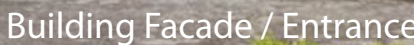


## INTRODUCTION

Singha Complex exemplifies the rise of the transformative mixed-use iconic project. Located at 1788 New Phetchaburi Road in the Huai Khwang district of Bangkok, this project enables the modern lifestyle of a positive work and life balance. The Asoke-Petchaburi area has become one of the city's busiest districts, now populated with office headquarters, high-end residences, medical hubs, schools, universities, and trendiest places to be. This location is as commercially strategic as it is cleverly convenient for living with ease of access to the Phetchaburi MRT Station. The development spans a section of the prominent corner of Asoke-Petchaburi intersection, which was formerly the Embassy of Japan.

Inspiring creativity through its refined architecture and boosting productivity with its myriad of services and facilities. This lifestyle hub makes traffic an afterthought with its well-designed access points from all parts of Bangkok.

The four storey retail block houses a mini supermarket, café and bakery, health and wellness shopping, a Japanese restaurant, a casual lifestyle restaurant, including an alfresco dining space. The rooftop level features a jogging track that seamlessly integrates with landscaping designed to enhance the microclimate of the area. Both tenants and visitors can reconnect with nature in one of the largest urban sanctuaries of Bangkok.





EVALUATION CRITERIA #1:  
SPATIAL DESIGN

The Singha brand is best known as a beer, so the elements and color scheme are evolved from barley stalks and the glowing amber hue of beer. The design of the building itself is a modern, elegant abstraction of the grain's natural form and color. Mimicking the stalk and spikelet, the building's façade wraps around the base of the structure, peeling back at the tower's crown to reveal a tiered cluster of telescoping floors. Inspired by the architectural space, the interior design is translated to elements of both volume and color.



Main Hall



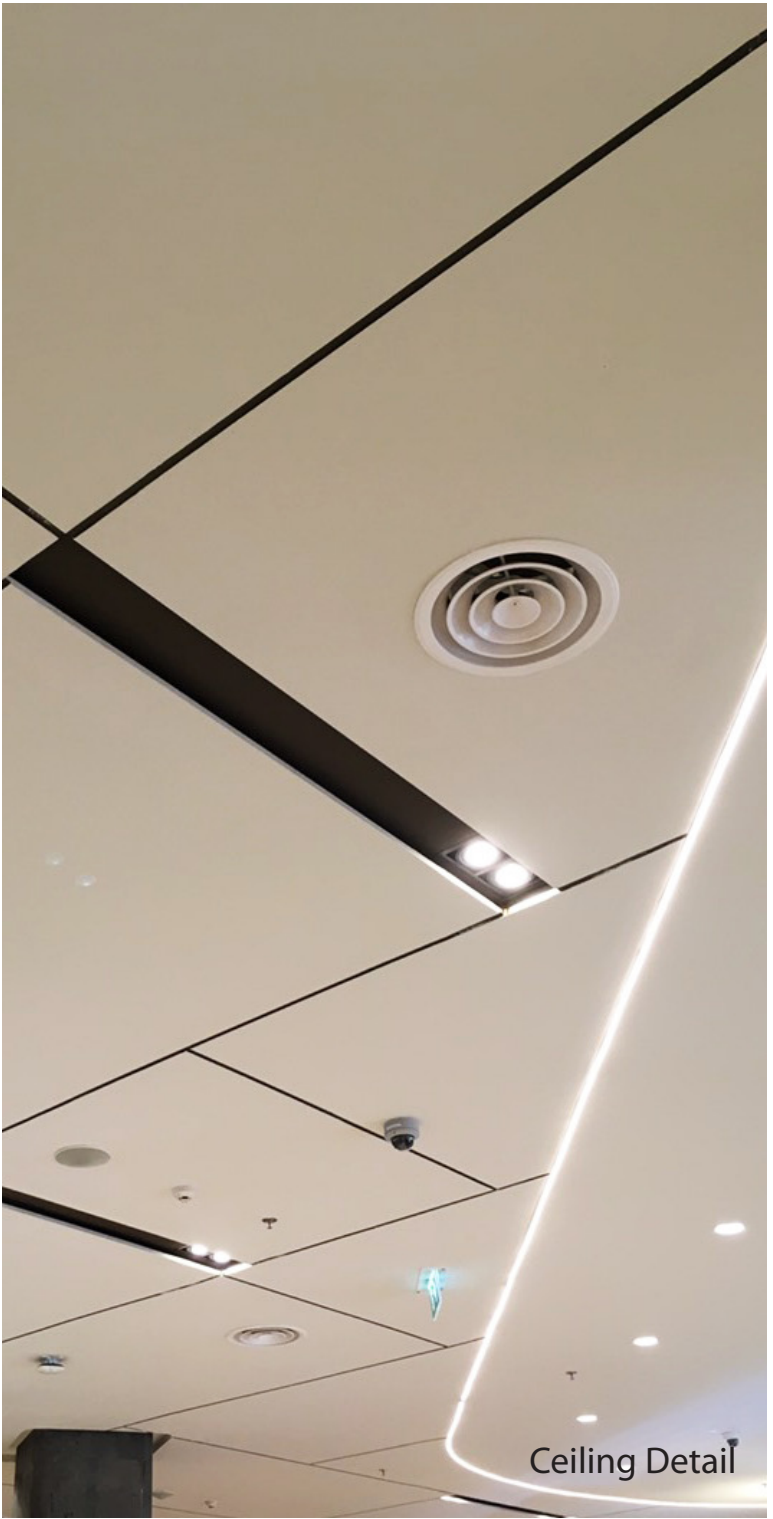
Main Hall



Escalator Cladding



Ceiling Detail



Ceiling Detail



EVALUATION CRITERIA #2:  
COMFORT

Much of the comfort in the Singha Complex is derived from a combination of architectural space and elementary design, expressed in an undeniable visual aesthetics and very rich textural feel. Expressed in the rest area and canteen space, a palette of color accents and geometric shapes feature throughout reflecting this concept. This also finds itself articulated not only in the façade, but in the interior sitting spaces as well.

Plant materials and green elements are also used to evoke a “closer to nature” motif, allowing everyone the experience of enjoyable serenity within an urban environment.



Canteen



Rest Area



Canteen Seating



Rest Area Seating



EVALUATION CRITERIA #3:  
AESTHETICS

The freeform curved feature wall at the lift lobby area is inspired by the architectural shapes reflected into the interior space, emphasized with complementary elements and color scheme. Moreover, the silk screen patterns, painting schemes, and wooden elements are inspired by a Japanese tradition style. One that the client was personally very pleased with and significantly represented from floor to floor.



Feature Wall / Lift Lobby



Feature Wall



Feature Wall Pattern



Feature Wall Pattern



EVALUATION CRITERIA #4:  
INNOVATION

Accentuating the use of materials, design effort was expressed by the use of a feature ceiling at the open shops on ground floor area. This was realized in what has been called “a story of yarns and textures” patently named I-Mesh. It becomes the means by which the alternation between full and empty volumes, the interplay of lights and shadows, and between placid stability and dynamic movement finds definition. While the material itself is highly decorative it also serves a higher purpose of giving a means of articulating the intangible.

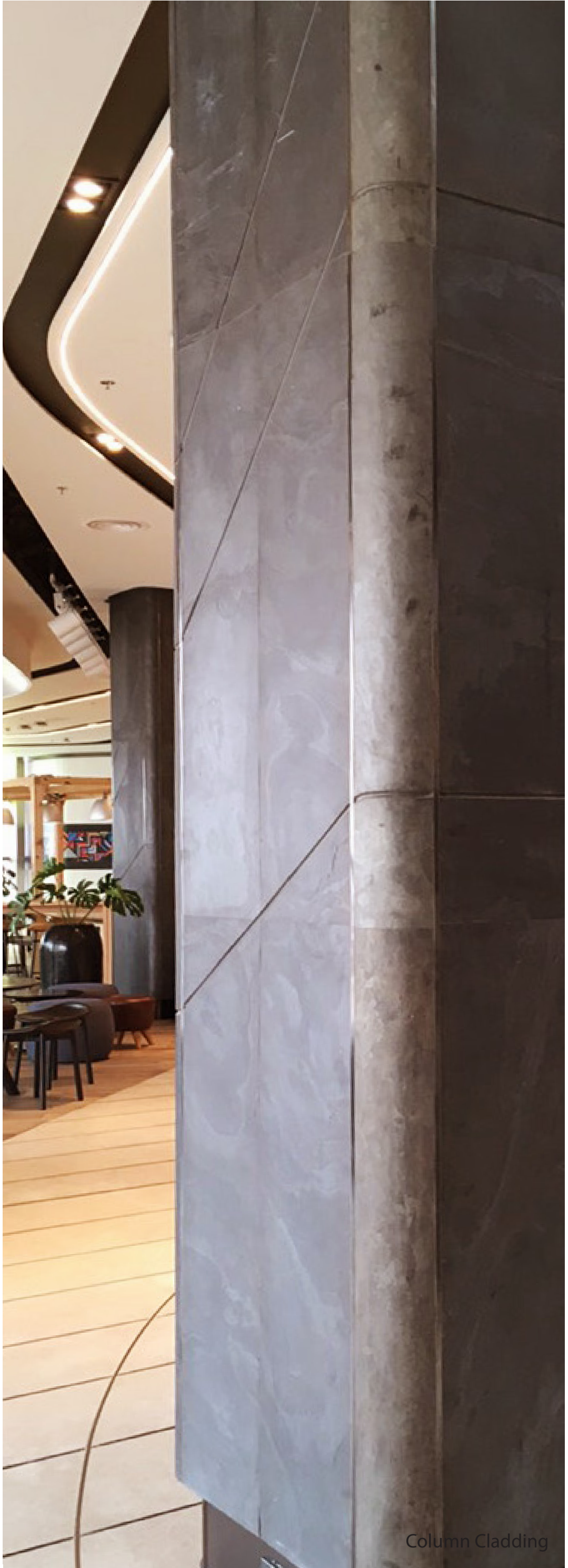
Every column is clad with a natural material and stone veneer that is inherently light and thin, but yet strong when bent to emphasize curved corners. This seemingly flexible application of a perceived rigid material gives the space a more organic feel.



I-Mesh / Ceiling Detail



Feature Ceiling / Open Shop



Column Cladding



EVALUATION CRITERIA #5:  
REALISATION EFFICIENCY

Retail design goes beyond the decoration of a large interior space. It is about creating a cohesive experience of an inclusive commercial spaces, that allows for different purposes. The realization of which needs to be practical to implement and effortless to actualize. This principle is at the focus of the tenant area design for Singha Complex. The tenancy spaces can be compartmentalized and defined with the use of feature timber fin ceilings and stretched vinyl membranes. This approach permits the creation of unique spaces for different tenants, whether these will be alfresco dining areas, open shops, or even indoor gardens.



Feature Ceiling Integrate With Open Shop





Feature Wall / Lift Lobby



Main Hall while having an Event



Feature Ceiling / In Door Garden



Main Hall