

Project: SKIN1004 Flagship Store

Team: LMTLS

Size: 350 m²

Location: Seoul, SOUTH KOREA



Feature:

Project - The new SKIN1004 flagship store in the heart of Myeong-dong, Seoul emerges as a striking presence with its textured rock façade contrasting with the glass storefronts typical of the neighborhood. The space artfully brings the essence of “untouched nature” into the urban setting through rich earth tones, organic shapes and textures that reference the untamed landscapes of Madagascar.

Upon entering the craggy stone frontage, visitors traverse reed-lined “trails” and encounter swaying video walls depicting natural scenes, fostering an immersive multisensory connection with raw, primordial nature. Carefully orchestrated lighting and visibility between the exhibition-focused ground floor and the product lounge and retail area above enhance the continuity between the spaces tied together by an organic sculptural centerpiece.

The innovative scheme spearheaded by Korean firm LMTLS liberates the brand identity from clichéd representations of nature with vibrant sand-hued tones and rough-hewn textures belying the sophisticated blend of natural inspirations filtered through contemporary form. The creative approach shapes an intriguing and unexpected haven contrasting the teeming urban activity outside, standing as a distinctive retail environment where cosmetics emerge as if concentrated from the very essence of the earth.

Design Team - LMTLS is a New York & Seoul based architectural design group whose three co-founders, Daeho Lee, Beomki Lee, and Jaeyual Lee, began their collaboration at the Massachusetts Institute of Technology (MIT) during their Master of Architecture studies. Founded in 2015, the firm is committed to catalyzing change through innovative design, navigating towards the optimal design direction for each project. As stated in their manifesto:

"Beyond limits, our creative design thinking transcends constraints, weaving a tapestry of boundless possibilities. Embracing diverse approaches, free from stereotypes, we manifest an endless expression without boundaries."