

The Art Gallery in Nature - THE H Honor Hills

Hyundai Engineering & Construction showcases its premium apartment brand, The H, and its first creation, The H Honor Hills.

03/27/2020 Hyundai Engineering & Construction



The H Honor Hills, the HDEC's first premium apartment complex in Gangnam, Seoul, was designed to harmonize with nature.

The definition of 'home' is now changing - from a place for survival to a place for well-being. People now cherish every second of their lives, and they are willing to have a better, more vivid home and apartments are changing as a result. They are using up space much more variously and trying to house more nature in them. The H, a premium apartment brand created by Hyundai Engineering & Construction (HDEC), is one of the examples.

Wishing to retain what conventional apartments could not feature so far, HDEC designed the space that people could respect each other's lifestyles while living together as neighbors living so close to each other. Also, HDEC tried to tackle the old stereotype - that the 'apartments' is the opposite word from 'nature'.

HDEC created the brand The H, and showcased The H Honor Hills in Seoul, South Korea. The 'Hills' refers to Mountain Daemo nearby. Just as the name represents, The H Honor Hills tries to blend in with the natural surroundings. So the apartments were built through innovative ways, satisfying its residents quite successfully.

The most unique feature of The H Honor Hills is that the residents can live with nature, facing Mountain Daemo in the south and Gaepo Park in the west. They also can easily reach Yangjaecheon Stream. It is very hard to taste the hint of nature if you are living in Gangnam, Seoul, and this makes The H Honor Hills even more special.

Creating wider streets or getting rid of mountains nearby used to be more important for conventional Korean apartments in the past because people literally preferred living in a big city, blocked from boring natural surroundings. Apartments are still much more expensive when they are built near subway stations, for example. However, HDEC captured the trend - that citizens now want to go back to nature.

An Art Gallery Or A Front Yard

Inside the apartment complex is an outdoor gallery filled with contemporary artworks. The center of the garden highlights the concept of landscape design created by HDEC, a contemporary art gallery. Each art piece was designed to harmonize with each season - with flowers of Spring, with green leaves of Summer, with fallen leaves of Autumn, and with the snow of Winter.





Artworks for the Community Spaces

Sinta Tantra, a British artist of Balinese descent, designed a playground in the complex. She used vivid yet soft colors and simple patterns to make this heaven for kids. The one called 'The Emperor Penguin On Ice Fishing', is another playground created by Myeong-gwon Pak, a Korean designer and architect. As the name beckons, the playground has a 7-meter-high gigantic slide, depicting a gigantic penguin fishing on a floating sheet of ice, boosting everyone's imagination playing inside.

People say that apartment building is an essential aspect of a city. This is because only apartment buildings can accommodate them. But HDEC wanted to take a step further, to provide its residents with new values that conventional apartment buildings couldn't. Space for housing each different lifestyle of the residents, for communicating between neighbors, and last but not least, green spaces - these elements all are very important aspects when people live together. And 'The H' brand could be the key to solving the problem.

