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## **PDI World Group Wins Major Project in Korea**

**Minneapolis, MN, December 29, 2006** – Parker Design International (PDI) World Group has been awarded the architectural design contract for Pelage, a very large, multi-faceted luxury housing development in Seoul, Korea. PDI won a design competition over three other prominent international architectural firms.

"Our staff has extensive experience in Asia, particularly Korea," said Steve Huh, Chairman and CEO. "We understand the city, the people and important issues like the use of open space and respect for the environment. This experience was no doubt a factor in our winning this design."

The Minneapolis-based firm's winning design will create four separate types of housing clusters within a unified overall concept. The selection committee believed that PDI's solution for the site was not only the most unique, but also the most environmentally sound. Each housing type will have a distinctive look and amenities to appeal to different lifestyles among the hundreds of tenants who will occupy Pelage. These housing types are described as Stone, Platform, Tower and Terrace.

Stone's residential units are layered randomly, resulting in a free form design that provides for very individual expression. Platform is organized around oval-shaped units that provide for various orientation and views. Slots are incorporated between residential units allowing for privacy, natural ventilation and day lighting. Tower is designed with two residential units per floor. Each unit has not only privacy but also fantastic views and day lighting. Terrace's design serves as an edge to the development, serpentine along the terrain and gracefully blending into the landscape.

Each housing cluster has its own characteristic outdoor public space, encouraging interaction among the residents. Great care was taken to preserve the natural vegetation of the existing site, which is enhanced through extensive pools and fountains.

The Pelage development is situated in the heart of Seoul, on the former site of Dankuk University. Total investment is estimated at \$2.5 billion with completion targeted for 2010.

**ABOUT PDI** – Parker Design International has been busy since it began operations in June 2006, but this is its biggest and most prestigious project to date. PDI World Group LLC is a worldwide building industry consortium, based in Minneapolis, and headed by Stephan S. Huh, FAIA, who was formerly President and CEO of The Leonard Parker Associates and later Parker Durrant International. The company and its affiliates specialize in architecture; landscape architecture; planning; interior design; structural, mechanical, electrical and civil engineering; and construction management.

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