



**Sep. 8 - Oct. 8 2004**

**Gallery Korea**

**Korean Cultural Service in New York**

**460 Park Ave. 6th Fl.**

**New York, NY 10022**

**[www.beyond32.org](http://www.beyond32.org)**

**BEYOND 32<sup>ND</sup> STREET**  
**POSTER**

Exhibition @ Gallery Korea,  
The Korean Cultural Service, New York, NY 10022  
September 8<sup>th</sup> - October 8<sup>th</sup>, 2004

**HZO**  
Hangman Zo | [zohangman@gmail.com](mailto:zohangman@gmail.com)



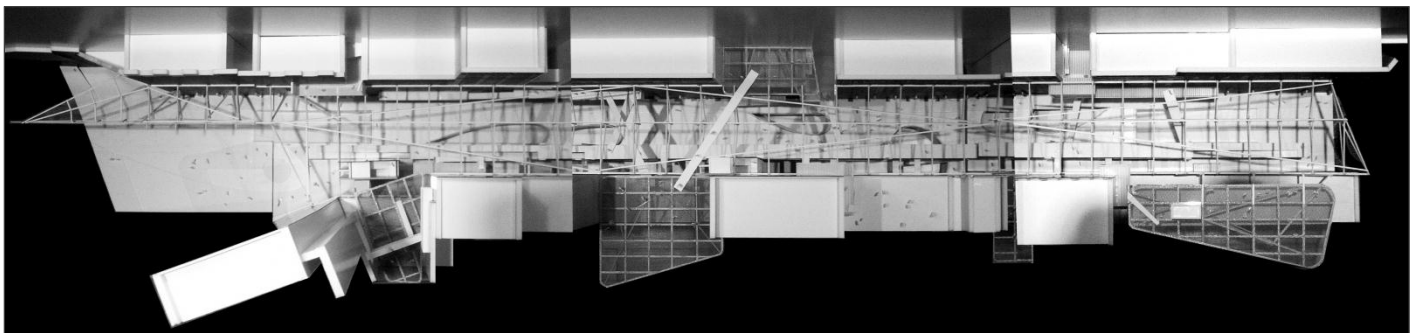


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3D STREET MALL\_PART

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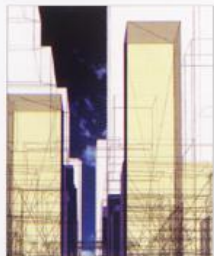
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EXHIBITION PHOTO

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# Beyond 32<sup>nd</sup> Street:

## New Visions of Koreatown in Manhattan



Do-Yong Um

It is the dream that runs New York City. Potential energy to make their dreams come true keeps people pursuing hard work in the city. The city has been a gate for those who came to the States with a dream but yet it does not provide the space for diverse people to celebrate the dream process.

Time Travel is to activate the dream, a potential energy generator through a journey between the spaces of past, present and future on the two walls of the connected building faces north and south of the 32<sup>nd</sup> Street axis. The program of time travel includes multiple exhibition spaces and a theater along with elevated circulation in the street axis.



Hangman Zo

The district between Fifth Avenue and Broadway on 32<sup>nd</sup> street in Manhattan is one of the most representative Koreatowns in New York City and the vicinity. This region can be described as the main Korean retail, fashion, and shopping area in the city.

Compared to other densely Korean-populated territories, such as Flushing, Queens, and Broad Avenue in Palisade Park, New Jersey, this place is playing a role: a 21<sup>st</sup>-century version of "Jyuja-geori"-an ancient Korean-style street market place - where mass-production, consumption and recreation is occurring all the time, 24 hours, 7 days a week.

With the undeniable fact that the most prevalent architecture type in this epoch is office towers and commercial buildings, it is needless to say that the best way to improve and reclaim the highly developed commercial district is to intensify the commercial features it already possesses. Giving some urban-architectural provisions and implements which help to reinforce commercial characteristics, this zone will become a more attractive, pleasant, well-functioning high-rise, high-dense manor for mass production, consumption and amusement.

Setting up another ground level vertically stacked on the existing one and making more storefronts on the new ground level using voids typically found in upper Manhattan should be the proper solution for strengthening the features mentioned above.

Bockduk Jueng

The heartland of the Korean-American experience can be said to be on 32<sup>nd</sup> Street, one street below the towering Empire State Building. For many Korean immigrants, this one but long block stretching from Broadway to Fifth Avenue provides respite from their enduring effort in trying to adapt to this foreign culture and language. No other street in America can boast so many Korean restaurants, bars, supermarkets, hair salons, karaoke, accountants, architects, lawyers, import/export firms, banks and many more. To mainstream Americans, this street has been officially recognized as New York City's Koreatown. However, for most Americans, 32<sup>nd</sup> Street is simply a place to go to satisfy their palate for its spice and legendary BBQ. But with all its abundance and exuberance, there's a noticeable missing piece - a trade center/office building that can take 32<sup>nd</sup> Street to a whole new stratosphere.

"Design Exhibition Center" on 32<sup>nd</sup> Street will be the epicenter for all that's Korean and Korean-American. Korean products can be showcased permanently in individual showrooms or temporarily in booths during exhibitions. Of course, all players - importers, distributors, the trade consulate, freight forwarders, travel agents, bankers, lawyers - will want to be in this center for efficiency and convenience and also recognition. The synergy that will be created would be immeasurable.

Not only for industry and business, the Design Exhibition Center will be also bustling with Korean cultural shows and performances and community activities and receptions. The Design Exhibition Center will be the bridge between Korea and America. It's the missing link in the labyrinth of 32<sup>nd</sup> Street.



Jeong Hyun Yoon + Yoon Gyoong Jang

The Gate, which is located at the end of a boundary in any urban or architectural context, was a very monumental and symbolic architectural object which controlled various movements such as human and vehicles functionally. In particular, it has been one of the important physical elements in major architectural space in East Asia and is also identified as a binary element, which has a neutral reaction between inner and outer space.

In present, as the city is growing more and more, the boundary of the city is destroyed and may be obscured in urban area, which means its limit or role is changed, at least in the metropolitan city. The meaning of the gate is isolated, wrecked, and loses its original contents and formality. Actually it needs to be given a new role and function in the new environmental situation.

In this proposal, the Memory Accumulation Device as an urban threshold is defined, not as a peripheral subsistence out of the center but an essential part of the center, furthermore the center, itself. The relation of each of the boxes links to images and memories of Koreatown and its value. And it makes an enormous networking system from New York City, where many Korean immigrants are living, to the homeland, Korea.

Finally, this new threshold addresses what Koreatown needs, how it is shown, and contains its urban identity, potential and possibility, and Korean culture as well.



Jin Hwang

The speedy concentration of population to the so-called "Mega-City" or "Highly Urbanized City," which contains various means of production within it, was ignited by the incessant progress of the industrialized society since the industrial revolution.

Hence, the estrangement between environment (nature) and architecture is magnified by the artificial "high density" or "high-rise" environment. This artificial environment was created by the modernization of city equipment and also by offensive (aggressive) architecture. This is why we who live in New York City, a center of economy, culture, and city, face such a fragmentary example.

Therefore, I have created a restful new place that embodies the energy and optimism of New York City, especially Koreatown, by utilizing the area's infrastructure and district to create a system park. This will allow space for different programs of different scales, to provide identity and create value for Koreatown.



Kyungil Kong

K-Town (32<sup>nd</sup> Street) has become symbolic of Korean culture in New York City. I will take great pride in ensuring that the history and ethnicity of K-Town remains intact during this transition. The history that is currently reflected in the Korean district should not be manipulated. I believe by making one small adjustment to the present lighting, we make an astronomical difference that would definitely be noticeable to all.

The light level and signage is extremely chaotic. We have gone so long without change that we have become immune to the chaos in which we live on a daily basis. It is time to buckle down and develop our very own K-Town by enhancing the lighting in a manner which will not take away any part of our history.

The design concept will have a flowing effect. Not only does my concept include lighting, but also my plan is to use informational fixtures that would be in direct contrast to the inexpressive feel of the area during the day when lighting is not a factor.

My goal is to upgrade the light levels with informational systems, which will add excitement to K-Town. LED and LCD technology would be used for lighting the streets with color changing and information screens wherever possible.

This design is modeled towards bringing luminescence to K-Town, which will inevitably attract people of all walks of life.

- Documentary introduction: Allis Chee / Models & research: Yun Jui Lee, Ho Joon Kim





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CALENDAR

LIBRARY

PRESS

CULTURAL REPORTERS

ABOUT

< 2012 . 5 Full Calendar >						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Education

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## Exhibitions

### "Beyond Koreatown: New Visions of 32nd Street in Manhattan"

**September 8, 2004 - October 8, 2004**

**Gallery Korea**



Gallery Korea is pleased to present "Beyond 32nd Street: New Visions of Koreatown in Manhattan," an architectural design show of seven prominent young architects based in New York City. Through computer simulations and physical models, these architects remake imaginatively a growing sector of Manhattan that is rich in character and culture: Koreatown.

With a substantial faith in the power of design to change attitudes, perceptions, and even lives, the group of architects suggests new architectural and urban schematic visions for the 32nd Street Koreatown in Manhattan, which has been growing and sprawling since the 1970's. Jin Hwang, Yoon Gyoo Jang, Bockduk Jueng, Kyungil Kong, Do-Yong Um, Jeong Hyun Yoon, and Hangman Zo project ameliorative urban environments and specific spaces to improve cultural exchanges between Korea and the United States and to saturate Koreatown with a particular cultural personality.

Jin Hwang creates a restful new place that embodies the energy and optimism of New York City and Koreatown, bridging nature and architecture.

Yoon Gyoo Jang and Jeong Hyun Yoon explore the meaning of 'gate,' which is considered to be located at the end of a boundary in any urban or architectural context. They confer a centric role to a newly designed gate.

Bockduk Jueng dreams of an ideal multi-purpose cultural complex through the plan "Design Exhibition Center." The building in which diverse activities are happening will reinforce the epicenter of Korean community.

Kyungil Kong believes that by making one small adjustment to the present lighting, we can make an astronomical difference that would definitely be noticeable to all. Mr. Kong upgrades the lighting level by information systems as well as new lighting designs.

Do-Yong Um designs a 'Time Travel' program, which can provide a journey between the spaces of past, present and future on each side of 32nd Street. Multiple exhibition spaces and a theater are included in his scheme.

Hangman Zo focuses on Koreatown as a commercial district. Mr. Zo connects 32nd Street to "Jyuja-geori," an ancient Korean-style street marketplace.

5/29/12

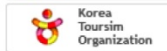
## Exhibitions – "Beyond Koreatown: New Visions of 32nd Street in Manhattan"

An opening reception will be held on Wednesday, September 8, from 6 - 8 pm, with all artists present. The exhibition is made possible by generous support from KLC and L.G. Please contact curator Jin Yong Chung for further information at (212) 759-9550 or [nyarts@koreanculture.org](mailto:nyarts@koreanculture.org).

Further information is also available at the Korean Cultural Service in New York. Gallery Korea, run by the Korean Cultural Service in New York, presents exhibitions devoted to diverse aspects of Korean and Korean diasporic culture, as well as group shows featuring international artists.

[List](#)

[Go to Top](#)



### Korean Cultural Service New York

460 Park Avenue 6th Floor, New York, NY 10022

Library Hours: Monday-Friday, 9AM-5PM | Gallery Hours: Monday-Friday, 10AM-5PM

Phone: (212) 759 9550 | Fax: (212) 688 8640 | Email: [info@koreanculture.org](mailto:info@koreanculture.org)

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# 7인 7색 “개성만점 코리아타운”

‘새비전, 32가 한인타운’ 전 ... 뉴욕한국문화원 9월 8~10월 8일

재능 있는 젊은 건축가 7인이 맨하탄 명소로 자리잡아가고 있는 32번가 코리아타운의 새로운 비전을 제시한다.

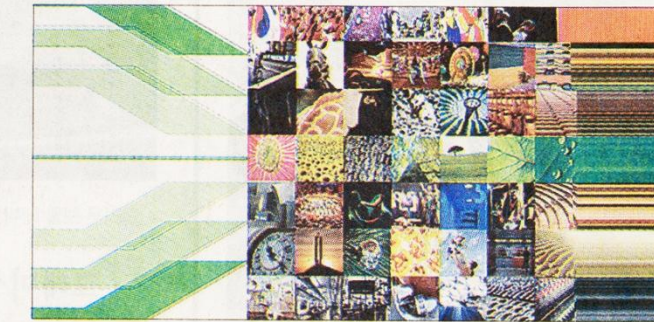
뉴욕한국문화원(원장 박양우)은 9월 8일부터 10월 8일까지 문화원 전시실 ‘갤러리 코리아’에서 ‘새비전, 32가 한인타운(Beyond 32nd Street: New Visions of Koreatown in Manhattan)’ 전을 개최한다.

KLC 건축사무소(KLC Architects)와 LG가 후원하는 이 전시는 1970년대 이래 착실하게 성장하여 차이나타운에 버금가는 아시안 마켓의 중심지 중 하나로 실재하고 지속적 발전을 거듭하고 있는 32번가에 새로운 건축적, 도시계획적 모델을 제안한다.

공경일, 엄도용, 윤정현, 장운규, 정복덕, 조항만, 황진석씨 등 7명의 젊고 유망한 건축가와 실내 디자이너들이 모여 각 개인의 프로젝트를 통해 한국문화를 홍보할 수 있는 도시환경의 개선, 한인 사회 뿐 아니라 뉴욕 시민들 및 공공을 위해 기여할 수 있는 도시를 계획하게 된다. 각자가 맡은 공간을 새로이 기획·디자인하고 서로 조합하여 새로운 창조적 형태의 지역공간을 만들어낸다.

공경일(Hillmann DiBernardo & Associates 디자이너)씨는 현재 무질서하게 놓여있는 간판과 조명을 재설계하여, 보다 매력적인 공간으로 탈바꿈을 시도한다. 엄도용(Richard Datter and Partners Architects PC 건축가)씨는 꿈을 갖고 뉴욕으로 이주하는 사람들과 그 역사에 초점을 맞춘다. 32가를 형성하면서 이어져 있는 건물 벽은 전시 벽과 같이 변화되어 그곳을 들어서는 사람들에게 시간여행을 체험하게 한다.

윤정현(KLC 건축사무소 디자인 국장)과 장운규(국립대 교수)씨는 기념비적이고 상징적인 관문(Gate)에 집중한다. 일반적으로 구역의 경계에 위치하여 보조 역할을 하는 문이 아닌, 중심성을



가지며 다른 주변과 조화, 한국 본토와의 조화를 이루게 하는 상징적 건물을 디자인하게 된다. 정복덕(KLC Architects 선임 디자이너)씨는 새로운 ‘디자인 전시센터’ 설계를 통해 한국 상품을 보다 원활히 소개할 수 있는 실질적 공간 그리고 한국과 미국 문화를 잇는 가교 역할을 기대한다.

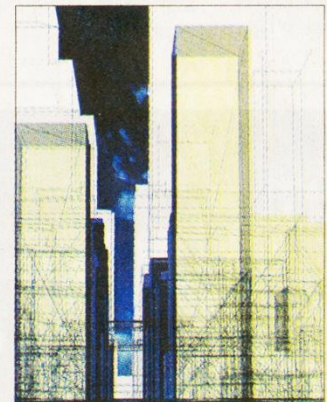
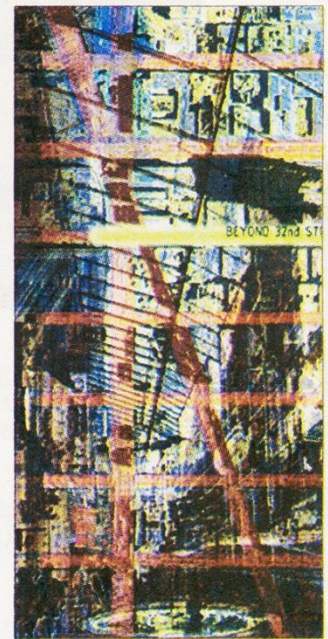
조항만(Greenberg Farrow Architecture Engineering Development 근무)씨는 원활히 작동되는 고밀도, 고층의 쾌적하고 매력적인 상업 지역에 초점을 맞춰 소비를 유발시키는 여러 요소를 조합하여 맨하탄의 또 다른 관광명소를 이루게 한다.

메릴랜드 대학에서 컴퓨터 공학을 전공, USD 스페이스 공동 설립자인 황진석씨는 현대화를 통해 떨어진 자연과 그와 함께 유발된 도시의 많은 문제점을 지적함과 동시에 새로이 설계되는 시스템 파크와 공공 공간을 이용, 맨하탄의 역동적 힘과 밝은 미래를 제시한다. 오프닝 리셉션은 9월 8일 오후 6시~8시.

▲장소: 460 Park Avenue, 6th Fl., NY

▲문의: 212-759-9550

〈김진혜 기자〉  
jhkim@koreatimes.com



황진석(왼쪽 위), 공경일(왼쪽 아래), 조항만(오른쪽 위), 엄도용씨의 새 비전 모델.



## 코리아타운 미래 모습은...

문화원, 청년건축가전

9월 8일부터 한달간

세계의 심장 뉴욕 맨해튼의 중심부에 자리잡고 있지만, 건축미학적으로 아쉬움이 많은 코리아타운에 새로운 비전을 제시하는 젊은 건축학과와 인테리어 디자이너들이 모여 전시회를 연다.

아십찬 그룹전에 참가할 청년들은 인테리어 디자이너 공경일 정복덕씨와 건축가 엄도용 윤정현 장윤규 조항만 황진석씨 등 7인.

이들은 9월 8일부터 10월 8일까지 주뉴욕 한국문화원(원장 박양우)의 갤러리 코리아에서 열릴 '새 비전, 32가 한인타운'에서 32가에 새로운 건축적 도시계획적 모델을 제안할 예정이다.

프랫 인스티튜트 출신 공경일씨는 코리아타운의 무질서한 간판과 네온조명의 변신을 시도하



코리아타운에 비전을 제시하는 건축가들. 왼쪽부터 엄도용, 윤정현, 황진석, 정복덕, 조항만, 공경일씨.

며, 콜럼비아대학원 건축과 출신 엄도용씨는 건물의 벽들을 전시벽으로 탈바꿈시킨다.

서울대 건축과에서 박사학위를 받은 윤정현씨와 국민대 건축과 교수 장윤규씨는 한국을

상징하는 관문을 디자인하고, 프랫 출신 정복덕씨는 한국 상품 소개 공간을 소개한다.

그리고 서울대 건축과 대학원 출신 조항만씨는 소비를 창출하는 상업지역을, 프랫 출신 황진

석씨는 코리아타운의 미래상 제시할 시스템 파크를 선보일 예정이다.

▶한국문화원: 460 파크애브뉴 6층 (212) 759-9550

박숙희 기자