

BANGKOK REPORT
SEPTEMBER 2010

BANGKOK REPORT (Part I)

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CentralWorld

Project Overview

CentralWorld shopping complex reopened on September 28, 2010, following major repairs after it was set on fire during the anti-government riots in May. During renovations, the developer took the opportunity of revamping some of the interior design, changing the layout of the Central Food Hall to make it more inviting for shoppers and adding new design features. Many of the stores have also revamped their store interior. Zen Department store was the most badly damaged; it's still under construction and is set to reopen in August next year.

Besides Zen department store, other anchor tenants at CentralWorld include Isetan, SuperSports, SF World Cinema, Powerbuy and B2S (bookstore), as well as over 500 retail outlets and over 100 restaurants. Shopping mall operator Central Pattana Plc (CPN) expects 100,000 visitors per day, rising to 150,000 to 200,000 per day by year-end. Revenue is expected to be 100-200 million baht in Q4 this year.

Project Details

1. **Type of Business:** Shopping complex
2. **Reopening Date:** 28 September 2010
3. **Location:** Ratchaprasong, Bangkok
4. **Retail space:** 300,000 sqm
5. **Concept:** South-East Asia's largest shopping complex comprising shops, department stores, hotels, office space and meeting & convention facilities.
6. **Number of shops:** Around 600
7. **Website:** www.centralworld.co.th

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Location Map



CentralWorld is located near BTS (skytrain) station Chidlom Ratchaprasong is the area where all the shopping malls are located; high-end shopping mall Gayson is across the street.

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Above and below: Images of CentralWorld before it was damaged.



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Festive reopening of CentralWorld on September 28, with many people wearing pink “I Love CW” T-shirts by Thai designers.



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New at CentralWorld: an ice skating ring.



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Above and below: New and improved interior design.

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Some of the design features were revamped like these decorations.



The Central Food

Hall was made more open and inviting and adding more Thai products. Also e.g. the cash registers which were previously blocking the entrance, were moved to the side of the hall.

Siam Kempinski Bangkok

Project Overview

This 303-room luxury city resort just opened at the end of September. Kempinski is Europe's oldest luxury hotel brand, established in Berlin in 1897. The property aims to bring together the best of East and West and create an opulent sanctuary in the heart of the Bangkok for both leisure and business guests. Facilities include landscaped gardens with multiple swimming pools, water features, a 900-sqm grand ballroom, kids club, spa, health club, seven food and beverage options and extensive meeting facilities.

The hotel was designed by Global hospitality interior design firm HBA (www.hbadesign.com). HBA's portfolio spans more than 80 countries, half of which are currently in China. Their other Asian projects this year include the Marina Bay Sands in Singapore and InterContinental hotel in Hanoi, Vietnam.

Project Details

1. **Type of Business:** City hotel
2. **Open Date:** September 2010
3. **Location:** Bangkok
4. **Concept:** A combination of Kempinski's trademark European sophistication and refinement with the finest of Thai hospitality standards.
Number of rooms: 303 rooms including 42 suites and 98 serviced residences
5. **Opening Rate:** THB 7,900++ (US\$ 239++)
6. **Interior Designer:** HBA; view their portfolio at www.hbadesign.com/portfolio
7. **Website:** www.kempinskibangkok.com

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Location Map



Siam Kempinski Hotel is located directly behind Bangkok's premier shopping and entertainment complex, Siam Paragon, close to BTS (sky train) station Siam.



Hotel exterior with landscaped gardens and water features.

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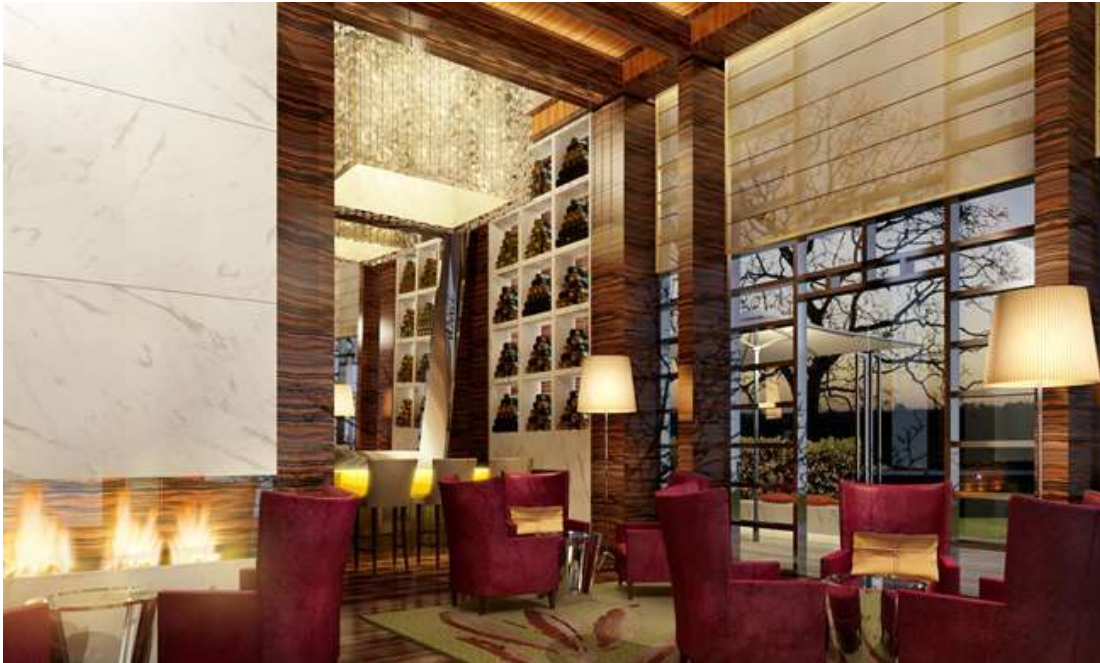


Siam Kempinski's aim is to create is oasis in the heart of Bangkok.



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The T-Lounge, where guests can enjoy afternoon tea, exudes European flair and elegance..



1897 Bar (named after the year the hotel was founded) is an exclusive the cigar bar offering offers an extensive cigar selection, single malts, cognac, wine and fine spirits.



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The residence deluxe rooms (40-45sqm), targeting both business and leisure travelers, have a contemporary interior.



Above and below: Residence studio room. The interior design is contemporary with Asian accents like silk cushions and bed runners.

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Studio bedroom

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Studio bathroom

W Retreat Koh Samui

Project Overview

The W Hotel is a new and very successful hotel concept created by Starwood Hotels & Resorts. W Hotels combine interesting design features with the comfort and functionality of internationally branded hotels. There are currently 38 W hotels and retreats around the world, with more to open soon in New York, Hollywood, London, Paris, St. Petersburg, Guangzhou, Shanghai, Bali and Taipei, among others.

The soon-to-open W Retreat on Koh Samui island is W Hotel's first property in the Southeast Asian region. The resort comprises of 75 private villas, offering a range of options from panoramic views high atop the Samui hillside to direct beach access on the shoreline below. Each villa is equipped with modern amenities like a private plunge pool, daybed, outdoor shower, Yamaha sound system, 46-inch plasma screen TV, wine refrigerator and signature W bed.

Project Details

1. **Type of Business:** Resort hotel
2. **Hotel Group:** Starwood Hotels & Resorts (www.starwoodhotels.com)
3. **Open Date:** November 2010
4. **Location:** Koh Samui island
5. **Concept:** A mix of cutting-edge design, global lifestyle and modern luxuries.
6. **Number of private villas:** 75
7. **Room Rate:** Starting at THB 16,000 per night (US\$ 525)
8. **Developer (Thailand):** Amburaya (www.amburaya.com)
9. **Architect:** MAPS Design Studio. The firm is specialized in hospitality design and has offices in Singapore and Bangkok (www.mapsdesign.com)
10. **Interior Designer:** P49 Deesign & Associates (Thailand) (www.p49deesign.com)
11. **Website:** www.whotels.com/kohsamui

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Location Map



The resort is located on Maenam Beach on the island's pristine northern coastline.

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The W logo, outside near the bar & lounge area.

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Aerial overview of the beachside pool villas.



Hillside pool villas.

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Exterior of beachside pool villa.

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Each villa is equipped with a private plunge pool, daybed and an outdoor shower.

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Round lounge seating areas are submerged in a glistening, infinity-edge reflecting water feature.



The water feature offers 360-degree panoramic views of Koh Samui island.

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Lobby seating, located between the reception and the water feature.

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Furniture in the hotel lobby.

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The lobby area is adorned with organic-looking furniture and decorative items.

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The furniture in the communal spaces has all been made from natural materials.