



KBS DIGITAL MEDIA CENTER – DIGITAL MEDIA CITY, SEOUL, SOUTH KOREA

CLIENT: KBS (Korean Broadcasting System)

COMPLETION: 2003

DESCRIPTION: *The 21-story KBS Digital Media Center consists of a 5-story base of television studios, production spaces, a broadcast academy, a conservancy and retail spaces with a 16-story office tower. It is a unique conception derived from the specific conditions of the site and functional requirements. It is shaped in an optimum configuration of form and building systems in response to specific criteria. A strong elegant image is sought through clear visual perception of a cohesive building tower form rising up from the ground. Definition of both beauty and vertical integrity is enhanced by visual continuity and evolution of the tower from plaza to pinnacle. The tower massing maximizes office space in the most desirable locations for view and sun orientation, while pedestrian access and human scale is enhanced at the plaza by means of architectural form. The lobby base is oriented diagonally toward the south street intersection, major pedestrian crossing, and plaza through an expanding welcoming entrance at a 45-degree angle. The lobby base also climbs upward in transition to the tower.*

ROLE: Anthony J. Lumsden and Associates was the Design Architect for this competition project in association with Mooyoung.

A N T H O N Y J L U M S D E N & A S S O C I A T E S