

KOREA Report

March 2026

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1. Starfield Village Unjeong

Project Overview

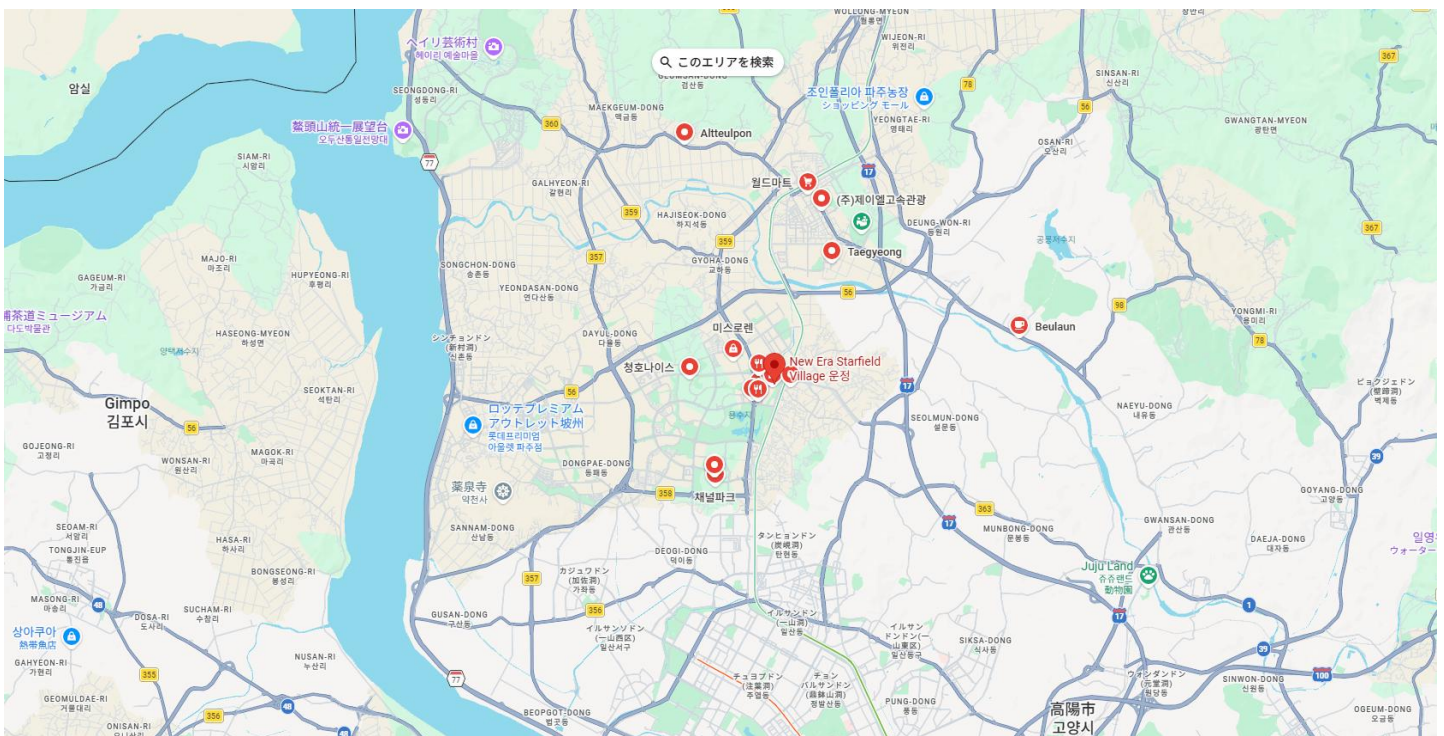
Starfield Village Unjeong was conceived not as a conventional large-scale commercial complex, but as a community-oriented retail environment closely integrated into everyday life. Rather than prioritizing scale or iconic presence, the design emphasizes harmony with the surrounding urban fabric and focuses on creating comfortable, human-centered experiences for local residents. The design avoids monolithic volumes, instead adopting a horizontally layered, low-rise architecture that harmonizes with the surrounding residential neighborhood. A transparent glass façade allows interior activity to flow outward, enhancing the openness and accessibility of the retail environment. This approach positions the project not as a destination mall, but as a natural extension of daily pedestrian movement.

At its core is a highly navigable circulation plan reminiscent of an outdoor street. The dispersed layout encourages visitors to encounter individual brands organically as they move through the space. This strategy balances brand visibility with the creation of a continuous lifestyle landscape. By embedding locality and everyday experience into its design, Starfield Village Unjeong presents a new model for future retail and flagship environments.

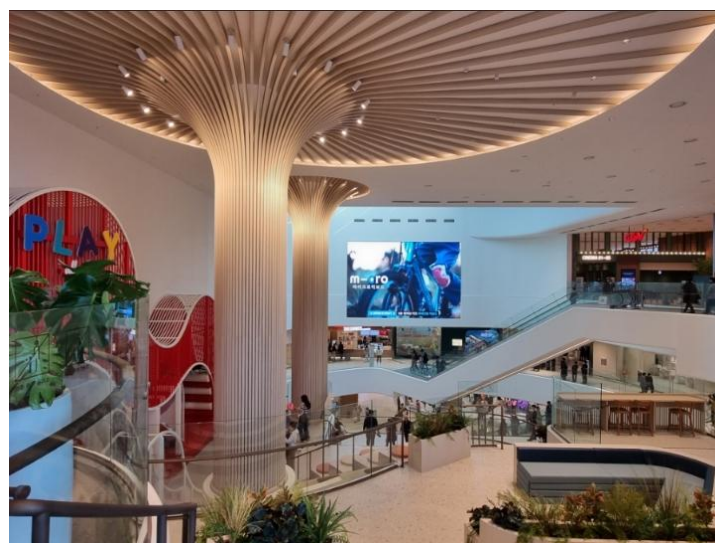
Project Details

1. Brand: Starfield Village Unjeong
2. Type of Business: Lifestyle Retail Complex
3. Open Date: 12/2025
4. Size: 52,230 m²
5. Location: 70, Waseoksunhwan-ro 515beon-gil, Paju-si, Gyeonggi-do, Republic of Korea

Location MAP







2. Connect Hyundai Cheongju

Project Overview

Connect Hyundai Cheongju is a community-oriented lifestyle retail destination conceived with an approach distinct from conventional department stores and large-scale commercial complexes.

Centered on the concept of “Connect,” it positions itself as a place that links people, the city, and content, creating spatial value that extends beyond pure commercial function. Rather than pursuing overt iconicity, the exterior is defined by a calm composition and an open, welcoming presence. A transparent façade and generously planned circulation naturally invite visitors into the building, minimizing psychological barriers. Inside, the layout prioritizes dwell time and experience over efficiency-driven shopping routes. Each floor is conceived not as a simple aggregation of retail units, but as a loosely integrated mix of content—including exhibitions, food and beverage venues, and lifestyle shops. Visitors are encouraged to wander and encounter brands organically, even without a specific purpose. Materials and colors are based on neutral tones and natural textures, allowing each brand’s identity to stand out clearly. Connect Hyundai Cheongju represents a regionally attuned retail model that aligns with contemporary trends emphasizing experiential value and spatial quality.

Project Details

1. Brand: Connect Hyundai Cheongju
2. Type of Business: Lifestyle Retail Complex
3. Open Date: 6/2025
4. Size: 82,640 m²
5. Location: 1225, 2sunhwan-ro, Heungdeok-gu, Cheongju-si, Chungcheongbuk-do, Republic of Korea

Location Map

