

Thailand Report

May 2014

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1. CENTRAL EMBASSY

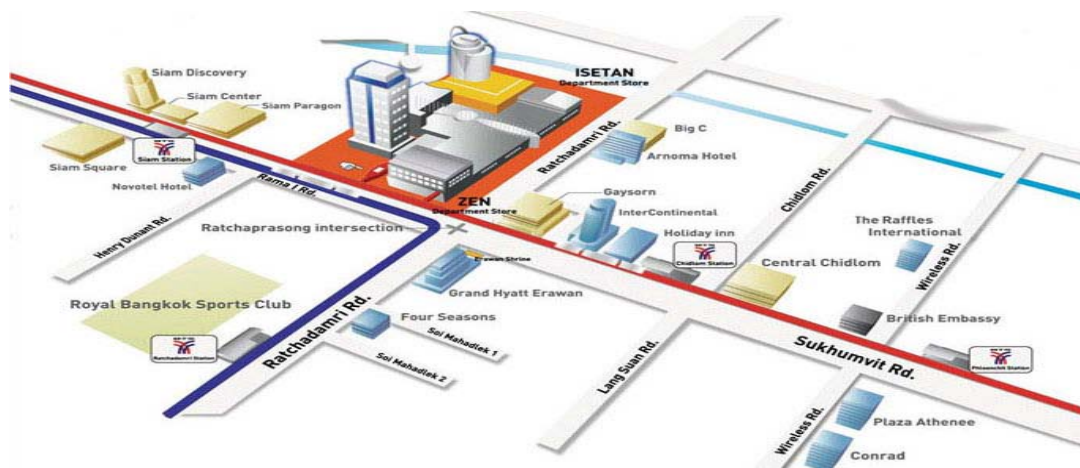
Project Overview

Central Embassy is Bangkok's newest landmark building, located in the former gardens of the British Embassy in Bangkok's primary commercial artery Ploenchit Road. Comprising an 8-story retail podium, sky terraces and a 6-star hotel tower (under construction), the Central Group spent more than 7 years and 12 billion baht to develop the concept and complete construction. Once completely finished, the complex will house more than 200 international brands as well as world-renowned restaurants and the Embassy Diplomat Screens, an ultra-premium cinema chain. The project will also include Park Hyatt Bangkok, a luxury six-star hotel.

Project Details

1. **Type of Business:** Mixed-use development
2. **Open Date:** 08/04/2014
3. **Concept:** Re-interpretation of Thai heritage and culture in a modern context, merging traditional craftsmanship with contemporary digital design.
4. **Location:** Junction of Ploenchit Road and Wireless Road, Bangkok
5. **Target Customer:** Local residents and international visitors
6. **Construction Area:** 145,000 sqm, including 70,000 sqm retail & entertainment and 35,000 sqm hotel.
7. **Development & Investment Cost:** Total 18 billion baht (USD 556 million). Land: 6 billion; construction: 7 billion; interior and store design: 5 billion baht.
8. **Developer & Operator:** Central Retail Corporation; www.centralretail.com, www.centralgroup.com
9. **Architect:** Amanda Levete Architects (London); www.ala.uk.com
10. **Executive Architect:** Pi Design (Bangkok)
11. **Landscape Architect:** GrossMax; www.grossmax.com
12. **Lighting Design:** Isometrix; www.isometrix.co.uk
13. **Website:** www.centralembassy.com

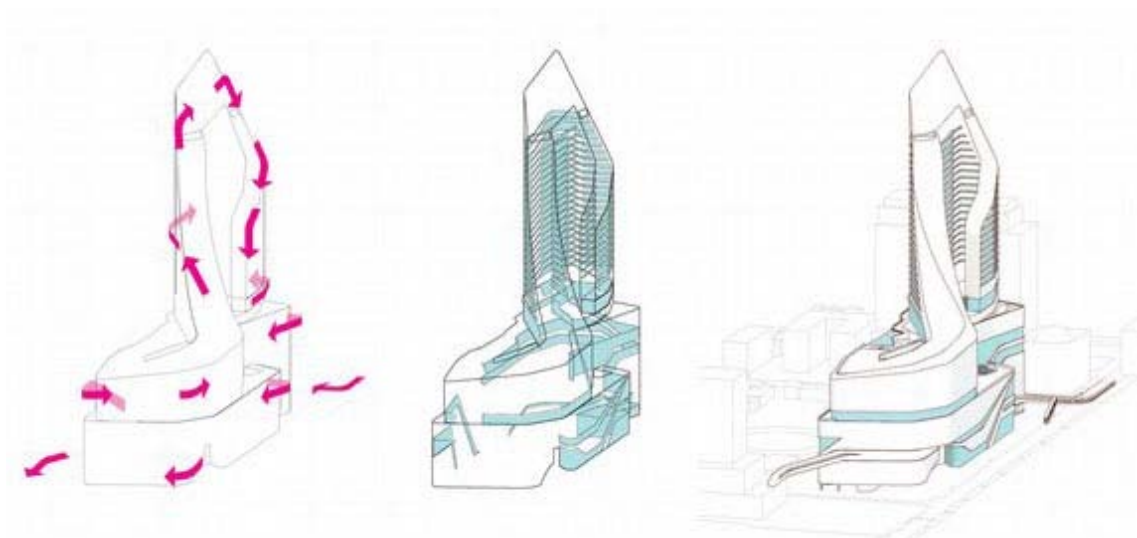
Location map

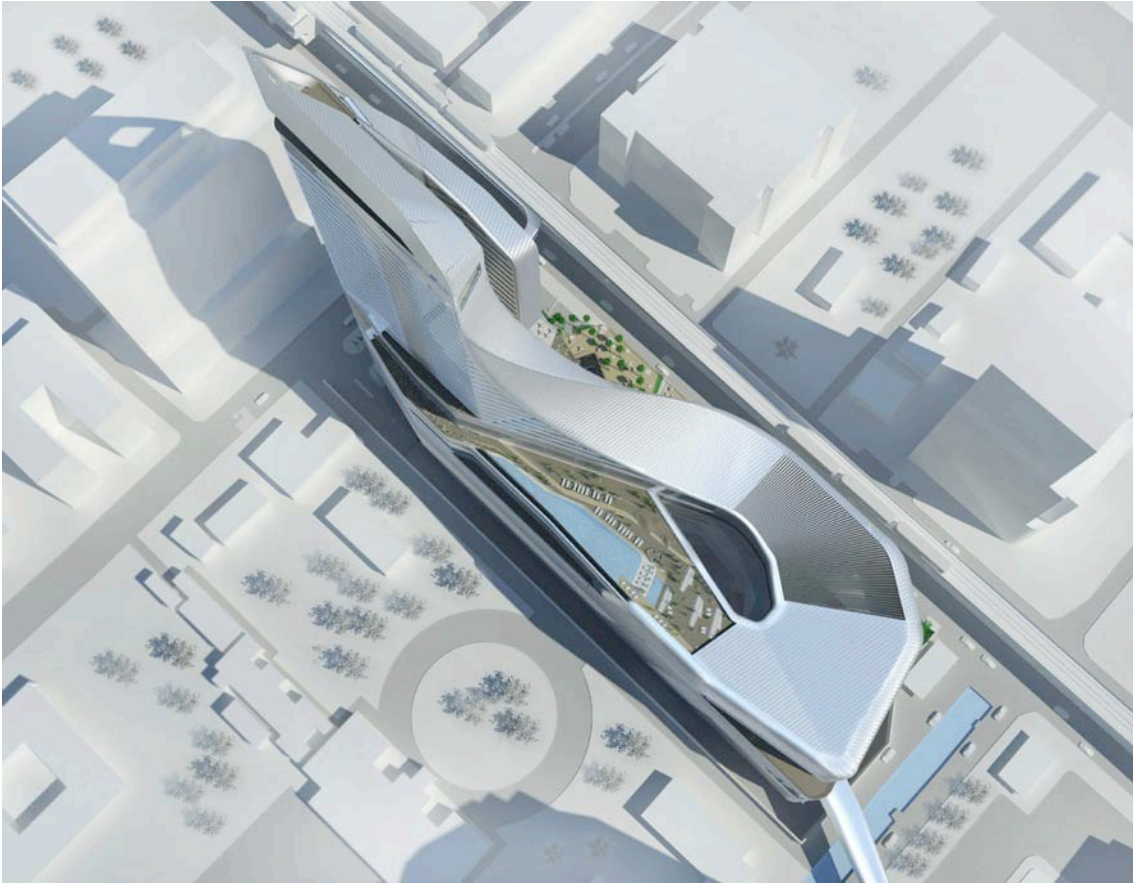


Central Embassy is located in the former gardens of the British Embassy in Bangkok, adjacent to Central Chidlom.



Central Embassy is set to become an iconic landmark of Bangkok. The building comprises an 8-story retail podium, sky terraces and a 6-star hotel tower.





The Central Embassy project merges a 7-storey luxury retail podium and a 30-storey six-star hotel tower into a cohesive, twisting shape. The elevated form that rises from the podium wraps around two vertical light wells, opening up internal spaces to reveal stepped terraces.



Drawing on motifs and patterns found in traditional Thai architecture, the external skin of the building is characterized by a range of extruded aluminum tiles, to create a dynamic pattern in response to external conditions. The distribution of tiles creates a moiré-like pattern, reflecting both the sky and the city. All glazed areas are designed to merge seamlessly with the aluminum skin. The 200-meter-long facade is constructed from shimmering shingles.



Entrance to Central Embassy, featuring flagship stores Chanel and Prada.



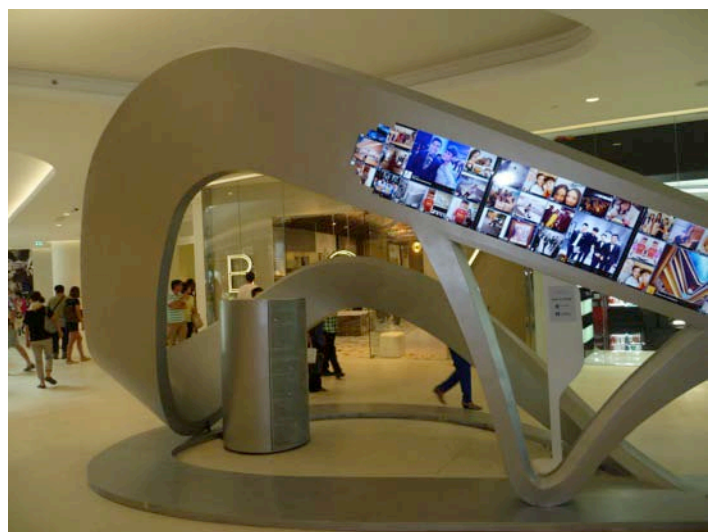
Reception area.



Elevator area.



Decorative object with digital screens on the side.





Central Embassy interior.



Thai food court on level on B1 with live cooking stations and a store section.

2. BHIRAJ TOWER

Project Overview

The Bhiraj Tower at EmQuartier was launched this month. The building's 15th-44th floors, covering 47,500 sqm, are for office rentals, while EmQuartier Department Store, run by The Mall Group, will occupy 8 floors including the basement (30,000 sqm). Rental prices of the offices are 800-875 baht a sqm. The building will also feature 450 sqm of meeting facilities, spectacular views of Benjasiri Park and a rooftop helipad with private lounge. The project is currently 70% complete and expected to be finished next year.

Project Details

1. **Type of Business:** Office tower
2. **Planned Open Date:** 2015
3. **Location:** EmQuartiers, Sukhumvit Soi 35, Bangkok
4. **Target Customer:** Grade A office space for local and international business
5. **Office Space:** 47,500 sqm, including 450 sqm of office space.
6. **Developer:** Bhiraj Buri Group; www.bhirajburi.co.th
7. **Architect:** Design 103; www.d103group.com
8. **Website:** <http://www.bhirajburi.co.th/en/newsandActivities.php>

Location map



Bhiraj Tower at EmQuarter is located across the road from the Emporium shopping complex, with a direct link to BTS skytrain station Phrong Pom.



With its eye-catching modern glass exterior and sleek refined lines, the 45-storey building will combine contemporary minimalism with Western conservativeness. Mimicking the jewels of a crown, the glass façade will feature two different kinds of glass, low-E glass and reflective glass. The former is utilized for its energy efficiency and sound reduction, and used on the north and south elevations to represent “transparency”, symbolizing Bhiraj Buri’s reputation as a transparent and self-determined business. The reflective glass, used in the east and west elevations, represents the company’s strength and independent identity.



Artist’s impressions of the interior.