

Press release

Vienna, 7 November 2025

Excellent architecture creates a good climate

The Seoul Photographic Art Museum receives the Austrian Green Planet Building® (AGPB) Award.

The first official museum of photography in Korea not only impresses with its striking architecture, an Austrian-Korean collaboration, but also with its focus on energy efficiency and sustainability. And this despite the need for highly precise climate zones for storage rooms, for example.

With their design, architects Mladen Jadrić & Yoon GeunJu (JADRIC ARCHITEKTUR & 1990uao) not only won an international competition and created an impressive example of architectural and intercultural cooperation, but also placed sustainability at the centre of the museum's construction and operation: Deep probes, a geothermal storage system, PV modules on the green roof and a battery for storage provide sustainable energy for heating and cooling. The thermal mass of the building acts as a buffer storage for temperature compensation, while the façade consists partly of recycled lightweight concrete hollow elements. Its aluminium panels change their appearance depending on the incidence of light and the viewing angle, while also serving as a heat shield.

The Austrian Green Planet Building® (AGPB) Award focuses on energy efficiency and the supply of renewable energy. This transfers the objectives and criteria of the national climate protection initiative klimaaktiv for the construction and property industry to an international environment. AGPB honours the outstanding achievements of Austrian planning offices, consultants, construction companies and production companies abroad in the field of sustainable building.

AGPB is an initiative of the Austrian Federal Ministry for Innovation, Mobility and Infrastructure (BMIMI), the Austrian Federal Ministry for Economy, Energy and Tourism (BMWET), and ADVANTAGE AUSTRIA.

Project description, photos video, factsheet and press release: agpb.at/en/photo_sema.htm

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