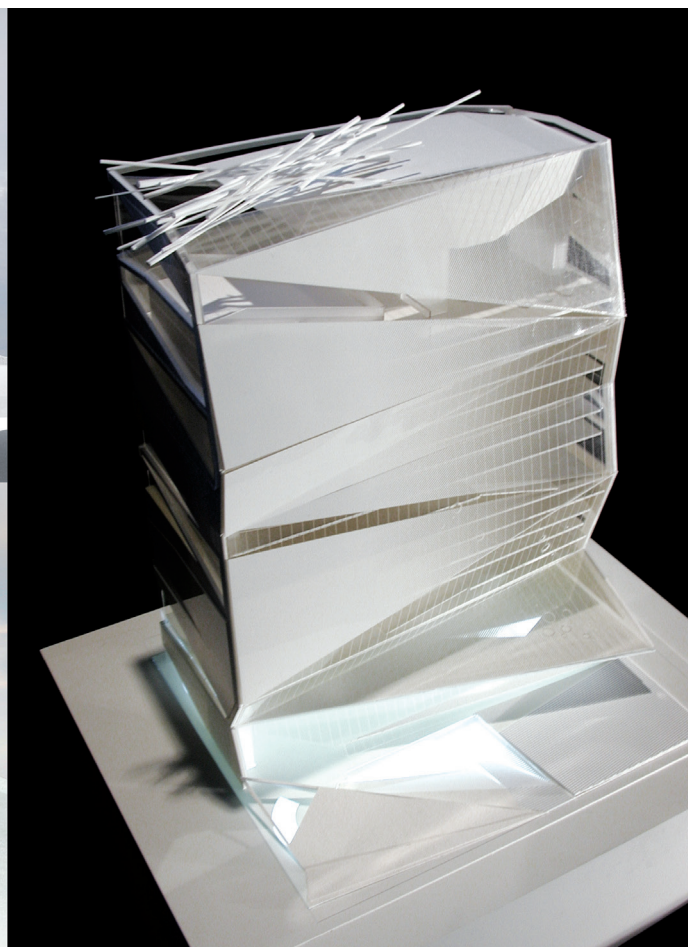
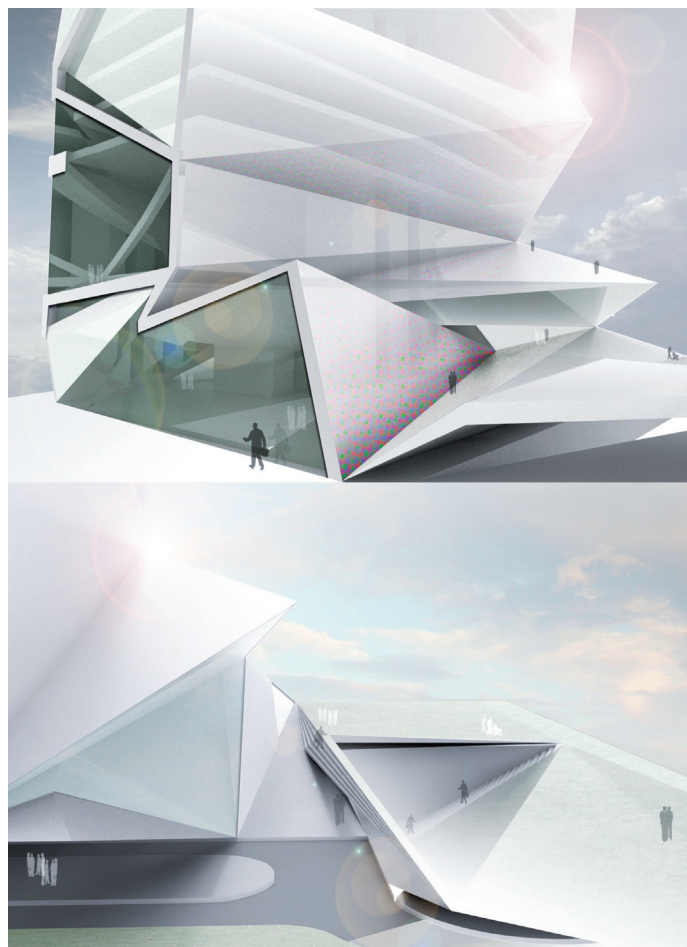
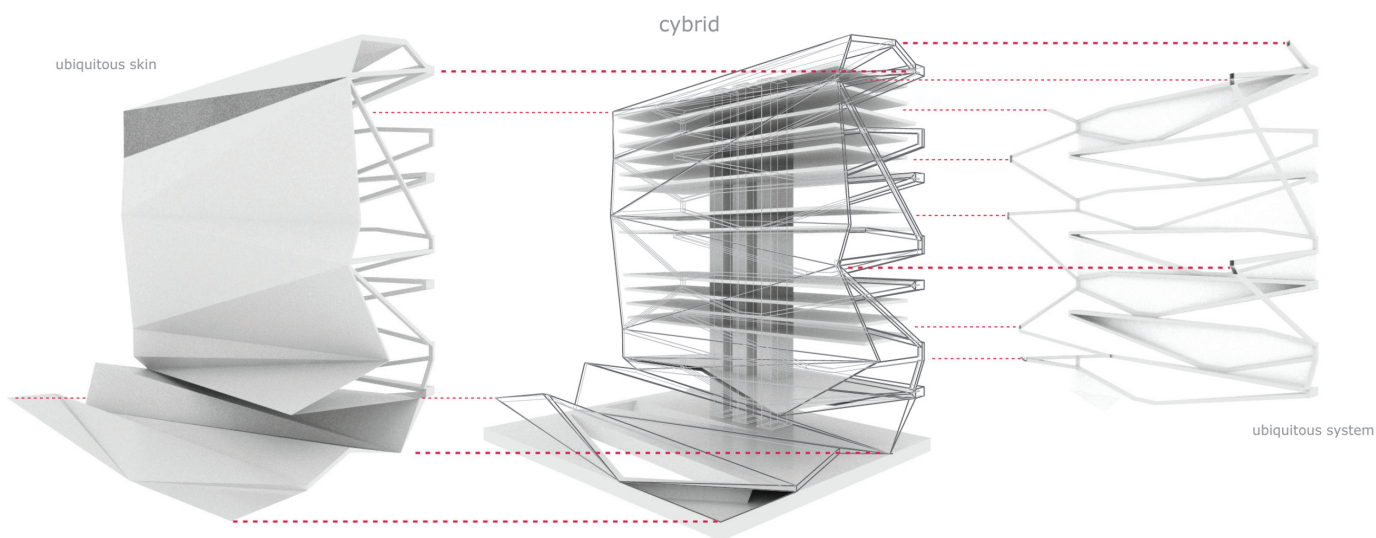




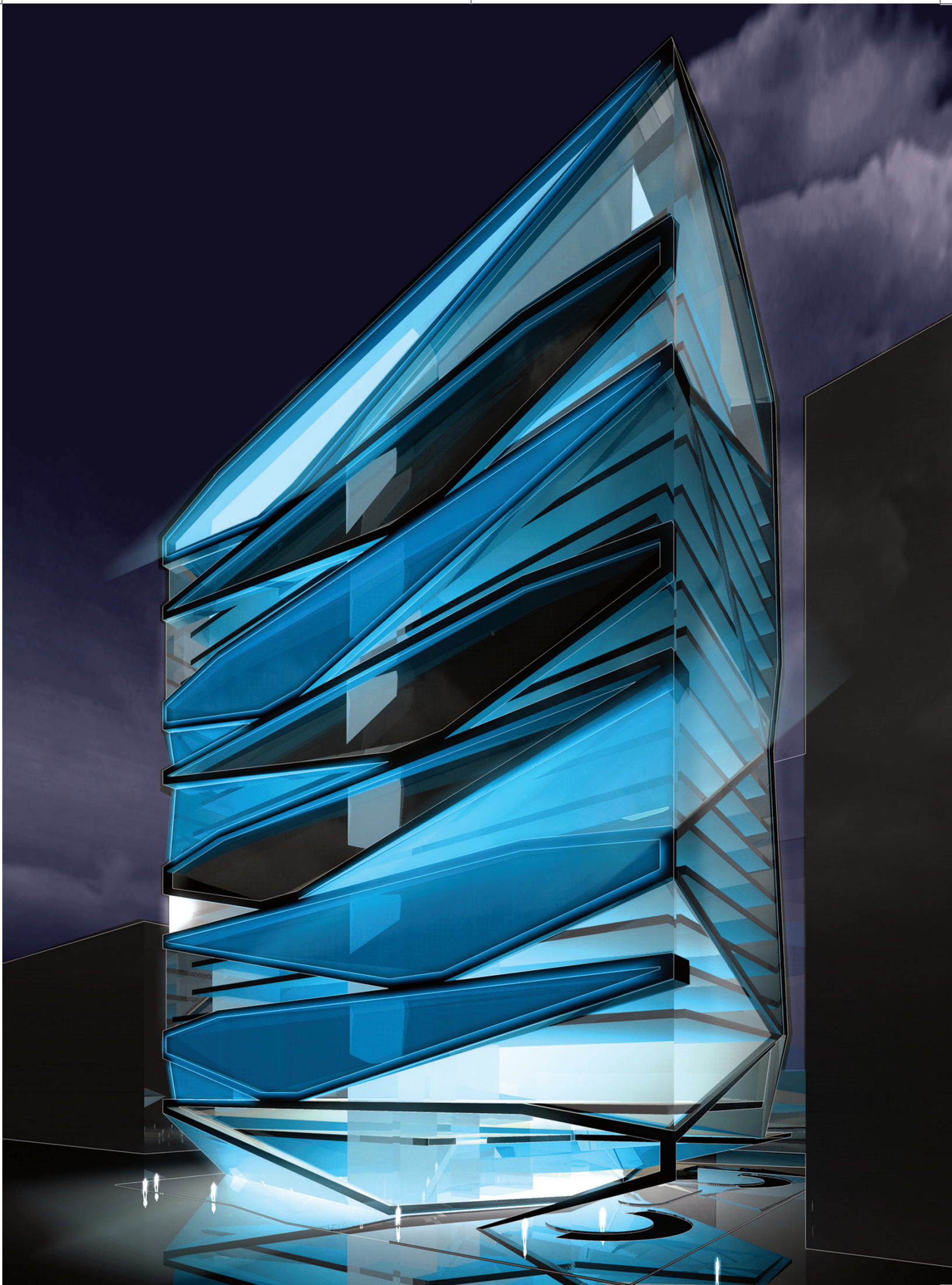


## 空间设计

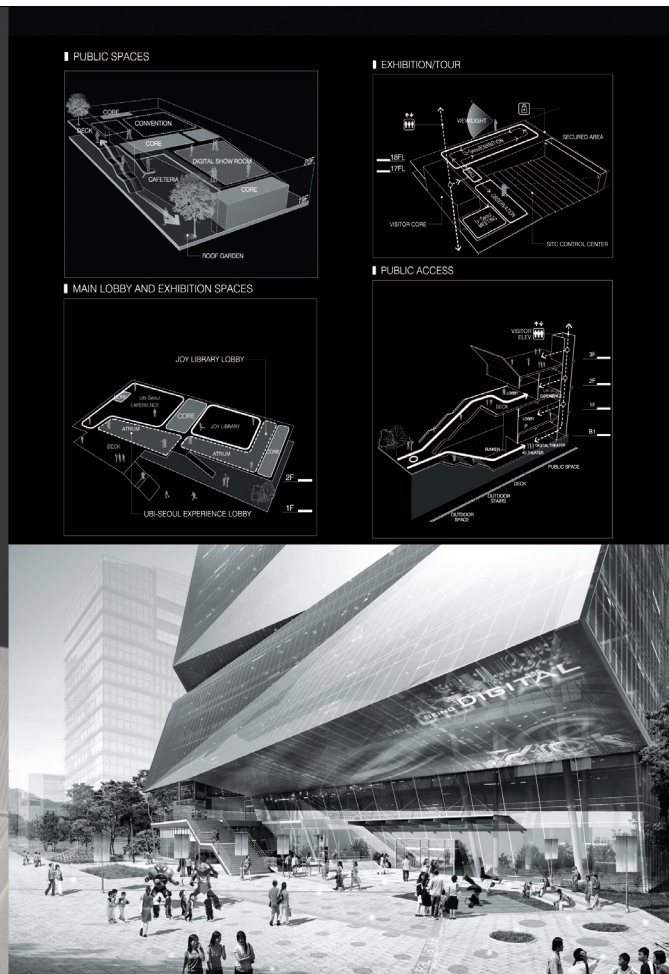
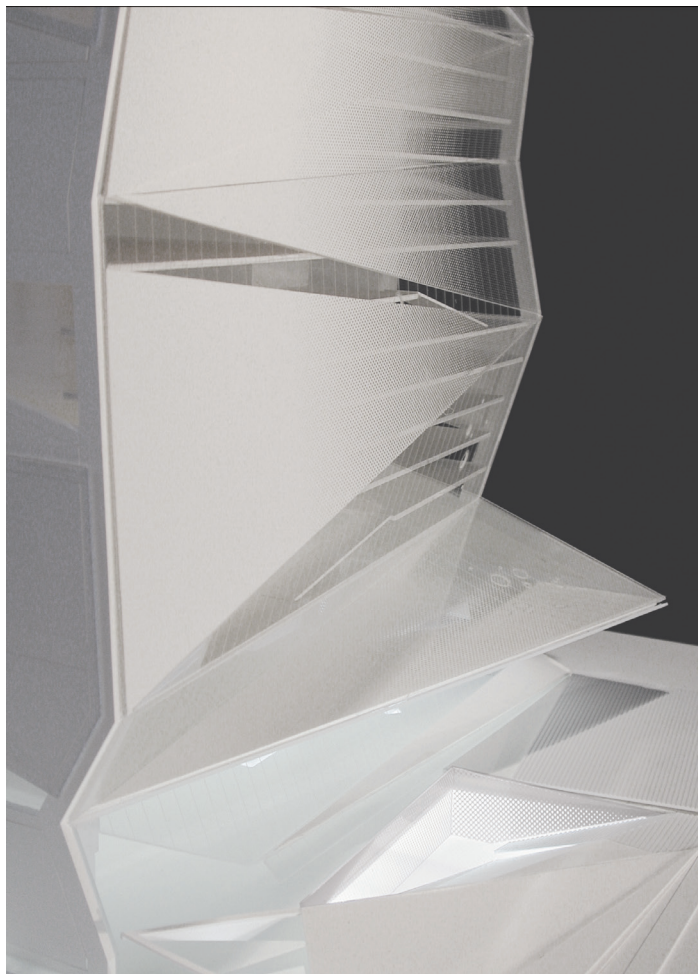
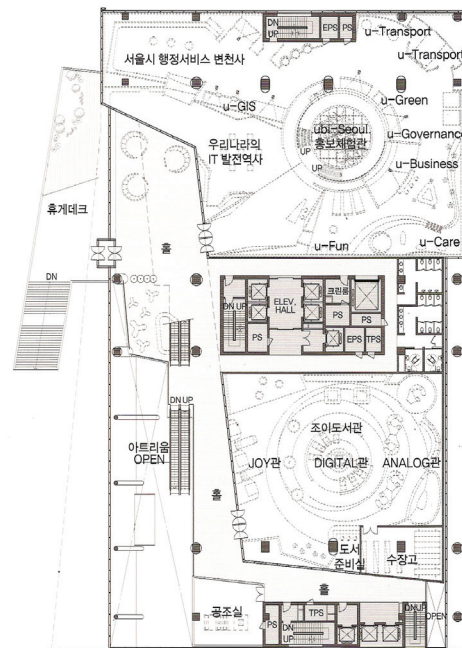
建筑平面紧凑，为首尔广场留出了大面积的空地。这样一来增强了街道的公众参与程度，使得数字媒体街（DMS）拥有了良好的连通性和活力。设计师在建筑的北部设置了一个自动下行电梯，向下伸展开来作为集中设置后勤服务的区域。主大厅可以从直接与室外连接的下行电梯和其他多个步行入口进入，包含一个IT休闲咖啡馆，并通过露天走道通向地下室和中间的夹层。娱乐博物馆、育碧公司韩国分部、展览空间和电子竞技场这些令人兴奋的娱乐场所，都可以经过首尔广场轻易到达，从而加强了建筑的公众参与度。建筑南北两边的多部电梯组灵活地兼顾了公共和私人的使用。它们同时运作，各自服务不同的项目，最后到达位于建















筑顶层的剧院、数字展厅和餐厅。这种设计也为有不同空间需求的各种办公室、工作室和娱乐场所预留了巨大的开放空间和灵活性。剧院和播放室之间大跨度的问题，加上结构效率的需要，鼓励着设计师们从既整体又独特的角度出发，从而将具有不同亮点的组件整合成一个具有挑战性的设计。

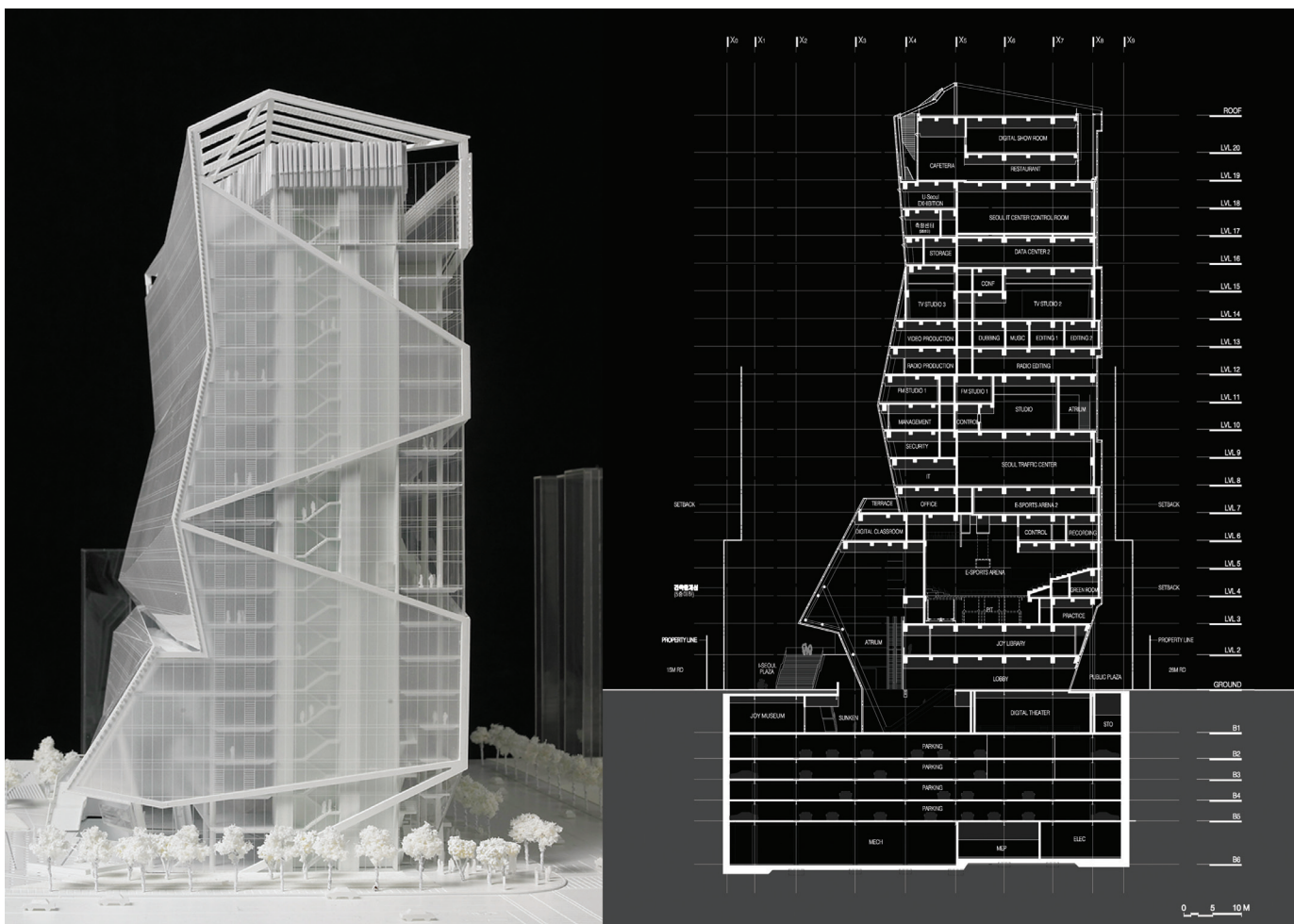
### 建筑体验

体验包含展览、电子竞技和娱乐博物馆，首尔信息技术综合体（SITC）对将年轻人吸引到数字媒体城（DMC）起到了重要作用。同时作为对迅速变化的世界需求的回应，它也成为了一个旅游热点。

信息技术和文化内涵的宣传普及在各个部门的规划理念中都有所体现，并且凭借这些理念增强了具体的功能。部门之间的衔接和整合都经过了深思熟虑。这项规划与公共服务和专项功能相互连接，使作为 IT 中心的首尔市可以与公众分享 SITC 的形象。

如今，每个人的信号都能在瞬间与地球上的其他任何人相连。频率是看不见却无所不在的信号，这就是贯穿整个设计外观表现的形态学。

该建筑融合了多种复杂的功能区块，并且这些功能区块按照功能的要求进行了合理的安排。这一切引起了戏剧性的空间并列。然后在建筑外覆盖了一层完整的表皮，这个表皮隐喻了人类与信息科技的接口。定期发生的空间变化产生了意想不到的奇妙环境。无论是不是编程计算的结果，这些空间都时时刻刻激发着人们对 IT 行业发展前景的思考。（译 / 方朔）











### New Ubiquitous Icon

The project is located in the DMC(Digital Media City)in Seoul and is physically connected with the DMS(Digital Media Street).Playing a role as a representative facility, meeting a vision of global digital media and its content, it is a supplemental facility to further develop the DMC. It is also intended to reflect the ever changing nature of the region.

The program area is 72 000m2 consisting of an IT center, cultural contents center media center, experience information center, U-EXPO, digital theaters, digital amusement arena, multi-purpose hall and JOY museum.

The plan is to promote the policies of Seoul by creating a landmark building that is integrated with its surroundings. It is intended to harmonizes with adjacent projects through program similarity while using its physical presence as a differentiator. Its symbolism, expressed through a ubiquitous architectural manifestation, should represent a unique image of SITC for the DMC.

The design team proposed three alternatives for the client of which one was taken forward as a final turn-key submission.

The building emerges from beneath the street from some unknown origin, The skin bends upon itself creating energy lines at the folds like electronic signals bouncing information between satellites and Earth, Random patterns gradually become more controlled as the skin culminates on the formal east façade, It is now intricately designed, The composition, shaped by human hands, is an evolution of traditional façade design, Evolved through modern technologies, it physically make possible this new world view, It is not rational but neo-expressionism, a futurist exploration of the 21st century.

### Design Narrative

The building footprint is compact, liberating significant site area for Seoul Plaza. This enhances public engagement from the street, acknowledging the vibrancy and connectivity to the DMS, An auto drop-off is located to the north, It expands as a staging ground for servicing production studios, The main lobby is accessed from the drop-off and multiple pedestrian entry points. It contains an IT lounge and coffee shop with open air access to B1 level and the mezzanine. These locations, containing JOY museum, ubi-Seoul, exhibition space and E-sports, reinforce public engagement by creating exciting entertainment venues that are easily accessed from Seoul Plaza. Multiple elevator cores located at both the north and south create flexibility for public and private functions. They operate simultaneously serving a range of distinctly differentiated programs, culminating with theatres, digital showrooms and a restaurant at the top of the building. This also allows for dramatic open space and flexibility for a variety of offices, production studios and entertainment venues that have distinct spatial needs. This, coupled with the need for structural efficiency, due to long span concerns over theaters and broadcast studios, contributes to a challenging design highlighting diverse program components within a unifying and singular vision.

### With experiences including

Exhibition, E-sports and JOY museum, SITC plays a major role in attracting young people to the DMC. It is seen as an activation zone for tourism responding to the needs of a rapidly changing world.

The popularity of IT and cultural content is reflected in each sector by planning concepts that enhance specific function. Consideration is given to inter-sector connectivity and integration. The plan is mutually connected with public service and specialty functions that enable Seoul City to execute its role as a place of sharing SITC's image with the public as an IT center.

Today the energy of a single person can be connected instantaneously with anyone else on the planet. Frequency is the invisible signal that allows omnipresence. It is the morphology for the physical manifestation of the design.

The building is an amalgamation of multiple complex programs arranged logically based on functional constraints. This leads to dramatic spatial juxtapositions. The program is then wrapped with a ubiquitous skin that represents the interface between humans and information technology. Spatial frequency, occurring at regular intervals, generates unexpected environments. Whether programmed or resultant, these spaces stimulate thinking about the possibilities of IT. **AT**

