

Thailand News

January 2016

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1. CENTRALFESTIVAL EASTVILLE

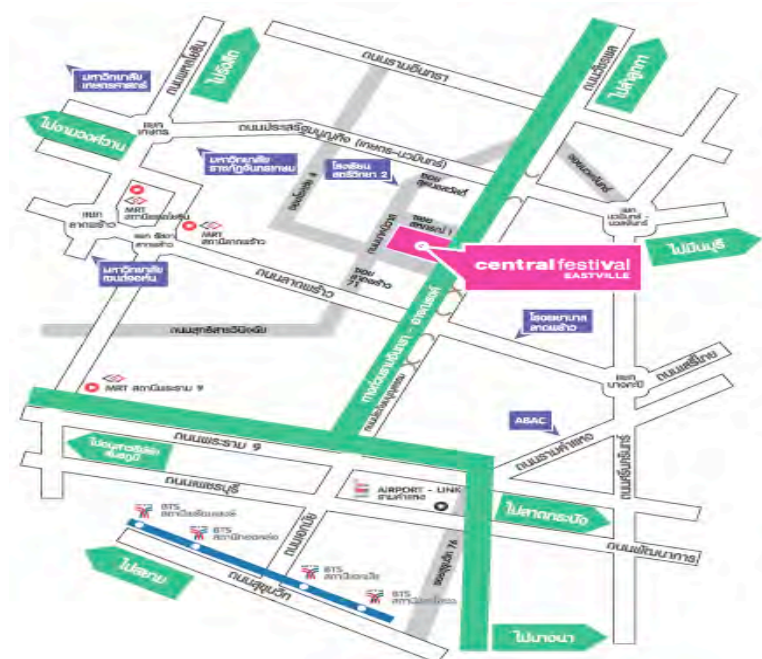
Project Overview

CentralFestival EastVille is CPN's 29th retail mega project and its first new CentralFestival shopping center which was developed at a budget of over 6 billion baht. Located on eastern Bangkok, CentralFestival EastVille was inspired by the lifestyle of the famous World Meat Packing District in New York, Covent Garden in London and Omotesando in Tokyo, districts full of fashion, art, bars, cafes, clubs, bookstores and galleries.

Project Details

1. **Type of Business:** Shopping mall
2. **Open Date:** 27/11/2015
3. **Concept:** "The Bangkok Escape" – a center of fashion, food and lifestyle inspired by world famous lifestyle cities such as New York, London and Tokyo.
4. **Location:** Praditmanutham Road, Bangkok
5. **Target Customer:** Local residents with high spending power.
6. **Project Area:** 51 rai (81,600 sqm)
7. **Gross Floor Area (GFA):** 76,000 sqm across 3 storeys
8. **Retail Area:** 57,500 sqm
9. **Investment Cost:** 6 billion baht total investment by CPN, CRC and tenants (168 million USD)
10. **Developer & Operator:** CPN; www.cpn.co.th
11. **Website:** www.centralfestival.co.th/eastville

Location map



The mall is located in the eastern part of Bangkok on Praditmanutham Road, near the Ekkamai- Ramintra Expressway and connects to Ramintra road, Ladprao Road and Rama 9 Road.



The façade has a natural shape inspired by layers of leaves that create color, shades and silhouettes.



Several real trees have been put around the mall as decorations to go with a 9-meter-tall giraffe sculpture, a focal point of the venue.



The design was inspired by popular districts such as the East Village in Manhattan with its sophisticated bars, bookstores, cafes, clubs and galleries.



2. HAVANA SOCIAL

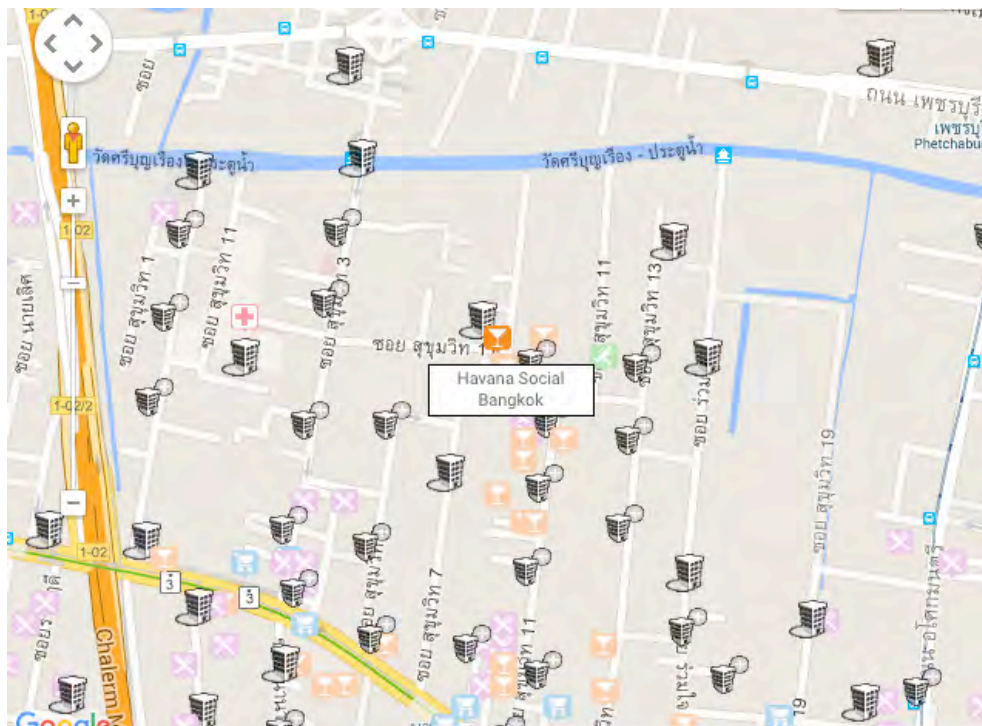
Project Overview

Havana Social is a new, early 1950's pre-revolution Cuban bar concept hidden in a back alley in Bangkok's bustling nightlife district. It was created by Soho Hospitality, the firm behind Above 11 restaurant and bar nearby. Soho spent 7 months renovating an old 4-storey shop-house to resemble something even older, sourcing all the furniture and mid-century bric-a-brac from vintage markets around town, with thematic details in the form of colorful cement tiles, a faded mural and even a dangling clothes wire.

Project Details

1. **Type of Business:** Bar
2. **Open Date:** 11/2015
3. **Concept:** 1950s chic
4. **Size:** 110 sqm
5. **Location:** Sukhumvit Soi 11, Bangkok
6. **Target Customer:** Nightlife crowd
7. **Project Budget:** USD 100,000
8. **Developer & Operator:** Soho Hospitality; www.sohohospitality.com
9. **Website:** <http://sohohospitality.com/havana-social>

Location map



The entrance to the bar is down a small soi opposite Fraser Suites in Sukhumvit Soi 11, a street bustling with nightlife.





Going for a 1940s-50s Havana high-life vibe, the interior has shuttered windows, spare lighting and crumbling walls spruced up with colorful cement tiles and murals.



