

# SOFT TRANSITION

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Recent urban development has serious consequences such as limited space and expanded urban sprawl which lead to complex problems. Furthermore, suburb seems like an unplanned area which lose its identity and do not optimize its potentials. Those situations bring huge challenge for re-envisioning and designing suburb area which not only accommodate site-specific issues but also create soft urban-rural transition.

On the other hand, advance technology is transforming our lifestyle include shopping activities. This condition shapes people habit from shopping offline to online. It is very crucial to re-thinking kind of commercial block that not only fit with the needs of present situation but adaptable for the future. Optimizing flexible program and communal space which bring diversities and possibilities.

This project is trying to analyze two transitions, urban-rural and offline-online, then propose experimental proposal of business district in suburb area.