

## PDI Today

### PDI ACHIEVES ANOTHER WIN!!

PDI, as part of the design team with Heerim Architects, continues its award-winning design tradition by winning the Bexco Busan Exhibition and Convention Center competition in Busan, Korea.

In 1997 PDI and Ilshin Architects designed the original Busan Exhibition and Convention Center. With that design, we won first place in the International Design Competition (1997), the Honor Award from the Minnesota Society of the American Institute of Architects (2001), and the Merit Award from the American Institute of Steel Construction (2002).

The recent competition in 2009 consisted of designing a new Exhibition Hall and Auditorium. The total construction cost of the project was \$170,000,000, with the area of the Exhibition Hall amounting to 92,600m<sup>2</sup> and the Auditorium covering 26,700m<sup>2</sup>.

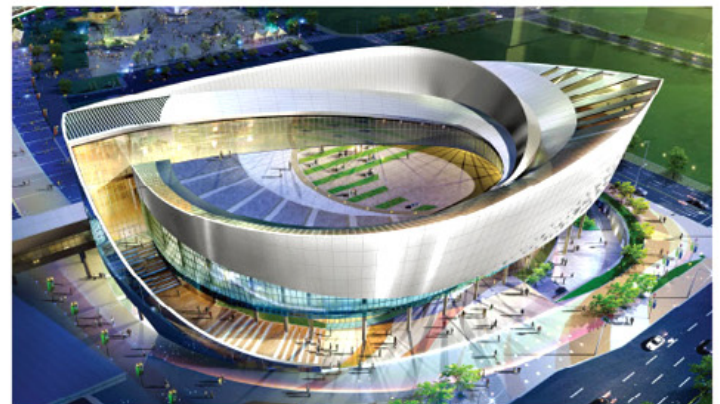
The form of the original Exhibition Center resembles a seagull. In order to harmonize with this existing theme, the new buildings emulate the shape of a boat, with the roof resembling waves. This also helps the buildings to blend in well with the surrounding environment; the location is very close to the South Sea.



New Exhibition Hall



Overall Perspective



New Auditorium



Left: Stephan S. Huh, FAIA, Chairman/CEO  
Right: Leonard Parker, FAIA, Founder  
From Leonard Parker to Steve Huh – a tradition of excellence for Parker Design that has continued uninterrupted for 50 years.



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International