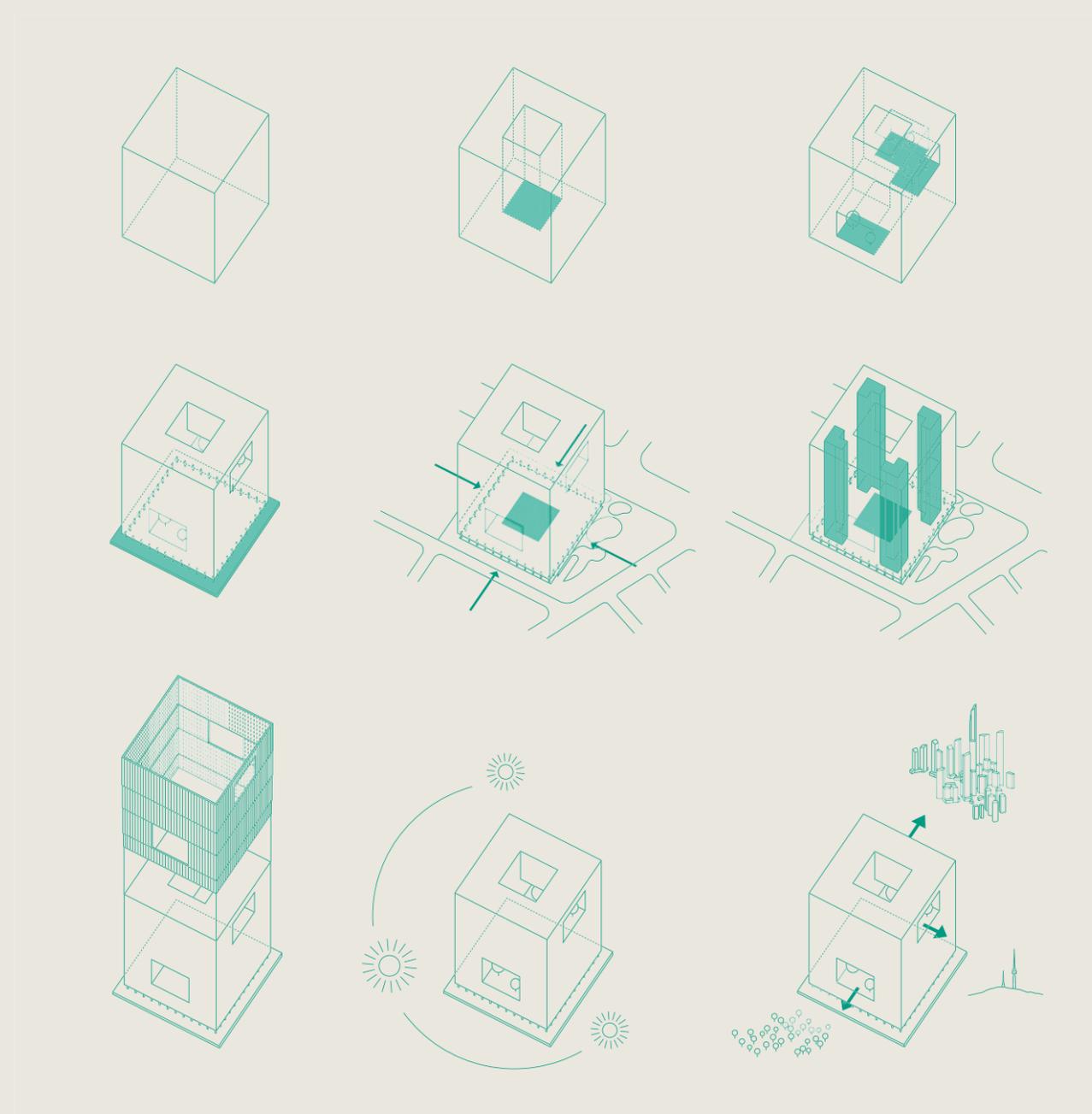




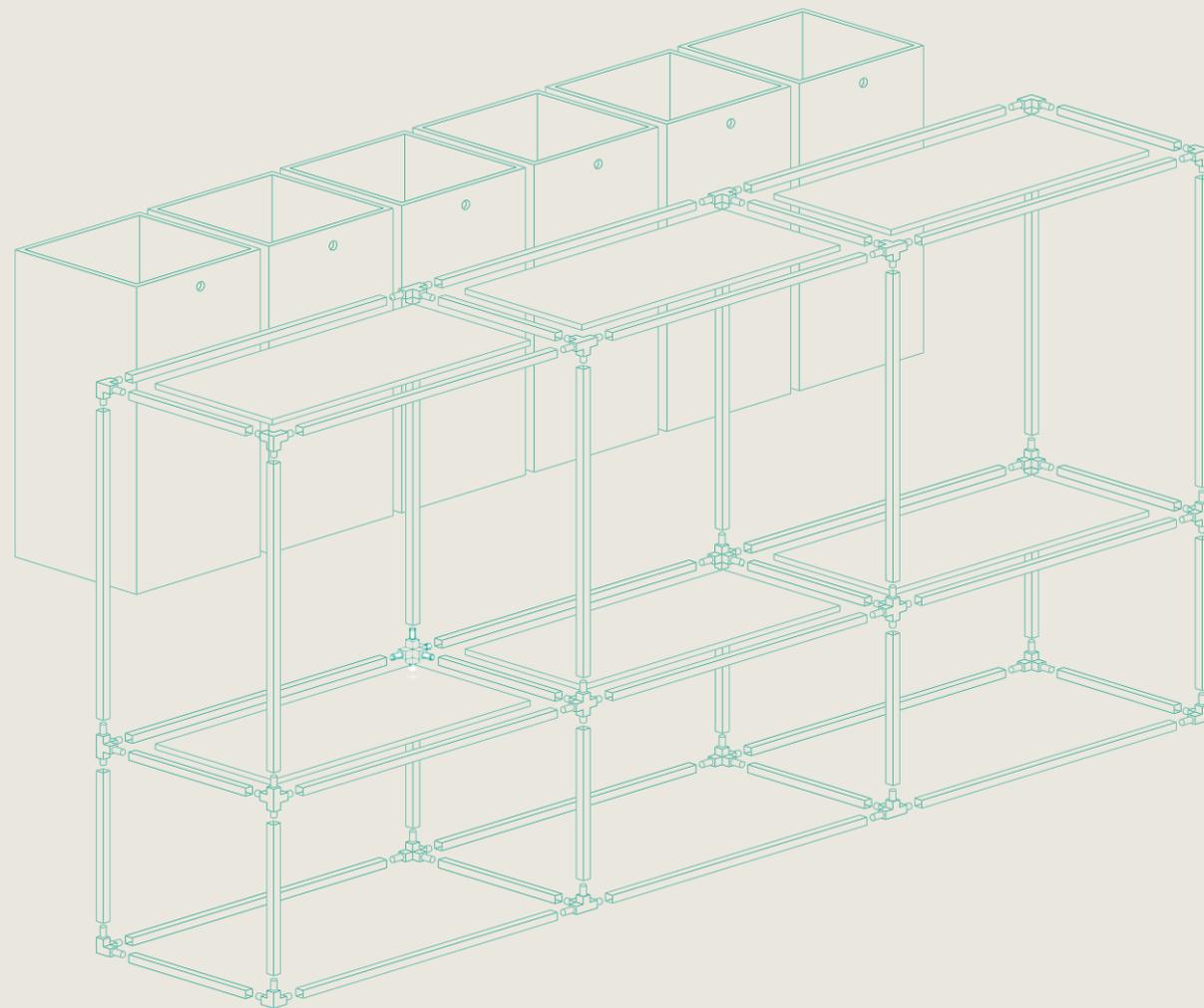
Amorepacific
& Vitra
Building
Connections

With over 20 brands, Korea's largest cosmetics company Amorepacific develops beauty products that combine traditional knowledge with pioneering technical development. The company is devoted to ethical product development, environmental protection and social contribution. Their impressive new headquarters in Seoul, designed by David Chipperfield Architects, represents the company's ambition and creativity and opened in June 2018. Inspired by traditional Korean architecture, the design is characterised by an intimate yet open layout that provides subtle transitions between outside and inside and stimulates the well-being of employees. Three large openings in the façade accommodate elevated gardens, bringing nature into the building and creating spectacular views of the city, the nearby park and the distant mountains. With 30 floors, 7 of which are underground, and a total surface of 216,000 m², the building provides room for 7000 employees. The lower levels host cultural spaces, including a museum, a library and cafés, which are open to the public. On the 5th floor, staff members have access to a cafeteria, a gym, a lounge and massage room at their disposal. The offices and workspaces are situated on the floors above this. The interior has been furnished throughout with Vitra products; whereas the employees previously worked in cubicles, they are now housed in an open office structured by the microarchitecture of Vitra's Kado System.



'The form of the building is both abstract and gestural. Focusing on a single, clear volume, the proportions of the building have been carefully developed around a central courtyard to maximise the effectiveness of natural ventilation and daylight. Three large urban openings connect this central void with the exterior surroundings, providing views over the city and the mountains in the distance and therefore establishing a sense of orientation and belonging.'

David Chipperfield Architects



Kado

Kado is an exceptionally versatile structural system. Its basic elements—square tubes and different corner connectors—are easily assembled into a variety of structures such as cubes, shelf units, tables, plinths, gondolas and ceiling-mounted elements, creating micro architecture within the space.

Vitra In what ways do the architecture and the office layout of the new headquarters reflect your brand identity?

A At the onset of the new headquarters project, we wanted to infuse our company values and culture, among which the most important is openness, into the space. As a cosmetics company, we also wanted it to represent the concept of beauty that lies at the core of our company's existence—one that emphasizes the natural state of beauty that comes from being in harmony and balance. As the company is growing larger, another important concept was connectivity; staying connected to nature, which is our main source of beauty solutions, and with each other, as well as with the world at large. With all of this in mind the building was designed to stay closely connected to our surroundings. While the building regulations allow for a skyscraper up to 40 floors high on this site, we opted to stay closer to the land and to nature itself at 23 floors above ground. Singular and unobtrusive, the building embodies an Asian concept of beauty that elegantly blends with nature.

The shared, open-plan layout of the workspace is meticulously designed for the well-being and professional development of our employees. It allows for free communication between employees, enabling them to move from working together to then becoming fully immersed in their work fluidly. Movement into, out of, and within the office layout is intuitive and encourages everyone to communicate, connect, and share inspiration with each other.

'As the company is growing larger, another important concept was connectivity. The building is designed to connect people with nature, with each other, and with the world at large.'

Vitra How do employees respond to the social areas in the building, such as the gardens, the Aalto café and the art gallery?

A They really enjoy these social areas, including the atrium and the tea place, because they offer opportunities for social and cultural exchange. In general, the large

atrium allows for spontaneous meetings to take place and, importantly, it is an inviting space that helps to bring our employees' friends and family into building. But above all, our new headquarters is open to everyone, not only to employees. Everyone can come and go as they please.

Vitra What impact has the transition from cubicles to an open-plan layout with neighbourhood offices had on the workflow and communication between employees?

A The fact that we share desk space has led to an increased level of communication and intimacy between employees. This is even the case between different teams, as the open-plan layout encourages horizontal communication between all employees, regardless of their team and organisation. By creating an environment that provides ample opportunity of chance encounters between members of the different departments—such as marketing, sales or design—we believe that sharing information and the process of decision-making is made easier.

'The open-plan layout encourages horizontal communication between all employees, regardless of their team and organisation.'

Vitra How did the employees respond to the new office environment? Did they have any reservations or fears at the beginning—and how did they deal with these?

A There are many elements that are completely different to what we were previously familiar with—for example the symmetrical forms, the signage, the desks without partitions, the fact that everyone works in the same space with the absence of separate executives' offices. It took time to adjust to the new environment and our employees needed some help with this. To provide an integrated approach, we organized several stages, including a internal workshops, in addition to the distribution of user guides to the different

spaces and amenities; finally, we have a help-desk that offers employees individual, face-to-face assistance.

Vitra And how do they feel about it now that they have had some time to get used to the new environment?

A Everyone at Amorepacific is still adjusting to the new environment. They have also begun using the various spaces in their own creative ways. Sometimes this is surprising and sometimes it's inspiring. However the fact that there are differences between our expectation and the reality in the ways the space is used means that there are still things to improve—for example, we keep asking ourselves if there are certain functions that do not work, or require further tuning, or if more 'education' is required.

Vitra How did your visit to the Vitra Campus and office showroom help you articulate the most important requirements for the new office environment?

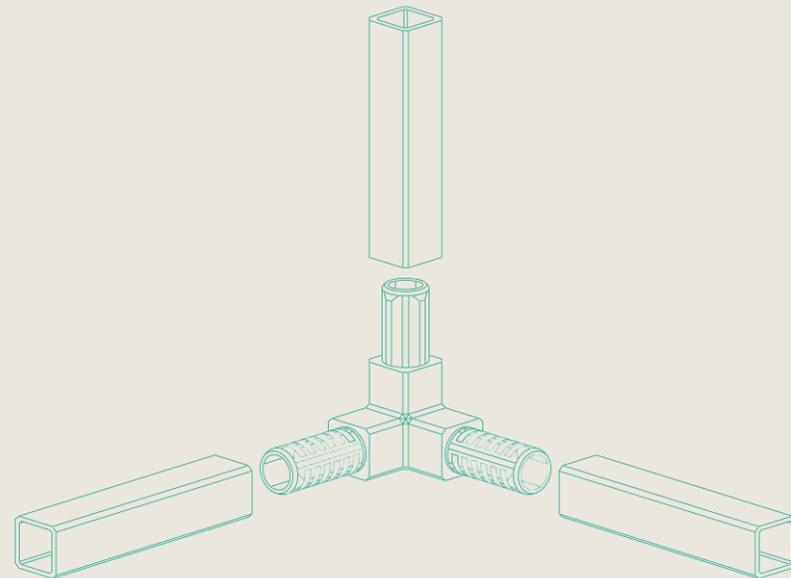
A The key impression we got from our visit was one of trust in Vitra, both in the company itself and in its approach to the

office environment as something that is much more than just a space filled with furniture.

Vitra What was the decisive factor in your choosing Vitra?

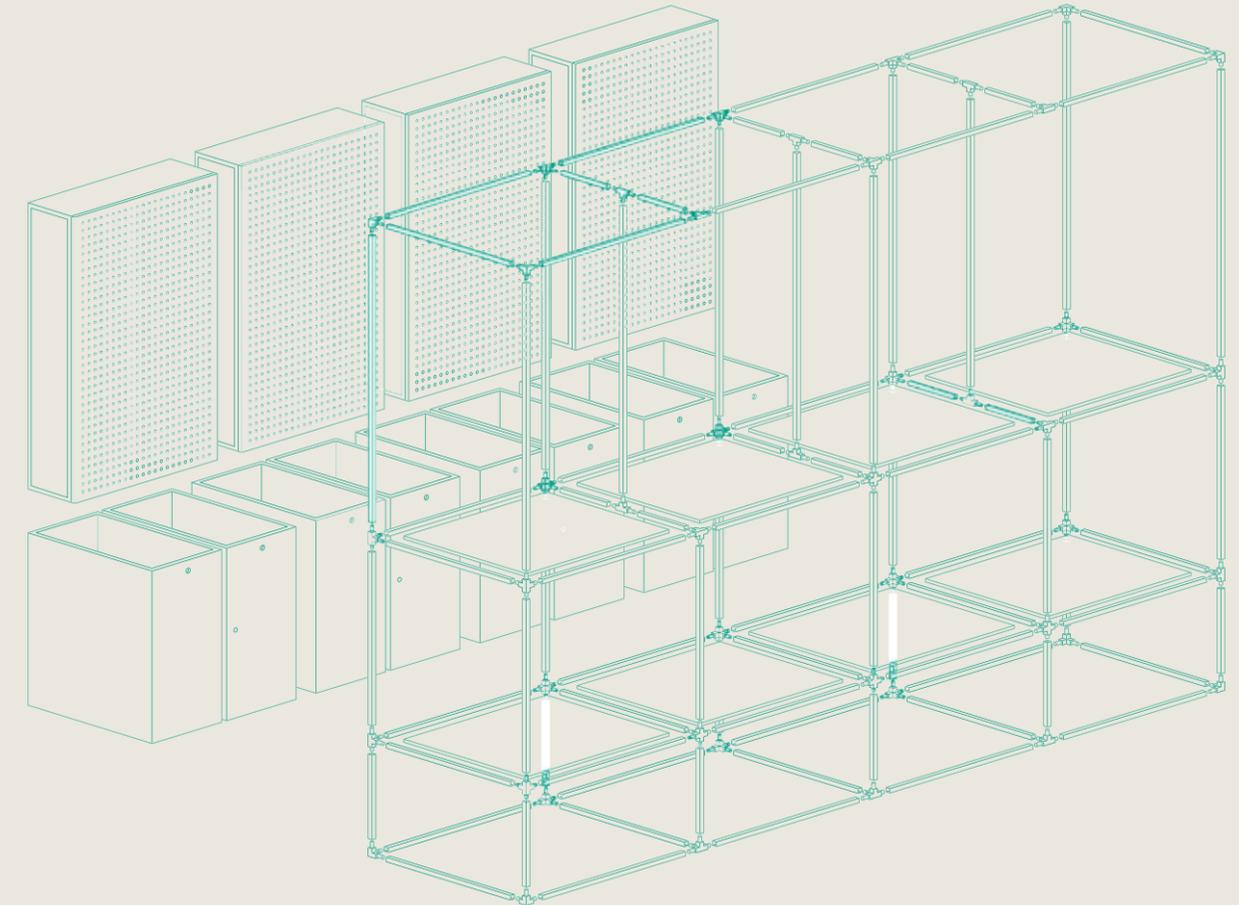
A There were several factors: Vitra's ergonomic and beautiful design, its craftsmanship, the effort it puts into the production of its office furniture, etc. But above all, at Amorepacific we are aware of the importance of furniture in the workspace: it is not just another element, it communicates with people and with the environment. When we visited Vitra and discussed our plans and wishes, we felt we were on the same page in this respect. Of course Vitra products are reliable, but we strongly believed in the company's devotion and ability to meet and satisfy our requirements.

'The importance of furniture in the workspace: it is not just another element, it communicates with people and with the environment.'



Kado

The square tubes, which come in a selection of different finishes, are connected by twisting through 45° and with corner connectors.



Kado

By adding plywood panels to the structure, Kado cannot only be used as a system to divide the space but also serves as a storage system and workspace.

Amorepacific Seoul, Republic of South Korea

Sector: Cosmetics
Architecture: David Chipperfield Architects
Interior Design/Planning: David Chipperfield Architects







