

Preferred Apartment Community

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Thecasesolution.com



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Park Jung Hee, the new power control over the government and he becomes the new president of Korea

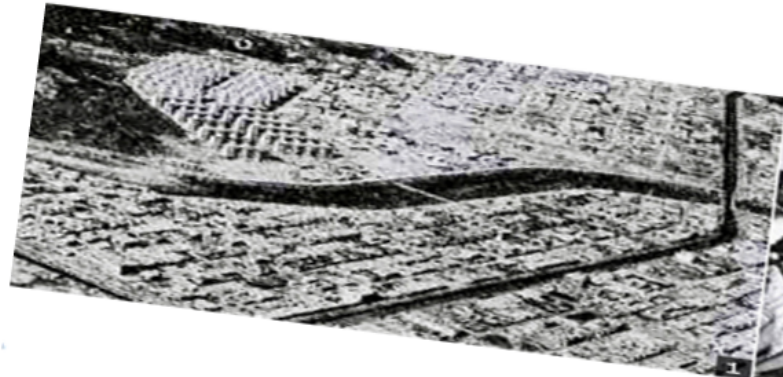


time of industrialization

- *construction boom
- *slam clearance
- *development of electronics, heavy industry



1970's - 1980's apartments



1980's apartments


*Banpo Olympics Apartments

*Hyundai Apartments





Changes Over Time and of the Ideal Home

- "Western"-style bathrooms and kitchens are a potent symbol of that modernity.
 - "It is not a drastic overstatement to say that for many Koreans apartment life is the substance or aspirational desire object of urban modernity."
 - "convenience" and "cleanliness" vs. "uncomfortable" or Dirty
 - "Apartments were "clean", "orderly", and "comfortable", as opposed to the world of the alleys"
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Apartments that Attract People

- *location

 - a) transportation: subway, bus, highway

 - b) education

 - c) mall, groceries, gym, hospitals, other utility systems

- *price

- *security & parking system

- *built-in home appliance

- *facilities

- *luxury, culture, social class



You Tube