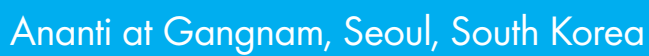




CONNECT THE PRESENT AND THE PAST WITH A NEW DEFINITION OF URBAN PRIVACY



Ananti at Gangnam, Seoul, South Korea



Ananti at Gangnam took nearly five years from the start of the construction to the completion. It was opened to customers on June 24th, 2022 after overcoming numerous difficulties. The interior brick decoration and the application of the existing Ananti design seemed to naturally connect the old and the new with the private space that Ananti has been pursuing.

Ananti at Gangnam

Seoul, South Korea

Architect:

SKM Architects

Completion: 2022

Products:

PERMAROCK® Cement Board Indoor
PERMAROCK® Cement Board Outdoor

Type of building:

High - end Luxury Hotel

Application area:

5,500 m² Interior Wet Area and
Basement Semi-Open Area

ANANTI AT GANGNAM

Located next to the Ananti headquarter, Ananti at Gangnam was born as a luxury hotel, equipped with duplex suites, private balcony, exotic outdoor and indoor pools as well as private garden. With a total of 118 guest rooms, each features its own characteristics, a completed private space to accommodate 4 people, enclosed with the private balcony.

Reflecting an urban premium lifestyle, Ananti at Gangnam has the elegant and classy arched interior space with comfort and relaxation. What makes it stand out from competition is the exotic and beautiful appearance of outdoor swimming pool and indoor swimming pool, 1.2m deep, surrounded with the arched architecture of red bricks.

Designed by SKM Architects, Ananti at Gangnam connects the past and the present, with the private space. The elegant appearance of the swimming pool requires water resistant building materials to deliver the high quality in the wet area.

When specifying the building materials for the hotel, close attention was paid to ensure the freedom of the curved design concept with brick finish, and the high performance of water resistance in the wet area. The PERMAROCK® Cement Board Indoor was ultimately chosen as the perfect solution for the interior walls of the swimming pools and its spa in the basement, including semi-open areas. In addition, the PERMAROCK® Cement Board Outdoor was also selected to provide the architect with the creative leeway for the inspiring curved design with brick tile adhesive.

Made of aggregated Portland Cement with coated glass fibre mesh embedded in both faces, the PERMAROCK® Cement Board Indoor is 100% water-resistant, as well as mould-resistant, which guarantee that moisture is no longer a problem in the spa or swimming pool areas of Ananti at Gangnam. Due to its lightweight, just 11 kg/m², it is easy to handle and install the board overhead. The cement board can also support tiles up to 50 kg/m² and surface quality up to Q4 level, facilitating spectacular design options for brick tile adhesive performance.

The inorganic PERMAROCK® Cement Board Outdoor is ideal for outdoor applications, due to its resistant to moisture, weather, mould and mildew. The cement board's unique structure allows for new and innovative opportunities for the design of curved walls, with a bending radius of up to three metres (full board) and one metre (300 mm strips), giving architect unparalleled creative freedom.

Thanks to the exceptional performance of the PERMAROCK® Cement Board Technology, the relaxing atmosphere of Ananti at Gangnam has been maintained in its wet areas with the curved and brick tile adhesive construction, making the stay there a spirit of journey for their guests.

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