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Real Estate

Hyundai E&C teams with HBA to design high-end Apgujeong District 3 in Seoul

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/Courtesy of Hyundai Engineering & Construction

Hyundai Engineering & Construction said on the 19th it will collaborate with global interior group HBA on interior space design as part of its bid to win the reconstruction project for Apgujeong District 3 in Apgujeong-dong, Gangnam-gu, Seoul.

HBA officials visited the Apgujeong District 3 site and the "THE H Gallery" in Sinsa-dong the previous day. The visit was attended by key HBA figures, including global design leader Ken Smith and partners.

They toured the Apgujeong District 3 site with Hyundai Engineering & Construction officials, checking the location and views, pedestrian circulation, and community space layout. In particular, they exchanged a range of views focusing on the flow of space in the complex facing the Han River and the configuration of shared facilities.

At the "THE H Gallery" in Sinsa-dong, they reviewed unit and household floor plan exhibits and discussed the residential space layout to be applied to Apgujeong District 3. The discussion centered on setting a design direction that can deliver a hotel-level living experience.

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Founded in 1965 in California, HBA is a global interior design group that has carried out design work for global luxury hotels and residences. In the Hospitality Giants of Design category announced by the renowned U.S. design magazine "Interior Design," it has held the No. 1 spot for more than 25 years.

Hyundai Engineering & Construction plans to present a new lifestyle of "experiential living," moving beyond a "house to stay in," through various lifestyle facilities such as community spaces and private clubs together with HBA.

An official at Hyundai Engineering & Construction said, "Because Apgujeong District 3 is a symbolic location representing the Han River waterfront, it is important to elevate both the quality of space and the residential experience," adding, "Based on HBA's global spatial design experience, we will realize a differentiated high-end residential space unique to Apgujeong District 3."

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