

RYSE Hotel in Seoul by SCAAA

3-4 minutes

Designed by [SCAAA](#), RYSE Seoul is a new Autograph Collection hotel in the bustling neighborhood of Hongdae, known for its creative energy and night life as well as its proximity to Hongik University.



Architect: [SCAAA](#)

Location: 130, Yanghwa-ro, Mapo-gu, Seoul, S. Korea

Year: 2018

Building Area: 1,382 sq.m / 14,876 sq.ft

Gross Built Area: 29,219 sq.m / 314,500 sq.ft

Building Height: 20 stories above-ground / 5 levels below-ground

Lead Architects: SCAAA

Architect of Record: Haeahn Architecture

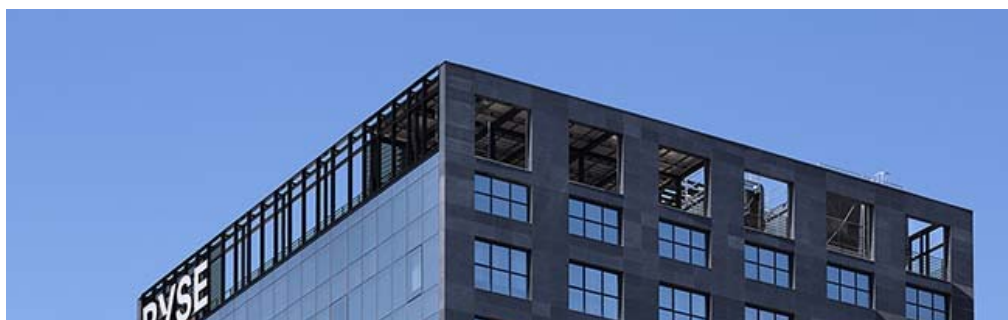
Interior Design: Michaelis Boyd

Branding Consultant: Marc & Chantal

Photography: Kim Yongkwan



From the architect: Containing 274 guest rooms on 20 above-ground floors, the new 314,500 sq.ft (29,219 sq.m) hotel replaces an existing high-rise business hotel which fronted onto the heavily trafficked Yangwha Road. Beneath the 26,180 sq.ft (2,432 sq.m) urban site, the hotel's design provides five floors for an art gallery, parking, loading and support functions. Construction of the hotel was completed in March of 2018.



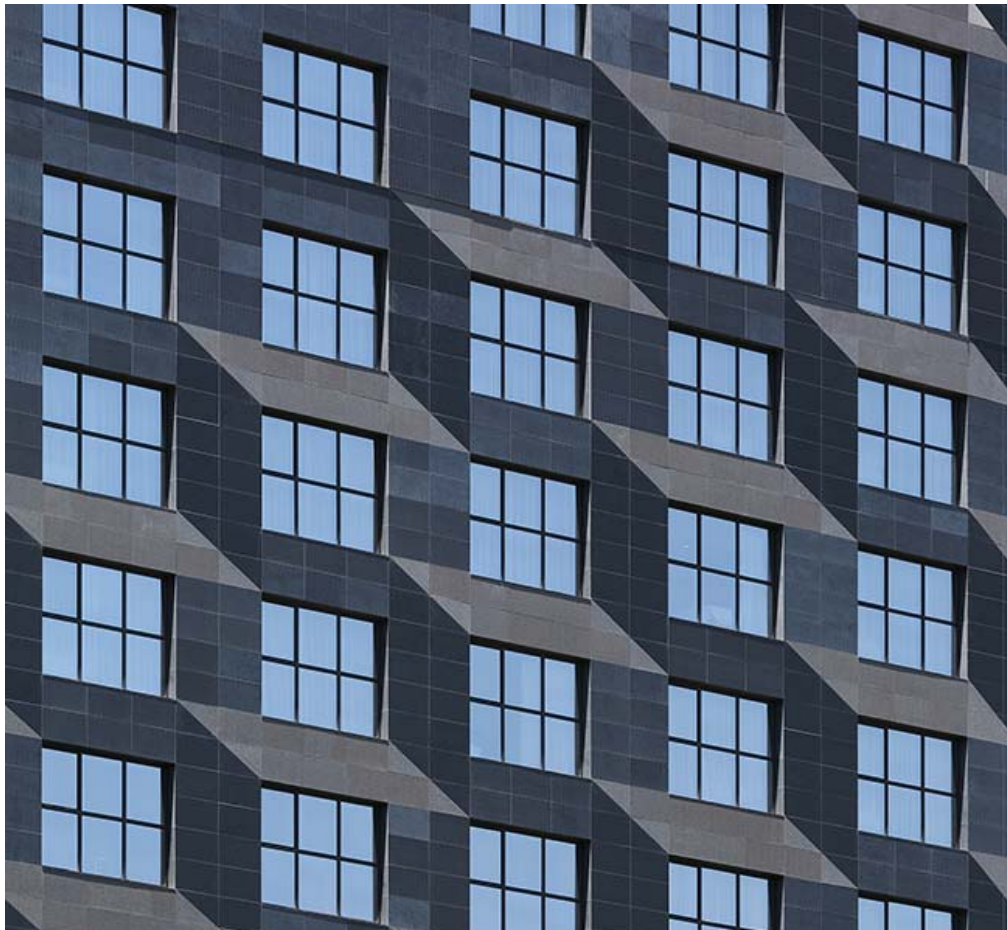


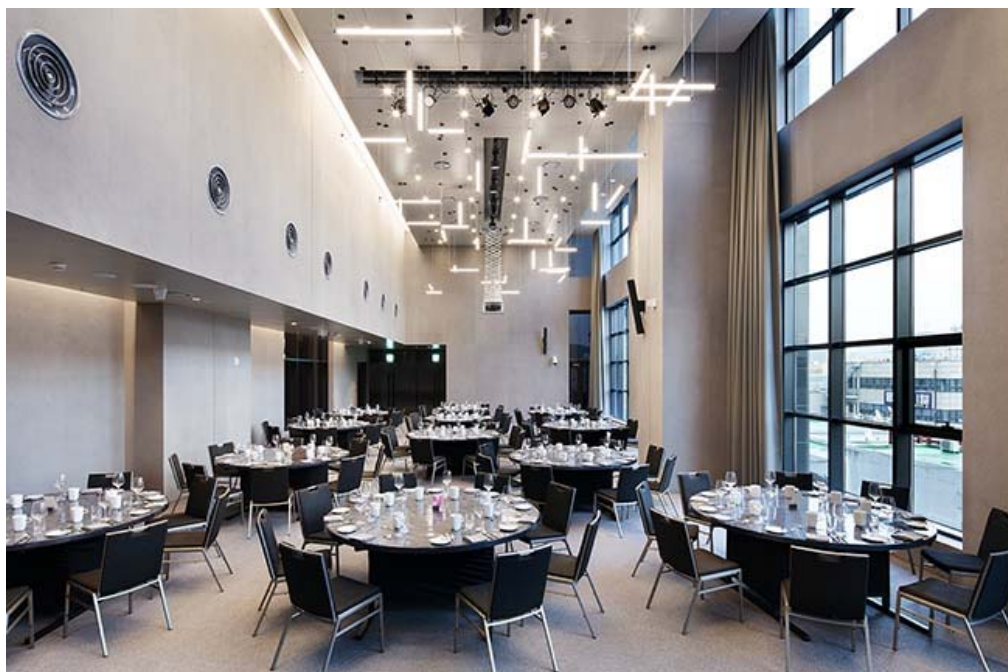
From the early conceptual phase, the hotel design was intended to be a discreet backdrop to the activity of the neighborhood, addressing both the busy boulevard on one side, and the eclectic energy of Hongdae on the other. Similar to many of the eclectic buildings of the surrounding neighborhood, where uses have evolved over time, the public functions of the hotel—main lobby, restaurant, lounges, meeting rooms, banquet space—extend up through the fifth floor in an unconventional layout, with private guest rooms beginning at the sixth floor. Close to street level, generous glazing maximizes visual connections between guests, retail customers and passersby. A pedestrian walkway which bisects the ground floor, while connecting the two public streets that frame the site, and large sections of street-facing operable openings in the retail cafe, also maximize permeability and interaction at the neighborhood level.



The outward appearance of the building is composed of a simple, elegant material palette of black granite and structurally glazed curtain wall. The facades of the upper floors of the hotel employ uninterrupted expanses of glass to reflect the changing character and texture of the neighborhood during the day and hint at the life within after sunset. The granite facades seem to

hover over the all glass base of the building, and three different textured finishes are employed in a dynamic pattern that creates the illusion of three-dimensional space on the surface of the building. These elements —components of what [SCAAA](#) likes to refer to as “second look architecture”— are all intended to provide an evolving perception of the building; new aspects of the building’s design can be revealed to observers over time.







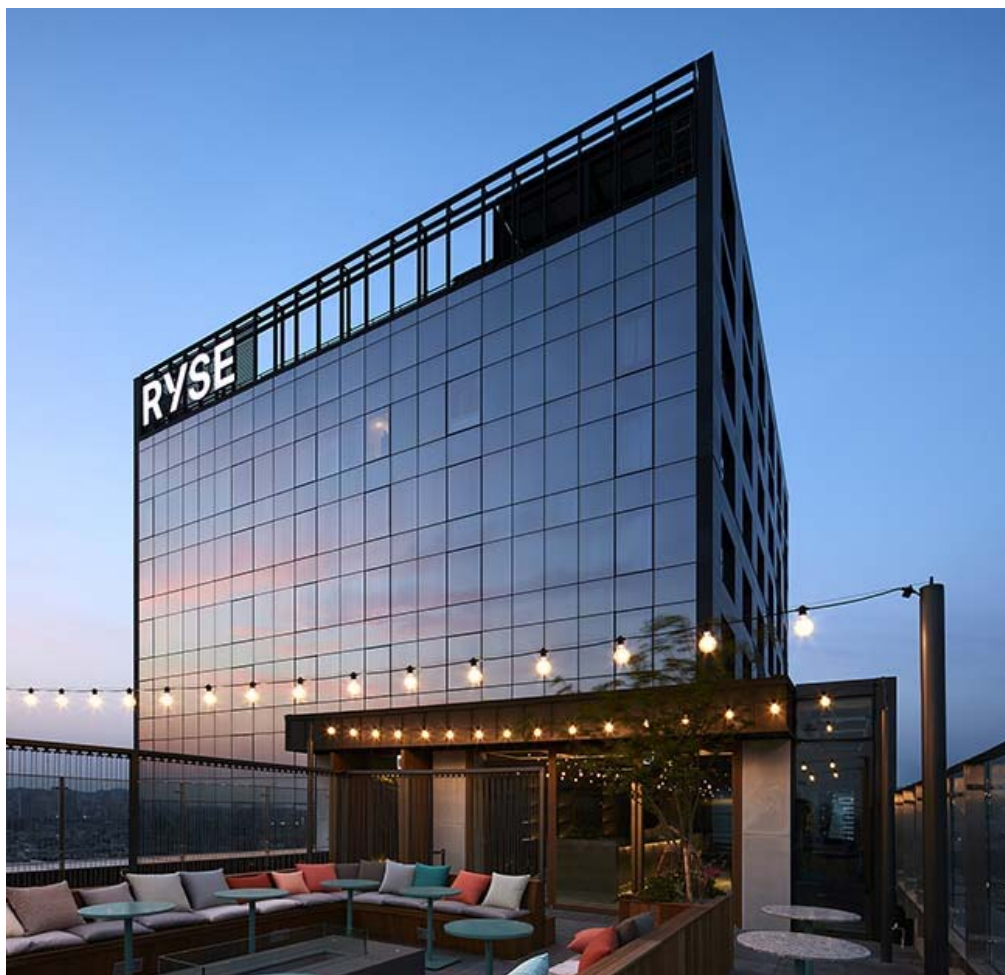
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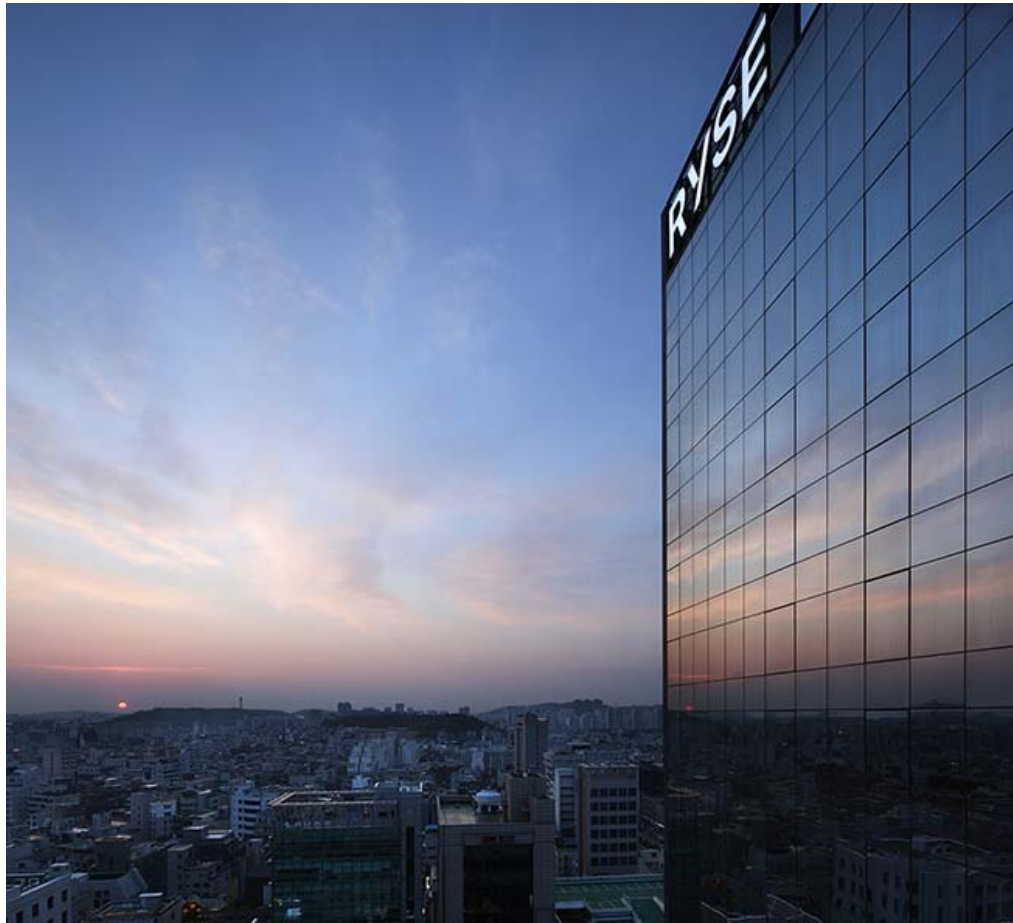






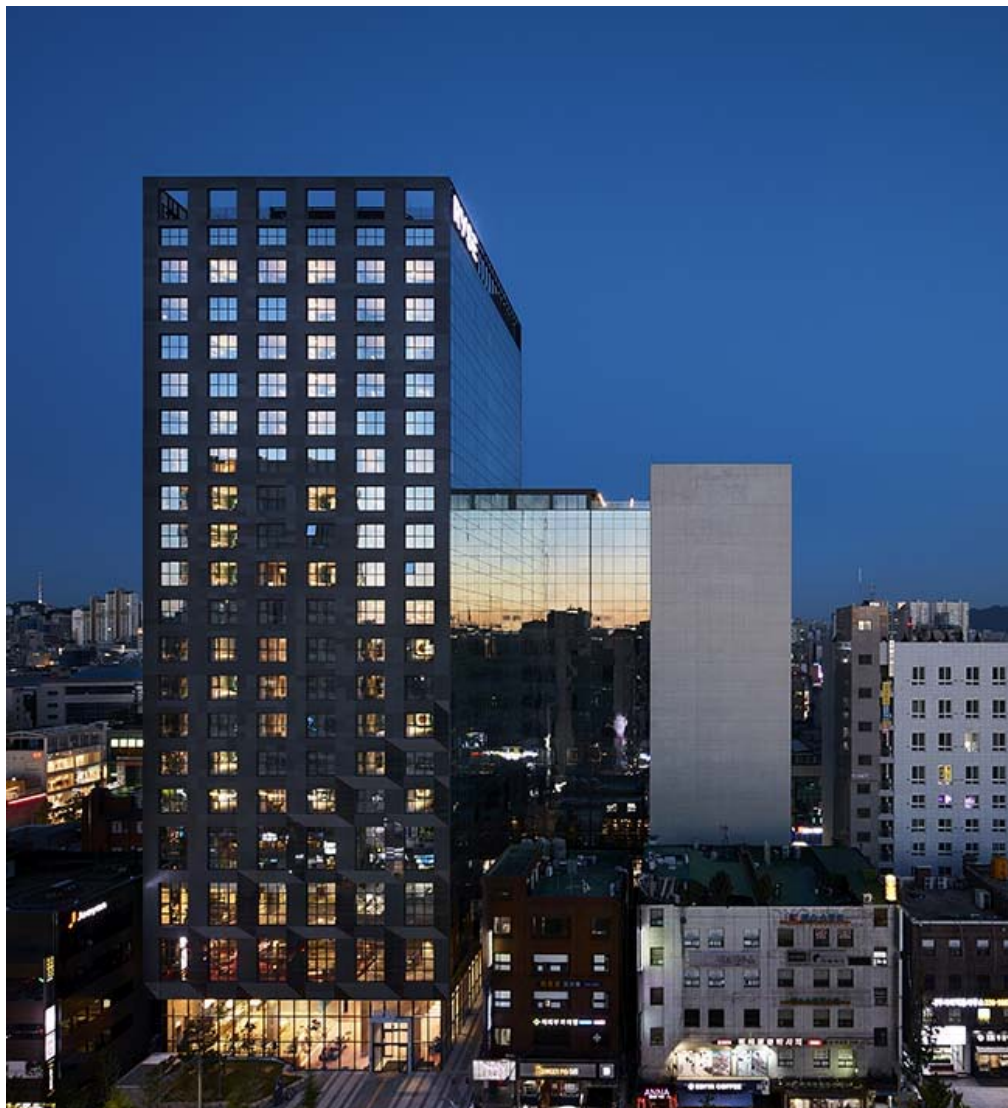
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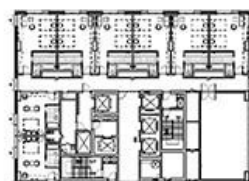
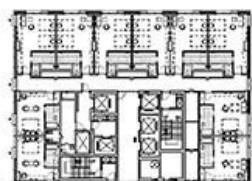
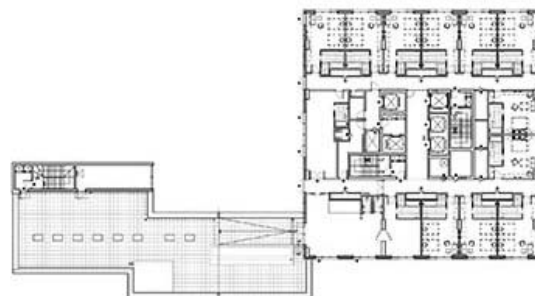
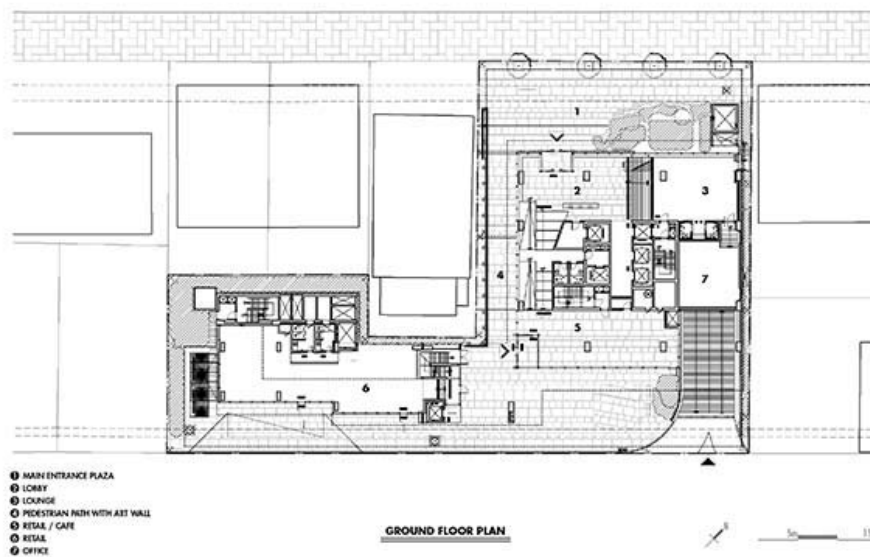


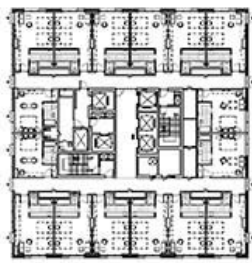




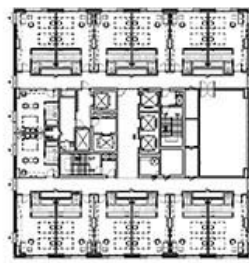
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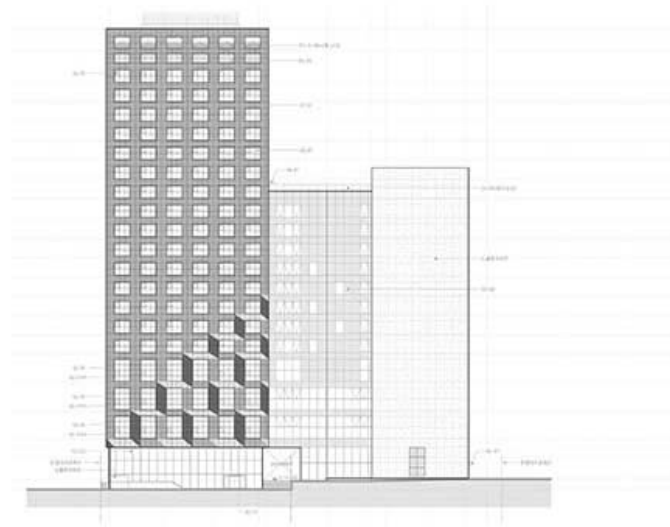




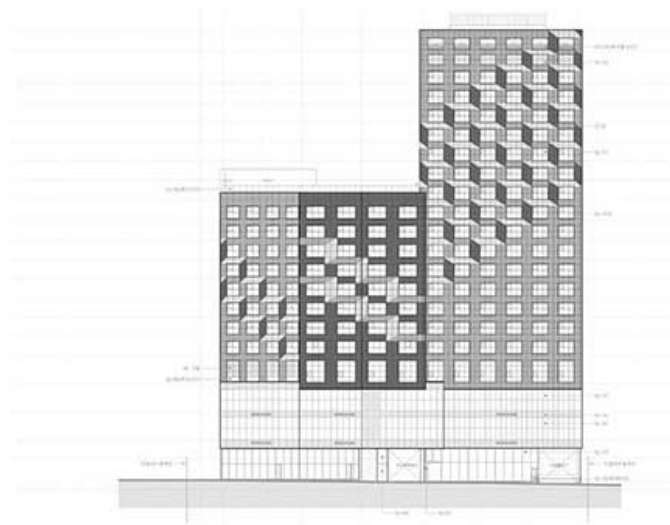
16TH-19TH FLOOR PLAN



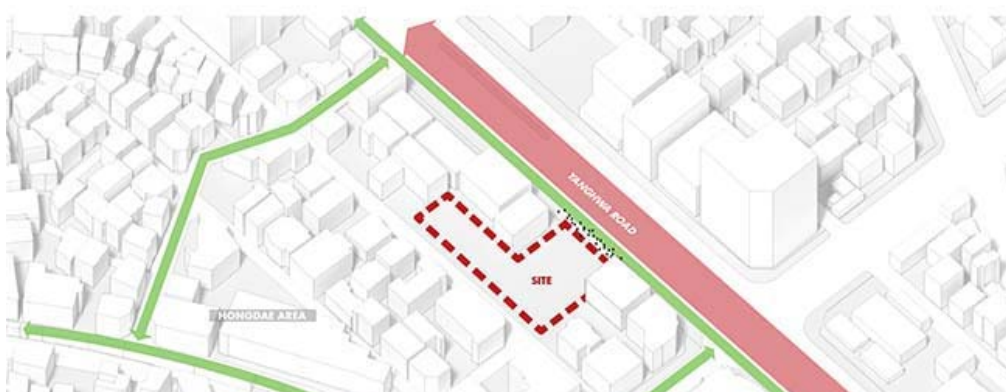
20TH FLOOR PLAN



NORTH ELEVATION

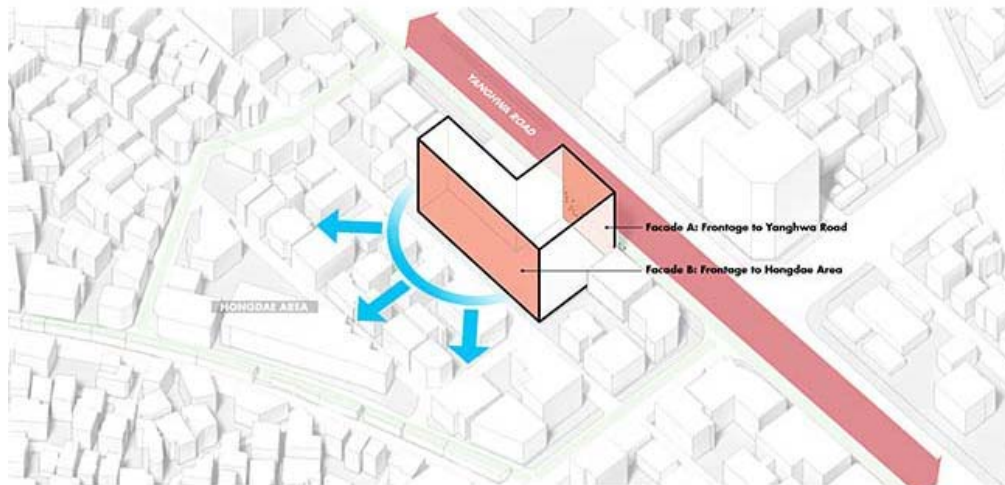


SOUTH ELEVATION





CONCEPTUAL DIAGRAM 00



01 Two Contexts, Two Facades

The hotel site transitions between two very different urban contexts. At one edge is the Hongdae district, with its narrow winding streets and intense commercial activity, at the other is Yanghwa Road, a major thoroughfare bordered by large commercial office buildings. The hotel has two primary facades to address these different conditions.

CONCEPTUAL DIAGRAM 01



02 Public Open Space

The requirement for public open space pushes the two primary facades towards the outer edges of the site and re-focuses building mass on additional floors. The resulting public spaces support impromptu events that occur throughout the area and lead naturally to the hotel entrances and the pedestrian passage that connects Hongdae and Yanghwa Road.

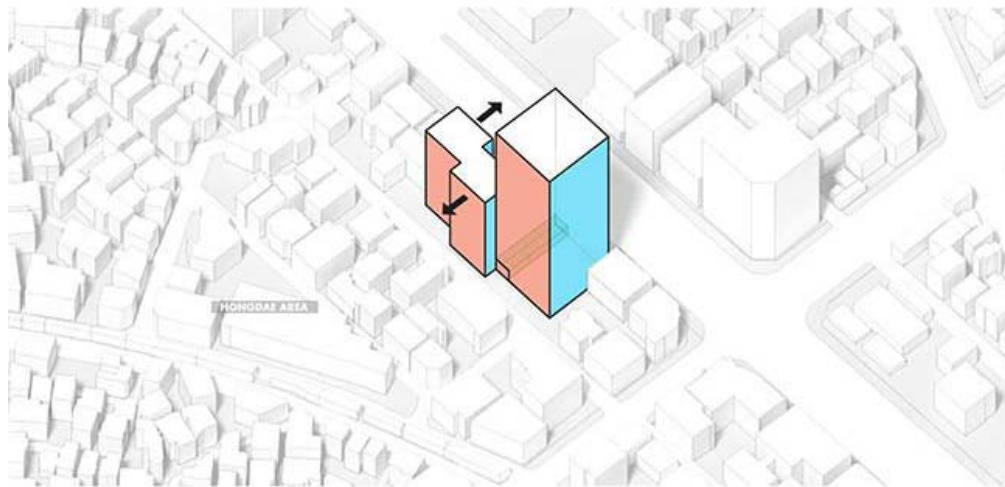
CONCEPTUAL DIAGRAM 02





Public Pedestrian Road and Indoor-Outdoor Connection
The public pedestrian route cuts through the volume of the hotel at ground level and connects the public open spaces. The solid portions of the primary facades are lifted well above the base of the building to maximize visual and physical connections between the interior and exterior, and to create ideal conditions for active lobbies and retail.

CONCEPTUAL DIAGRAM 03



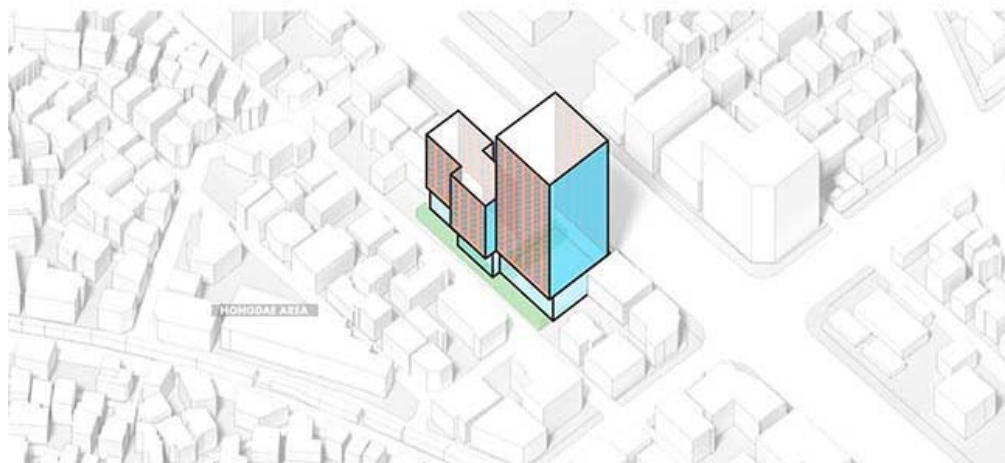
Breaking Up of the Building Mass
Horizontal setbacks and changes in height along Won Ang 1 Street break up the overall mass of the building. Secondary facades facing the neighboring properties are clad in glazed curtain wall with vision glass and operable panels. These surfaces are intended to maximize views from the interior and reflect the exterior surroundings.

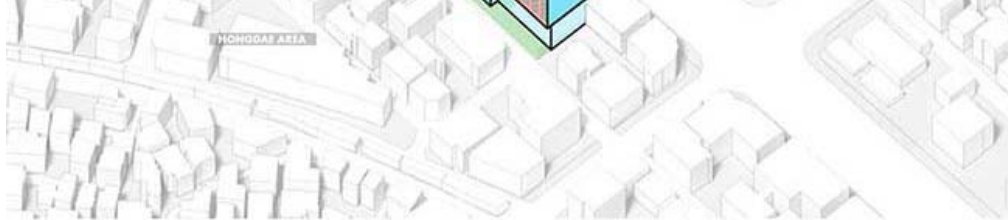
CONCEPTUAL DIAGRAM 04



The Role of Retail
A three story base clad predominantly with clear glazing relates to the existing scale of Hongdae commercial buildings and provides visual connections with activity inside the hotel. Maximizing the retail program on these lower floors serves to connect the project with the activity and character of the neighborhood.

CONCEPTUAL DIAGRAM 05





③ Facade Material Strategies

To further organize the primary facades and accentuate the overall massing, deep-set individual windows are distributed in a regular pattern across the exterior granite surfaces. The resulting grid is then subtly subverted with an overlay geometric pattern that is created with three distinct finishes on the granite cladding.

CONCEPTUAL DIAGRAM 06

Primary Facade
 Canyon Wall
 Public Open Space