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PREFACE

I have had several opportunities to travel throughout the Kingdom of Thailand, and to other countries in South East Asia. During my travels, I saw a number of stunning hotels and resorts that perfectly blend with the physical features of the locations they are set in. And, realizing that Thai architects have designed most of these resorts and hotels boosts my pride as a fellow Thai even more.

One cannot deny that for over a long period of time Thai architects have been demonstrating their inherent and unique talents. Their work contains an artistic soul and delicacy of craftsmanship, and they have been granted numerous chances to create outstandingly distinguished pieces of architecture that compared to that of other cultures, are exceptional in terms of beauty.

They have been active for decades and the techniques they have developed, along with their knowledge, have been passed down from generation to generation. New architects continue to learn this history and are strongly influenced by it and they are able to generate refinement in their current practice thus ensuring clarity to those who experience the works they create.

Designing a resort is also an art, and resorts are much appreciated by visitors and become ‘talk of the town’ both locally and internationally.

After encountering several hotels and resorts, I was inspired to publish a book presenting a collection of “Resorts” designed by Thai architects, with the intention of highlighting local talents and disclosing the hidden treasures they have created to the world in general, and particularly to those in pursuit of studying architecture and design.

This book is a gathering of 8 Resort projects by 8 Thai architects. Each of them worked in co-operation with me to provide descriptive snapshots to explain the ideas behind each design, thus allowing us to thoroughly understand their perspectives and be touched by their creativity.

This publication praises and honors Thai architects, and I would like to thank them for contributing to this book. And, even though it has taken more than a year to complete, all of us enjoyed the process and our collaboration. I wish to also thank U-Term Publishing who have played a key role in materializing my idea and plan for this book. Last but not least, thank you to all the sponsors who have contributed a great deal by supporting the publication.

Hilth: Suphanond
Architect / National Artist
FAIA (JAPAN) - FAIA (USA)
INTRODUCTION

21st Century Resort: The challenges of architecture’s destination

Serenity is the first and true article against enmity and fear, and today, more than ever, it is the architect’s duty to make it a permanent guest in the home to model how simple or how humble. Throughout my work I have always aimed to achieve serenity, but one must be on guard not to destroy it by the use of an indescribable palette.

Luis Barragán
1960 Louis Kahn, Architect: Master Premiere, award

As resort and spa architecture is required to cater mostly to tourist, more and more people are concerned about new ideas taking developments in the tourism industry. Much of the recent work in the field of architecture design has suggested that for today, the concept of architecture identity and authenticity cultural and natural values are growing concerns in hospitality design. Because of those factors there is increasing pressure, also due to growing numbers of tourists, and more scrutiny within both the touristic and architectural fields. Design concepts for resorts and spas are how the right better reflect traditions, identity, cultural values, and the environment have not become the more urgent basis to consider.

Hospitality design in Thailand has produced one of the most unique and picturesque scenarios in South East Asia and the Asia-Pacific region. Thailand is not only considered the rice bowl in the region where beauty and diversity of nature is concerned. It also has cultural and historical value that has made it a major destination for travelers today.

The evolution of hospitality design and its related context, that architect today are necessarily concerned with creating an appropriate connection with regard to both cultural and environmental values. However, a direct movement towards modernization of traditional characteristics stills a lot of the hip-star design. The ‘architectural world’ is full of tensions, some leading architects have suggested that the architect should also be encouraged to make use of indigenous wisdom and design, and to represent the true or traditional architecture in modern creativity and invention, allowing the architects to employ their ‘invention’ as a kind of rejuvenation.

Facing more carefully of resort architecture and design, particularly to that following a convention approach, the main factors taken into design consideration would be design standard, marketing, hotel operation and management. The conventional concept of hospitality design is “luxury in residential scheme,” namely designing and making resorts 365 days a year, or it can be called a “resort house.” The approach that followed, resort design has diminished itself from being conventional and aimed to become a self-sufficient resort, boutique resort, hill resort and so on. This does not mean complete elimination of the conventional but rather a change into proper form following the design context, which depends on whether architects and designers choose to transfer “spatial, social, symbolic” values of the design product and architectural image of the resort.

However, with influence from new media in the age of globalization integrated with consumerism of the young generation resort design today is, therefore, developed mostly according to public awareness. Global warming or sustainable tourism are picked up as key design elements, enabling architecture a role toward to environmental management. As a result, architects prepared themselves with design strategies to respond to future needs. As a conventional approach alone would not be sufficient, architects today must possess deep knowledge integrated with a concept oriented toward future in order to create identity for their own architecture. For instance, going back 30 years, one might be interested in the design of luxury resorts, but it must be considered when designing a resort hotel, the theme would definitely have been location, location and location. This confirmed that the first, that nothing is more important than location. However, in the present context location would give a different meaning, which includes tourist destinations, place authenticity, as well as models, cultural and environmental values. We might also be due to the fact that owners have a very systematic and utilitarian business model in mind, which gives architecture designers greater flexibility and autonomy to harmoniously transfer creativity into practicality in order to achieve the best solution for the end product.

Presented in this book is a variety of architects/designers from the highly experienced generation to that of the new generation. Taking iconic architects of resort hospitality design into consideration one by one, a professional one must acknowledge the greatly experienced Louis Kahn. Having designed numerous works of hospitality around the world, his reputation in resort design comes via the uniqueness and identity that he instills in resorts. He utilizes and combines interdisciplinary fields of science and art into architectural design, with potential images that explicitly express cultural values of art and architecture appreciation. This new usage, that architects can negotiate with a client and decide based on true values in order to get freedom as needed, for the local, he re-interpreted and expressed art and architectural heritage through equally authenticity and distinct mode of art, architectural elements, lighting, ambience and interior space, which reflect the identity of Asian architecture.

As for today, the leading architectural firms in Thailand that its also regarded as the pioneer of resort design, they needed to fight to gain acceptance from tourists and institutions on the issue that Indigenous materials are preferred as legitimate in building regulation, which in reality is quite difficult work. At the same time, architects are trying to create archetypal value as well as a great approach. He senses hospitality must stay on, it continue recent work that has proved to raise design value by means of simplicity and utilization of local materials, one of the design approaches that never go out of trend in architectural design in the context of resort.
Despite having only few resort projects under their belt, the professionalism of Architect 43 cannot be denied. The merged skill of the company’s expertise in residential and hotel design, which led their resort architecture design, is to create buildings that integrate the skills of a house and a hotel, "creating" here, is in terms of feeling and touch connected to a sense of hospitality, a sense of place, or a sense of wholeness, and on the other hand "building" provides the vision of warm service and efficiency. This is the reason why The Tubba Khao Boutique Resort is considered as one of the successful resort designs. Architects of this project have planned and conceptualized their architecture by using site-specific organization that allows buildings to enlace and protect the existing conditions of the site’s context. At the same time, this building placement and organization creates a sense of transparency for those areas as well as a specific roof profile with the curved-ridge-gables and the sloping plates that create a unique signature for the resort’s architecture, and a sense of lightness for the buildings overall. Preceding columns in the lobby also provide the light ambience and transparency, reflecting the tangible values of traditional Thai architecture.

The same goes for the work designed by Plion Associates. As one of the leading architecture firms in Thailand, Plion Associates continuously receives design awards from the Association of-snake Architects under royal patronage (ASA), in particular, the JW Marriott Phuket Resort and Spa the design team gives respect to the design approach by minimizing the environmental impact to the site, as well as creating architectural characteristics that harmonically reflect the local architecture of the region. In addition, the use of materials is profoundly in line with the site landscape and environment. Furthermore, it is designed to reflect the architectural identity of modern style in its integration qualities and values, such as a respectful view to the site that can be seen in the reflecting ponds.

The Office of Bangsai Architects (OBA), middle generation architects, is also considered as one of the new wave of architects who hold onto the local strand resort design by presenting projects like Veranda Resort and Spa. OBA utilizes professional design skills within the context of contemporary architecture. Furthermore, the cooperation between August Design and Reti Collins Interior and landscape design, respectively, makes Veranda Resort and Spa one of the most-mentioned projects in the field. OBA builds up atmosphere by using building placement as an instrument, and water features in between spaces from reception toward service and suite rooms. At the same time, it successfully creates an attractive sense of transparency and coziness. Besides, the use of fastening columns within the reception area provides a sense of transparency as well as of hospitality. Among the architects of the new generation presented in this book that most promising are Amato Loufouro and Alves Hiduke (Japan). Their early projects became popular right at the beginning and received design awards from ASA in 2009. In particular for their latest resort work, the Saga Phuket, Amato and Taka focus on enhancing the environment with the intention of creating an atmosphere that integrates the experience of architecture and environment through new resort architecture under the Chinese-inspired historical architectural context of Phuket. However, the architectural elements are organized with a new architectural language, experiential creation is using the circulation from lobby to the outdoor building, with innovative architecture that presents good harmony with the site together with the impressive art of story-telling.
Regarded as one of the new generation, before Arnon and Talita, Tha Na great idea came to life, inspired by the nature and culture of the location. The project, called "Na Luanglai," is designed to be a retreat that harmonizes with the surrounding environment. The architects, under the guidance of the project's designer, have incorporated the local landscape and culture into the design, creating a sense of place that is both serene and distinctive.

The project, "Na Luanglai," is characterized by its integration with the natural environment. The architects have used local materials and techniques, ensuring that the building blends seamlessly with the landscape. The design is not only aesthetically pleasing but also functional, providing a retreat that is both relaxing and conducive to productivity.

In conclusion, the project "Na Luanglai" exemplifies the integration of architecture with nature, creating a space that is not only beautiful but also environmentally sustainable. The architects have demonstrated a deep understanding of the local culture and landscape, resulting in a design that is truly unique and representative of the region.
Alila Cha-am
By Duangrit Bunnag Architect: Duangrit Bunnag

Location: 1134-83, Bangplee, Cha-am, Prachuap, Thailand
Completion: 2008
Client: K.S. Resort & Spa
Advisor: Duangrit Bunnag Architect
Structural Engineer: Srisom Ingheesat

Photo by Phuketpost
SALA Phuket
By Department of ARCHITECTURE
Amnath Lushalboon, Thitiwee Yajrabhaya Teparkurn

Location: 331 Moo 3, Ban Klong Trong, Talang, Phuket, Thailand
Completion: 2007
Owner: SALA Phuket
Architect for the spa: Pakorn Malapan
Interior Design: Department of ARCHITECTURE
Supervising and Coordinating Architect: Gannace Choe
Landscape Architect: Department of ARCHITECTURE
Structural Engineer: SPF Consulting Engineers
System Engineer: A & E Pure D

Awards: Design for Award from Hong Kong Design Centre in 2008
Silver Award from Association of Siamese Architects (ASA) in 2008

A beautiful misty corridor with candle-lit lanterns leading to a serene and tranquil spa setting.
Veranda Resort and Spa
By The Office of Bangkok Architects; Smith Obayawil

Location:
720/13 Wong Talay Road, Chalong, Phuket, Thailand

Completion:
2013

Owner:
Veranda Resort and Spa

Architectural Consultant:
Bail Collet International (Thailand)

Interior Design:
Sansiri Associates

Structural Engineer:
Meach Uilleam

System Engineer:
Bail Collet International (Thailand)
Rachamankha
By Ong-Ard Architects: Ongard Satrabhandhu

Location: 21 Rachamanka Rd, Phra Nakhon, Thailand
Completion: 2002

Iconic

Landscape Architect:
Structural Engineer:

Sukhum Singh

Pimkull Dinnaraya
Six Senses Hideaway Ninh Van Bay

By: Krista Boromnakorn, Saran Soontornsuk
THE BARAI
at Hyatt Regency Hua Hin
Ongard Srichathavibhakar was the first-class architect in Thailand, who was most admired as the leader of Thai architecture during the 1970s. His Modernist designs have been awarded several Gold medals from the Association of Thai Architects (ATA), as well as the "Yokohama" and "The Best Prize" awarded by the Council of Thai Architects in Talay and Talat, respectively.

Ongard Srichathavibhakar, one of the first-class architects in Thailand, was proclaimed as the leader of Thai architecture during the 1970s. His Modernist designs have been awarded several Gold medals from the Association of Thai Architects (ATA), as well as the "Yokohama" and "The Best Prize" awarded by the Council of Thai Architects in Talay and Talat, respectively.

As a young architect, he began working in the office of Mr. Kanok Kromkamol. His initial work experience included employment in firms in New York and Michigan, and his present office is located in Chiang Mai. Ongard still brings his lifelong experiences to his work, which are renowned for their unique styles that incorporate a interdisciplinary approach that is highly respected by local and international architects.

After graduating from Kyoto University in Japan, in 1974, Kiska Saenchakorn was employed in the office of Mr. Kanok Kromkamol. He then went on to establish his own business, Kiska Consulting Ltd. In 1981, the company’s name was changed to Kiska Co., Ltd. Kiska’s work under his own management has been highlighted in Thailand, and he has won multiple awards from the Association of Thai Architects (ATA). In 1997, Kiska won an award as the most outstanding architect of Thailand, together with his lifetime achievement award, Distinguished Architect in 2004.

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Lek Bormaratri, an architect, was born in 1945 and is currently the Managing Director of Bormaratri Architects. He received his education at the University of Illinois at Urbana-Champaign, where he earned his Bachelor of Architecture in 1971. After graduation, Lek started working as a Senior Lecturer in Architecture at the National University of Singapore in 1984. His career then took him to Hong Kong, where he worked at the office of Mr. Kanok Kromkamol. In 1986, he moved to Singapore, where he worked at the office of Mr. Kanok Kromkamol. Following his practice, Lek returned to Thailand in 1990 and founded his own practice, which has gained national and international recognition. He is known for his ability to integrate architecture with landscape and interior design.

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Lek’s work is very much influenced by local cultural heritage of each place and its people. Artists, sculptors, and painters are important part of his design team. According to Lek, architecture must ultimately express unique characteristics of each place along with context of today’s modern living.

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After his graduation Pradkhaya started his first career at Plan Associates since 1991-1992, and he was employed later on at Plan Associates since 1993 onwards as design director. Pradkhaya has considered a great source for the company, who has constantly contributed to outstanding work to the company.

Sanjiv Somnayem Asst. Director (aged 42) Master of Architecture (South Eastern University of Bangkok Phuket, Phuket, Thailand (1992)
Sanjiv Somnayem joined Habiba after graduating in 1990. Having accumulated work experience designing for hotels and resorts in Thailand and abroad for 19 years. Apart from his architectural career, Sanjiv is an expert in applying local knowledge and art to contemporary designs, and was selected as guest lecturer for various universities and the Association of Siamese Architects under Royal Patronage (ASA).

Pradkhaya Singhaphong (aged 42) Plan Associates Design Director
Bachelor of Architecture Chulalongkorn University, Thailand (1992)

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Duanrit Runnoi Principal
Duanrit Runnoi started his career at Duanrit Runnoi Architects (1996). In 1998, he established a new firm Duanrit Runnoi Architects (1998). With his own successful firm firmly in place. Xiang’s architectural practice, Duanrit is an active contributor to the architectural community and has frequently been invited as speaker and critic at many local and international symposia, lectures, and other events. Besides his architectural practice, Duanrit is also pursing other design disciplines such as furniture and product design. He is a subsidiary company, Habitat of Spaces, creates furniture and retail brand “amyoom” which has been awarded for his Furniture design teams.

Amal Hushchaloon (aged 42) Department of ARCHITECTURE (Principal)
Amal Hushchaloon was born in 1970. After graduating in 1989, he worked on various projects in the field of architecture, including residential, commercial, and public buildings. He has been involved in various architectural competitions and has won several awards for his designs. Amal has also contributed to the field of design education, teaching at various universities and conducting workshops and seminars. He is currently a director of the Architects Regional Council of Asia (ARCASIA), a regional organization of architects representing architects from the Asia Pacific region. In addition to his work in architecture, Amal has been involved in various cultural and social activities, and has been recognized for his contributions to the field. In recognition of his achievements, he has received several awards and honors, including the Asian Architecture Award and the Southeast Asia Architecture Award. Amal is a member of the Architects Regional Council of Asia (ARCASIA) and serves as the vice president of the organization.

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