

Asia News

November 2012

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Central Silom Complex

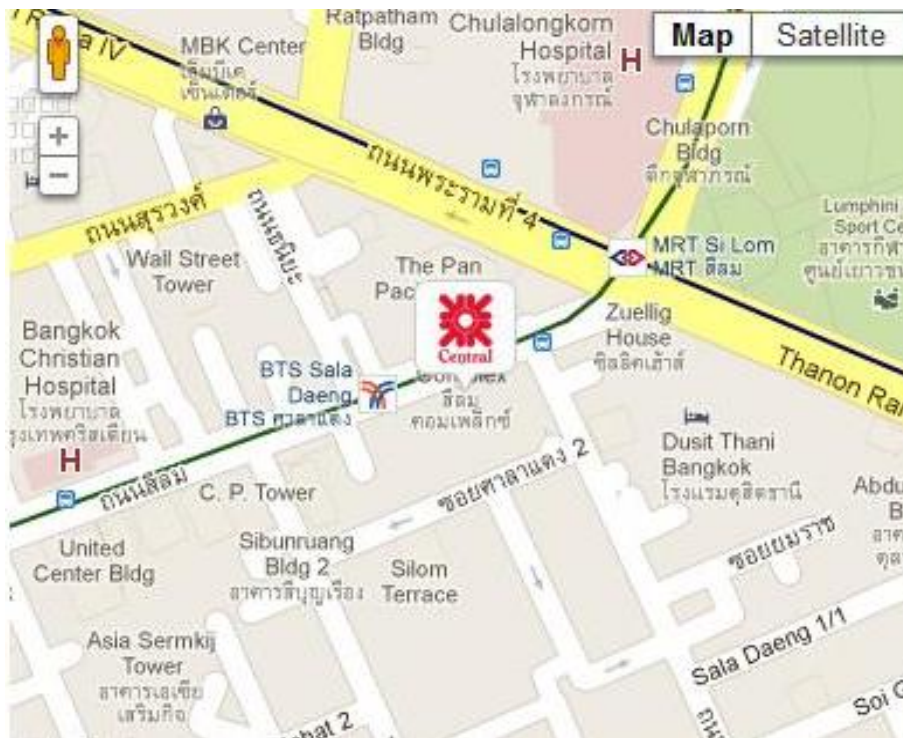
Project Overview

Central Silom Complex spent US\$ 8 million to renovate give the shopping mall a makeover, its first major facelift complex after 20 years of business. The renovation entailed modernizing the services, products and ambience at the department store in order to put it on a par with other Central department stores and make it more attractive to families and office workers. The mal focuses on fashion items suitable for office workers and target groups in the area, as well as Central's own brands.

The shopping mall is reportedly a good example of the retail design style which the management of the Central Department Stores favors.

Project Details

1. **Type of Project:** Renovation of shopping mall
2. **Re-open Date:** October 2012
3. **Location:** Silom Road, Bangkok
4. **Target Customer:** Office workers and local residents
5. **Concept:** One-stop mall with various products and F&B outlets
6. **Developer:** Silom Building and Services Corporation (Central Group)
7. **Total Space:** 15,000 sqm
8. **Investment cost of renovation:** THB 250 million THB (US\$ 8 million)
9. **Design Architect:** P49 Deesign & Associates; <http://p49deesign.com/design.html>
10. **Website:** www.central.co.th/en/branch/central_silom_complex.php

Location Map

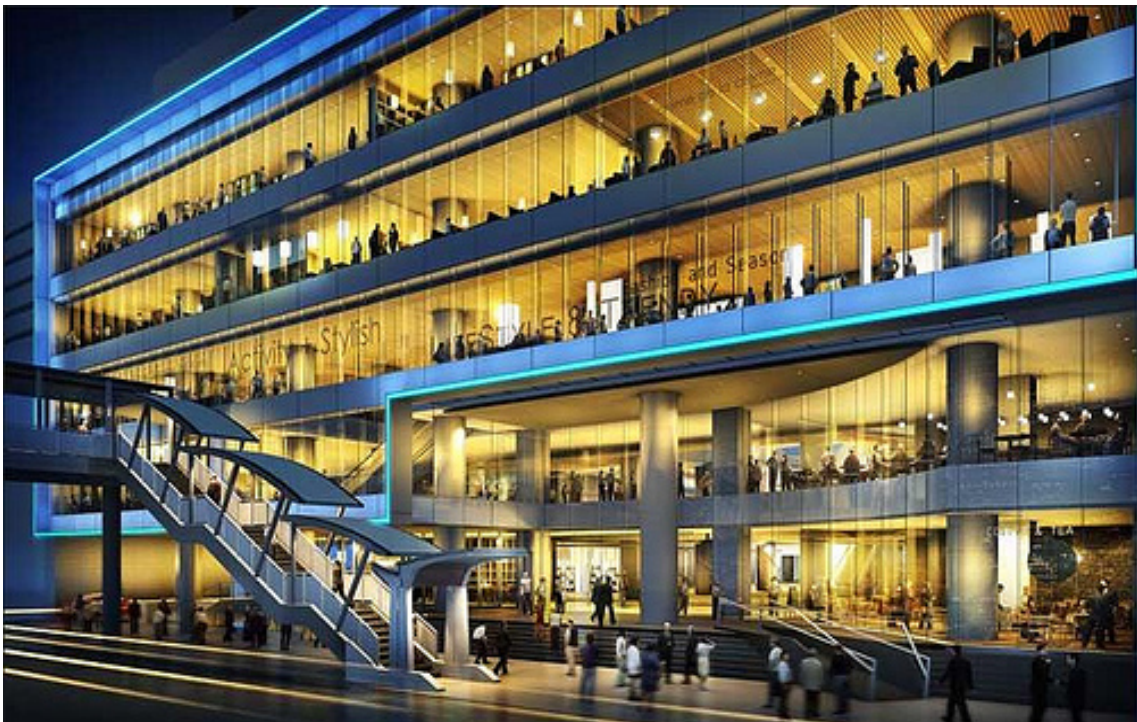
The renovated Central Silom Complex is located in Silom.



Exterior of the 5-storey Silom Complex while it was under renovation.



Entrance to Silom Complex



Artist's rendering of the façade. There is a directly walkway from skytrain station Sala Daeng into the shopping mall.



Artist's rendering of the interior



Artist's rendering of the interior



Interior



Design detail – column



Design detail – column and signage



Ground floor



Tenant on ground floor



Central Department Store was transformed into a specialty store, with an emphasis on fashion items to attract office workers and residents in the area.





Above and below: International brands at Silom Complex



The Surin Phuket

Project Overview

The Surin Phuket is a tranquil beachside resort located on Thailand's biggest island Phuket. Formerly known as The Chedi, the resort was recently upgraded, including all guest cottages as well as the resort's restaurants and facilities. Paris-based Ed Tuttle who originally conceptualized The Chedi, returned to design the resort.

The design was inspired by the indigenous Thai culture using natural colors and historical art. The textured fabrics of green, saffron, and gold which were used in the cottages, were inspired by the spiritual traditions of the 'Wat' or temple, that is at the center of Thai culture and community.

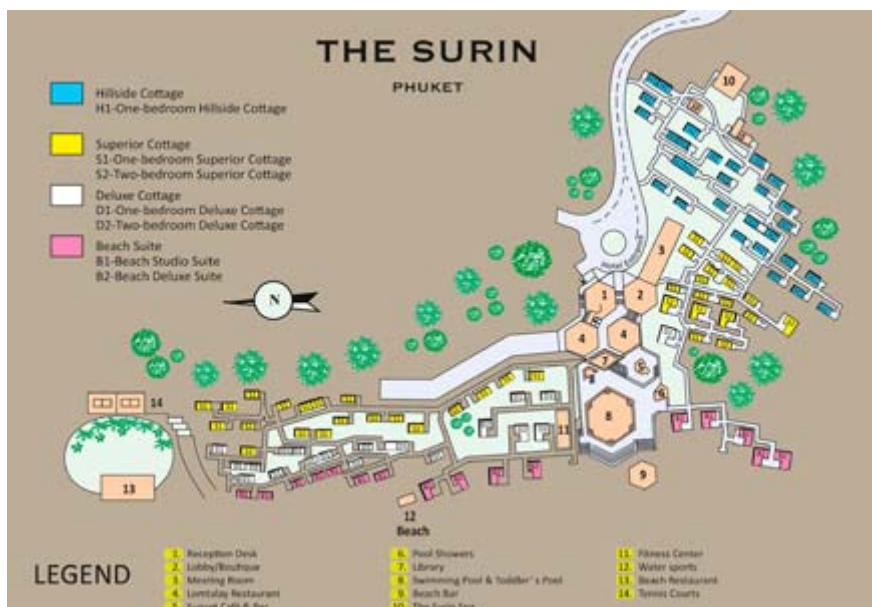
Project Details

1. **Type of Business:** 5-star luxury resort
2. **Open Date (after renovation):** December 2012
3. **Concept:** Design inspired by indigenous Thai Culture
4. **Location:** Phuket island, Thailand
5. **Target:** Leisure travelers
6. **Number of Rooms:** 108 cottages
7. **Room Rate:** Starting from around US\$ 275 per night.
8. **Architect & Interior Designer:** Ed Tuttle (from US; based in Paris)
9. **Website:** www.thesurinphuket.com

Location Map



The resort is located on the west coast of Phuket, about an hour's flight from Bangkok.



Layout of the resort



Located on Pansea Beach, the resort's 108 thatched cottages are tucked into the surrounding tropical gardens and coconut groves.



Local materials and traditional Thai designs were combined with modern functionality: All the roofs are thatched and these geometric forms are contrasted by the naturally irregular shapes of the surrounding palms, shrubs and rocks.



Lustrous black anthracite, the hardest of all coals, makes up the pool's tiling and creates dramatic reflections at night.



The umbrella-shaped ceiling of the restaurant is made from wood, but floors and walls are made out of grey granite, as are the steps that lead to the hexagonal pool.







The textured fabrics of green, saffron and gold are used in the cottages and are inspired by the spiritual traditions of the Wat (temple).







Bathroom

Fuchun Resort

Project Overview

Fuchun Resort is located on a 150 ha site between the mountains and the legendary Fuchun River south of Hangzhou. It comprises of an 18-hole golf course, a luxurious clubhouse and driving range, a 126-room 4-star hotel with comprehensive spa and a group of 48 luxurious residences with private pools. The golf course, the clubhouse, the hotel and a number of the villas have been completed. Another 50 ha has been purchased on which a main residential and commercial development is being built.

Designed by Jean-Michel Gathy, the man behind the Aman Resorts, the resort is a frequent recipient of awards. Most recently it won the 2012 World Travel Awards for Asia's Leading Luxury Golf Resort, Asia's Leading Villa and China's Leading Spa Resort.

Project Details

1. **Type of Business:** Resort with hotel, residences and villas
2. **Open Date:** From 2008 (construction in phases)
3. **Concept:** Blend of traditional architecture combined with elements of modern. Chinese style
4. **Location:** Hangzhou, China
5. **Target:** Leisure travelers
6. **Number of Rooms:** 126 rooms (hotel), 48 residences and 17 villas
7. **Room Rate:** Starting from US\$ 320 per night.
8. **Architect & Interior Designer:** Jean-Michel Gathy; www.denniston.com
9. **Website:** www.fuchunresort.com

Location Map



Fuchun Resort is located in the countryside near Hangzhou in Zhejiang Province, China, along the banks of the famous Fuchun River.



The resort is located in the scenic countryside of Zhejiang Province near Hangzhou, an area known for its picturesque hills and lush tea terraces.







The clubhouse





Lobby



Swimming pool





Reception area





Chinese culture and art features prominently in the overall concept of the resort.













Guestroom

