

ASEM Tower, Seoul, South Korea



Installation Summary

Problem:

Excessive solar heat and glare

Solution:

Solar Gard Silver 20

Amount of film:

80,000 sq. ft.

7,400 sq. meters

Benefits:

Significant reduction in heat and glare

Reduced interior temperatures by
7–11° F (4–6° C)

Comfortable work environment

Enhanced exterior appearance

Lower management costs

Reduced fade damage

“The Solar Gard Silver 20 window film has definitely improved comfort throughout the building. As an added bonus, we have also seen a reduction in utility costs.”

Sum Su You, Building Manager, ASEM Tower

Solar Gard® provides a cool facade for ASEM Tower

The ASEM Tower in Seoul, South Korea is one of the most coveted commercial addresses in the country, housing such international corporate giants as Compaq Computer, Cisco Systems, Sony and Sun Microsystems, to name a few. The breathtaking structure, named after the biennial Asia-Europe Meetings, stands at an impressive 42-stories high

and boasts 1,450,000 square feet (135,000 square meters) of office space. Unfortunately, since the facade of this unique oblong structure is comprised mainly of glass and its broadest faces stand in the direct path of the sun every day, the interior of the ASEM Tower was beset by intense heat and distracting glare.

Mr. Sum Su You, Building Manager of the ASEM Tower, examined different remedies for his sun-related building

problems. He consulted with independent Solar Gard dealer H-Defense Co., LTD, and they determined that retrofitting the two largest faces of the building with 80,000 square feet (7,400 square meters) of Solar Gard Silver 20 was the most efficient and cost effective solution.

The results were ideal. The impressive solar control properties of the film reject almost 80 percent of total

solar energy, immediately eliminating the extreme hot spots, excessive heat and troublesome glare. Room temperatures decreased by 7° to 11° F (4° to 6° C), making it easier to keep cooler climates with lower energy expenditures. As a result, building management utility costs went down and tenants were able to work more comfortably.