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KKDC Article in ARC magazine #101

KKDC is very pleased to be featured in the latest edition of ARC Magazine, giving some insight behind the expansion of KKDC with the recent Grand Opening of the KKDC R&D Centre in the company's hometown of Seoul, South Korea.





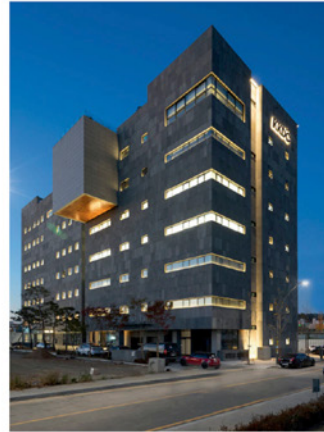
Korea Progression

KKDÖ has officially opened its new R&D Centre in the company's hometown of Seoul, South Korea. Designed in house, the move is part of a wider expansion plan for the LED manufacturers and will see the company run in-house luminaire testing for the first time.

LED manufacturer KKDÖ kicked off its 2018 expansion plans with the opening of a new, specially built R&D Centre in Seoul, South Korea. The new centre, a nine-storey, 4,550sqm complex designed by Eusean architect Seho Choi sees KKDÖ come full circle as a company, returning to its birthplace with a new workspace located just 200-metres from the small offices they started out at in 2003. Since its inception, the company has expanded on a global scale, with thirteen sales branches and three factories around the world, along with KKDÖ Design House in the UK. Now, founder and director Jack Cheo said: "I feel like a fisherman returning back to port with a full load of fish." The new R&D Centre will be the base of operations for KKDÖ's hardware and software team, as well as its chemical engineering department. The hardware team works on PCB design, LED calibration and housing design, while the software team focuses on dimming programs, protocols for other dimming units and LED cluster

protocols, among other areas. The chemical engineering team works on all silicon and PC aspects, ensuring that they meet KKDÖ's stringent requirements for UV stability, water resistance, adhesive properties and heat dissipation. All teams work together closely with the Seoul-based KKDÖ Design House throughout the development process. Lighting for the entire building was provided by KKDÖ itself, with the SEN-E, SEN-P, KORI and Duo Luna profiles used on the exterior lighting, while a bespoke, surface-mounted downlight, the FLAT-MG Special, provided the general office lighting inside. The ground floor of the new centre features a flexible, open-plan showroom, showcasing the latest KKDÖ products in situ, with a lighting scheme imagined by KKDÖ Design House. Tim Young, Creative Director at KKDÖ Design House, said: "It was a clear point of the design brief that this space needed to be a flexible, multi-use area that can be adapted according to our product changes and various events.

"The showroom is laid out with three main open plan areas, separated by adaptable partition walls: the main showroom space, a relaxing seating and drinks area, and a front 'Gallery display area'. There's also a small tactile product room for visitors to get 'hands-on' with the various KKDÖ product profiles and components." For the primary lighting of the space, KKDÖ used its own soon to be launched KOH1 Suspended System: a continuous general linear lighting solution for direct/indirect lighting. They also produced a custom spiral shape with diffused downlight and dynamic RGB uplighting. The showroom features two notable design features within the space: firstly a 'colour temperature demo wall', designed by Young, that features rotating panel boards to act as a room divider, meaning they can be 'opened' or 'closed' depending on how KKDÖ required the space to be partitioned. Secondly, there is a dominant module shelving 'box wall' constructed from a metal frame with integrated LED lighting, into which wooden box modules fit. This wall



then acts as a partition between the main space and a 'front gallery' area, which will be used for displaying KKDÖ product launches, exhibiting artist and design collaborations or promoting student works and competitions. The wooden boxes within the box wall can be configured into various positions to create either an open or closed feel, depending on requirement. The whole wall is also moveable. Alongside this, Young designed a special, CNC-machined wooden feature wall, with embossed and debossed KKDÖ logos, specified to create a textured wall finish, grazed with light. Although the building features a number of unoccupied floors at the moment, these are plans to expand the company further, implementing new technologies and production lines in the space. The move to construct a new, purpose-built R&D centre in Seoul puts KKDÖ at the heart of innovation in South Korea, as the city is also home to huge R&D centres for tech giants Samsung and LG. And Young believes that the LED manufacturer's new centre will benefit the company greatly moving forward. "These are exciting times for us and I believe the Korean R&D team are very happy to have so much space and room for expansion," he said. "Seoul is a hot-bed for engineering talent

which will no doubt benefit KKDÖ in the future - and with the expansion of more in-house luminaire testing ability and specialist knowledge, this can only benefit KKDÖ as we endeavour to produce LED lighting solutions for the international architectural lighting market." KKDÖ celebrated the opening of the new R&D centre with a special launch party, in which lighting designers from around the world were invited to Seoul to see the centre, and visit KKDÖ's factory in nearby Paju. Those that made the trip were clearly impressed with what they saw. Christian Wondol of MBLD said: "For me, it allowed me to get an impression of South Korea as a highly developed industrial country with strong cultural roots." Graham Rollins, Associate at LDI, added: "The best aspect of the whole trip was the great hospitality from KKDÖ - a fantastic company!" Finally, Patricia Lopez Yanez, Associate at Delta Lighting Solutions, said: "I would like to thank KKDÖ for giving me such an amazing opportunity to be part of the opening and factory visit. Being there meant I had the chance to take a look at how KKDÖ develop their products, and to understand the manufacturing process." ■ www.kkdö.lighting

Far left the ground floor showroom of the new R&D Centre boasts two notable design features: a 'colour temperature demo wall' and a module shelving 'box wall'. Both designed to showcase KKDÖ's integrated LED lighting. Above left The exterior of the R&D centre, illuminated by KKDÖ's own SEN-E, SEN-P and Duo Luna profiles. Right KKDÖ's bespoke, surface-mounted downlight, the FLAT-MG Special, provided the general office lighting inside the building. Above the new R&D centre allows the R&D manufacturers to run in-house luminaire testing for the first time. Below Also in the showroom, KKDÖ Design House designed a special, CNC-machined wooden feature wall with embossed and debossed logos, specified to create a textured wall finish, grazed with light.

