



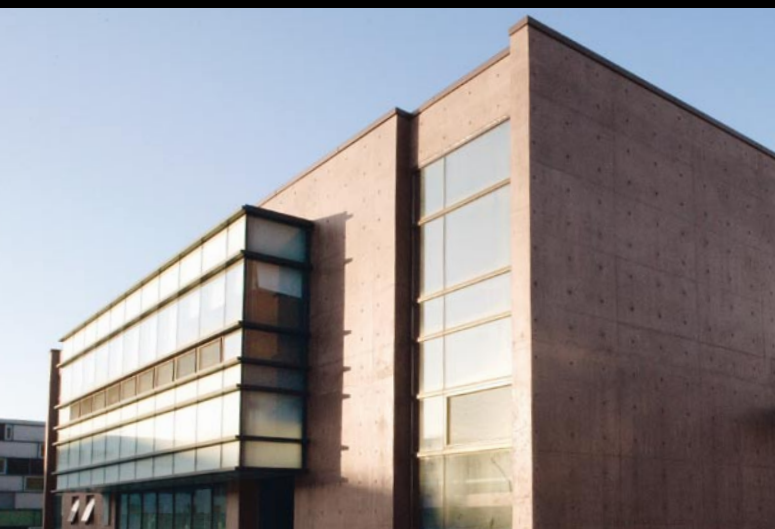
COLORED CONCRETE WORKS™

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Case Study
Korea Special

LANXESS
Energizing Chemistry

Architecture and color: A wide range of options.





One of numerous cube-shaped private houses in the Heyri Art Village, which is characterized by green fair-faced concrete (chrome oxide green).

An art village dominated by integrally colored concrete.

The Heyri Art Village in the Korean town of Paju is an outstanding example not only of the architectural and aesthetic potential offered by colored concrete in modern design, but also of the social and cultural opportunities it opens up. In particular the architectural concept of this art village near Paju reflects the cultural aspirations of modern-day Korea – a country that is also breaking new ground in architecture. It shows courage and adopts a creative approach to color, form and material use.

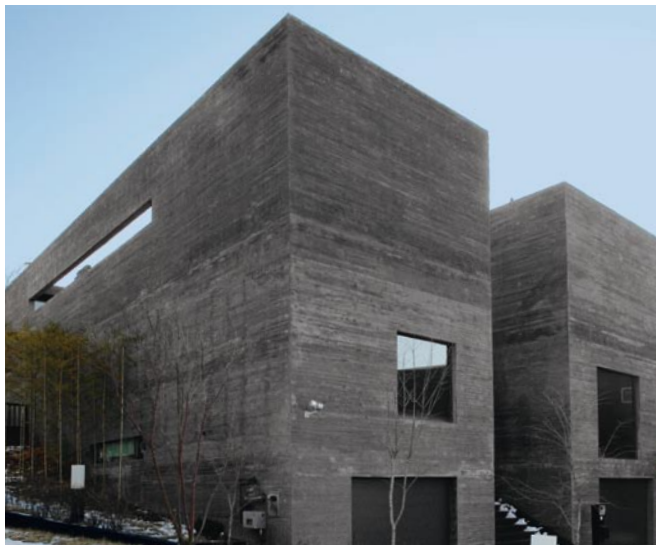
It is therefore logical that the architecture of many of the buildings in the Heyri Art Village comprises cube-shaped structures made entirely of fair-faced concrete. Integrally colored concrete plays a key role in this unique architectural project involving the design of new public areas. This is also true of the publishing house in Paju, which has a clear, absolutely puristic, no-frills structure.

Publishing house in Paju with a mixture of browns (based on Bayferrox® pigments).



Top:
The Heewon Gallery,
Pink House, in the Heyri
Art Village with a pink
concrete mix (based on
Bayferrox® 130 C).

Below:
House belonging to an
actress in the Heyri Art
Village. A monolithic-
looking building made of
black fair-faced concrete
(Bayferrox® 330 C).



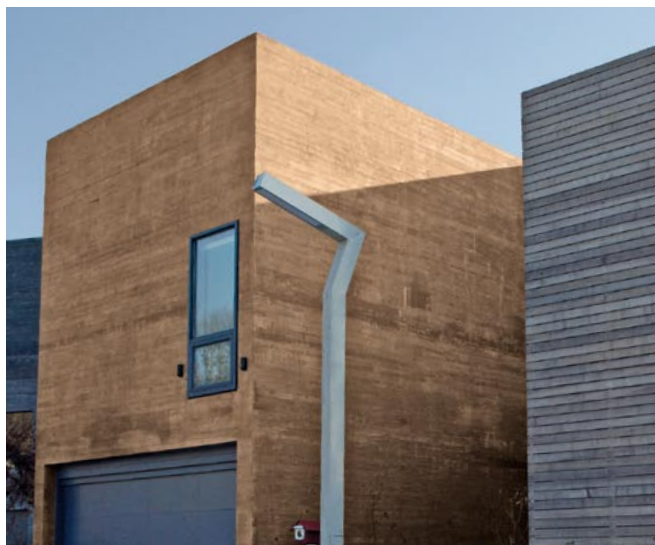
Color creates an interaction and allows the material to speak for itself.

The Heyri Art Village with its gallery of houses built of integrally colored concrete has attempted to reinterpret the traditional relationship between the private and the public. It takes the cube as the basic form, uses integrally colored concrete as the basic material and adopts minimalist architecture as the basic concept. With these elements, 370 artists from many different disciplines have succeeded in realizing their idea of designing a place where the borders between the individual disciplines become fluid. Back in 1994, this group of architects, writers, painters, film-makers, photographers, musicians and publicists took up the idea of creating a new form of interaction between different artistic disciplines over an area of 495,000 m².

A Gallery between Art and Nature.

Since 1997, when the first houses were built, Art and Nature have come together in constant dialog in a new “cultural center” consisting of workshops, art galleries, museums, municipal buildings and private houses. The material on which all this is based is integrally colored concrete – a building material that absorbs moisture, acts as a barrier to heat and cold, and is also noted for its long service life. The irregular surface structures caused by the rough grain from the timber formwork also create an unusual resonance between the building and Nature. The architects have allowed the concrete to speak for itself and, in so doing, have created not only exciting contrasts but also new associations between the buildings and the natural colors of the environment.

A film director's publishing house and residence made of brown fair-faced concrete (a mixture of brown Bayferrox® pigments).





Freshness plus long life.

Color integrates buildings into their natural environment.

One reason why the team of architects charged with designing the waste water treatment plant in the Korean town of Paju opted for integrally colored concrete was undoubtedly the challenge of making it one of the first municipal buildings in Korea to be built with this unique material. In addition to that, they wanted to communicate the quality of the water through the impression the building makes in public: namely clean, fresh and environmentally friendly. It also led to an amazing result: lively, iridescent surface patterns that match the constantly changing tones of the natural environment perfectly . But it was not only aesthetic considerations that led the architects to opt for integrally colored fair-faced concrete: economic considerations also played a part. The stability and life expectancy of a material like concrete is ideally suited to the low-cost maintenance of a building over the long term.



For the waste water treatment plant in Paju, integrally colored fair-faced concrete was used in two brown shades (based on Bayferrox® pigments).



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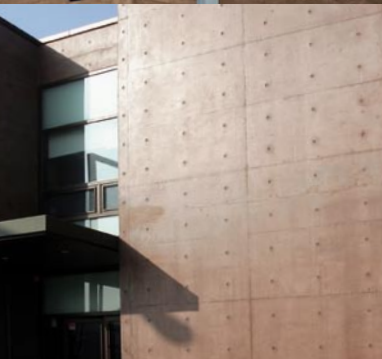
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Data Sheet
Korea Special

Project data



From private house to art gallery, from publishing house to municipal waste water treatment plant: integrally colored fair-faced concrete offers modern architecture a particularly broad spectrum of opportunities for application and design.

Building (top left)

Private house, Heyri Art Village



**Bayferrox® special
mixture of browns**

Building (top right)

Heewon Gallery, Pink House,
Heyri Art Village



Bayferrox® 130 C

Building (center left)

Publishing house, Paju



**Mixture of browns
based on Bayferrox®
pigments**

Building (center right)

Private house, Heyri Art Village



Bayferrox® 330 C

Building (bottom left)

Waste water treatment plant, Paju



**Bayferrox® special
mixture of browns**

Building (bottom right)

Private house, Heyri Art Village



Chrome oxide green

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