

# Thailand Report

February 2014

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## 1. ASTON DINING ROOM & BAR

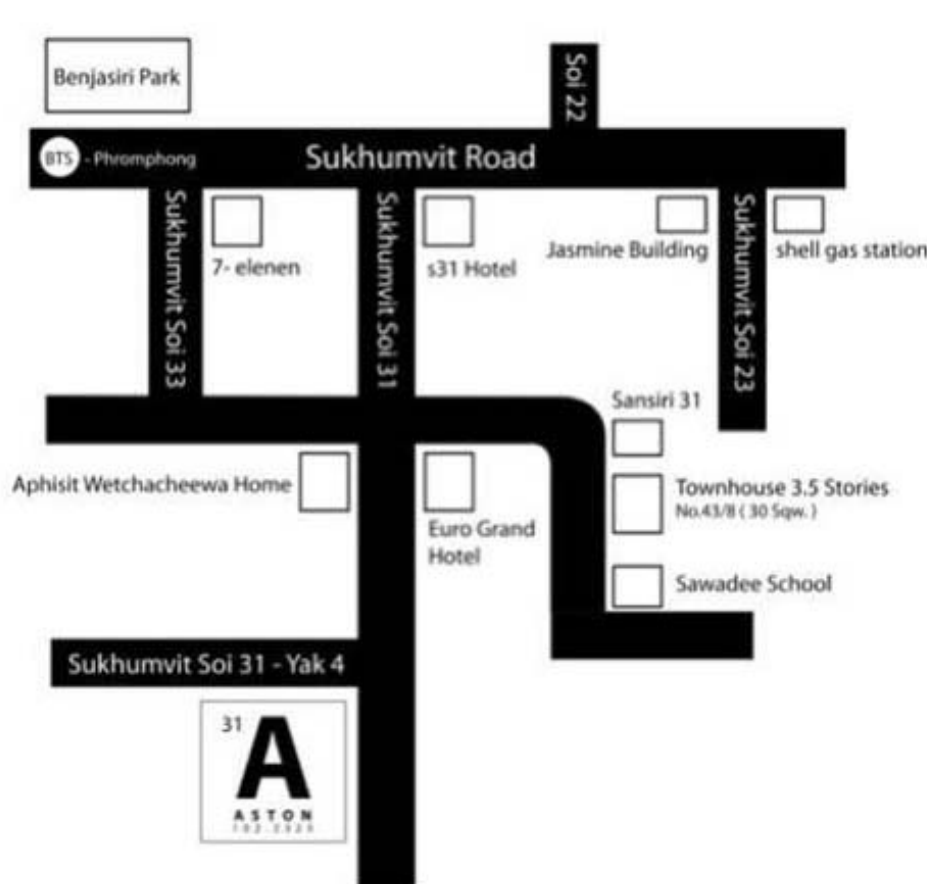
### Project Overview

Aston Dining Room & Bar is chef and owner's Zra Jiraratana second restaurant, following the Aston Gastro Bar, opened at the Crystal Design Center in 2010. Housed in a 3-storey building in Sukhumvit, the facade is a tangle of concrete beams, steel cables and ferns. Serving up innovative, European-inspired cuisine, the restaurant features a big central, open kitchen which forms the main focus and provides guests with a sense of theater, an integral element of the dining experience.

### Project Details

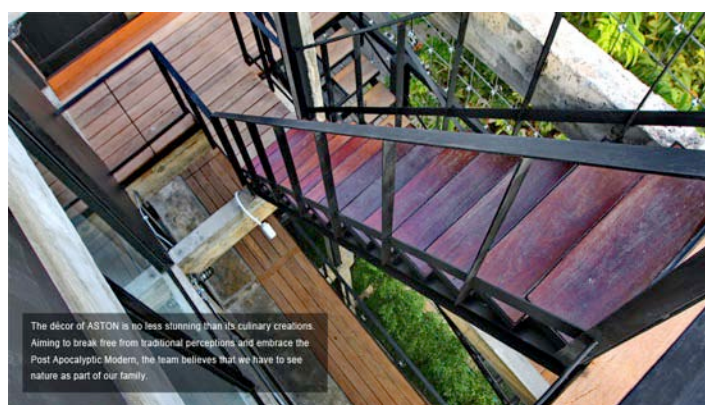
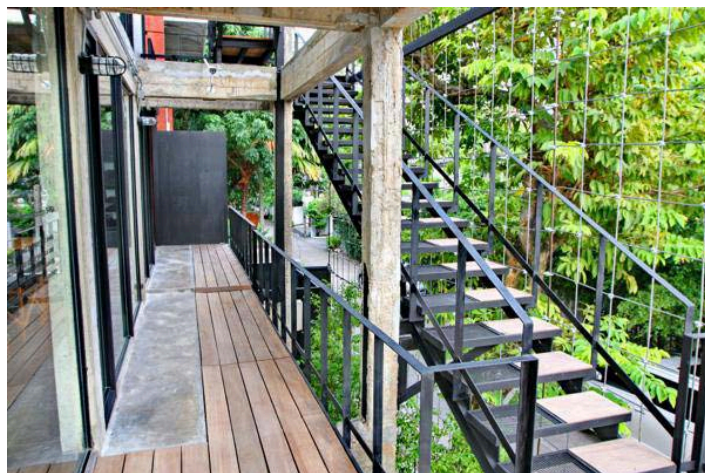
1. Type of Business: Restaurant and bar
2. Open Date: 09/2013
3. Concept: Ultra-modern restaurant with an open kitchen concept
4. Location: Sukhumvit Soi 31, Bangkok
5. Target Customer: Local and international residents
6. Website: [www.astonbkk.com](http://www.astonbkk.com)

### Location map



Aston Dining Room and Bar is located in Sukhumvit, on a quiet corner of Sukhumvit Soi 31 and sub-soi 4.

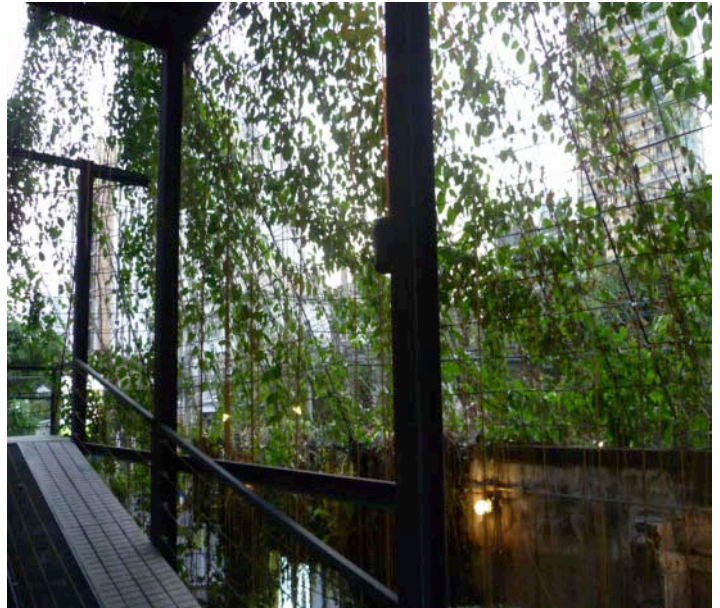




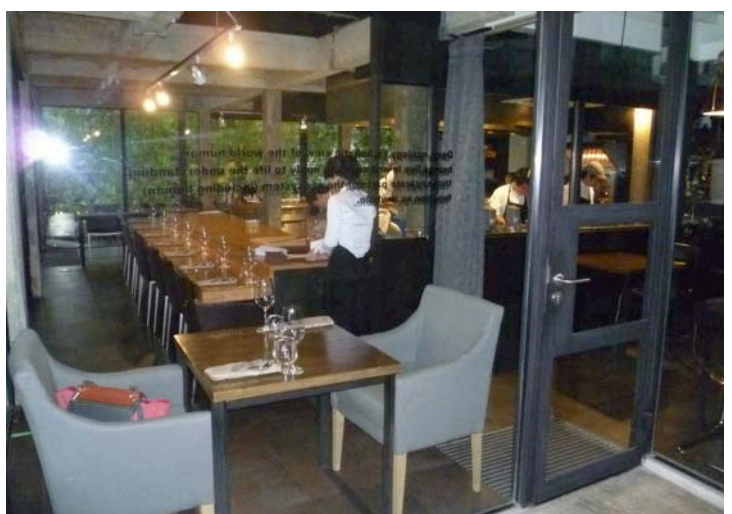
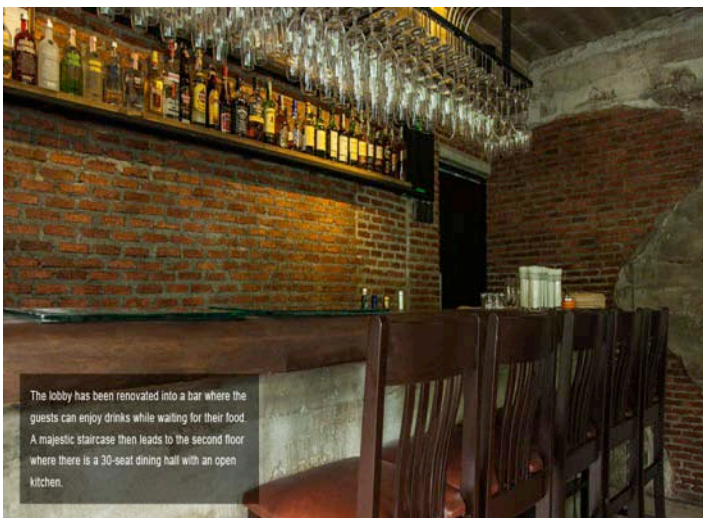
The 3-storey building's facade is a tangle of concrete beams, steel cables and ferns.







The interior is divided into two zones; the bar, and the open kitchen–dining area. The bar on the ground floor contrasts bare cement, rugged hewn timber and red bricks for a rough, masculine vibe. The dining room, on the second floor, sees a large open kitchen take up the center of the room. You can either sit at the bar running along the kitchen or grab a seat at the surrounding tables. Overall, the place strikes a pleasant balance between modern and natural.



## 2. HARRODS TEA ROOM

### Project Overview

Harrods Department Store and Mr Boonchai Kongpukpaisarn, CEO of LME Co Ltd, in partnership with Thai-MC (Mitsubishi Corporation Japan) have brought Harrods Tea Room to Thailand for the first time. Located at luxury shopping mall Siam Paragon, the newly opened venue offers all-day dining and quintessentially British Afternoon Tea. The tearoom is accompanied by a Harrods boutique selling an array of Harrods branded goods such as tea, coffee, ambient food, hampers and champagne. Harrods Tea Room has 5 branches across the world and counting. Its first branch was in Japan and it also recently opened in Kuala Lumpur.

### Project Details

1. Type of Business: Tea room
2. Open Date: 01/2014
3. Concept: Classic British-elegant theme
4. Location: Ground floor, Siam Paragon shopping mall, Bangkok
5. Developer: Harrods Department Store and LME Co Ltd (Thailand's leading manufacturer and distributor of ready-to-wear fashion apparel and accessories), in partnership with Thai-MC (Mitsubishi Corporation Japan).
6. Target Customer: Affluent Thai and international guests.
7. Size: 280 sqm
8. Website: [www.siamparagon.co.th](http://www.siamparagon.co.th)

### Location map

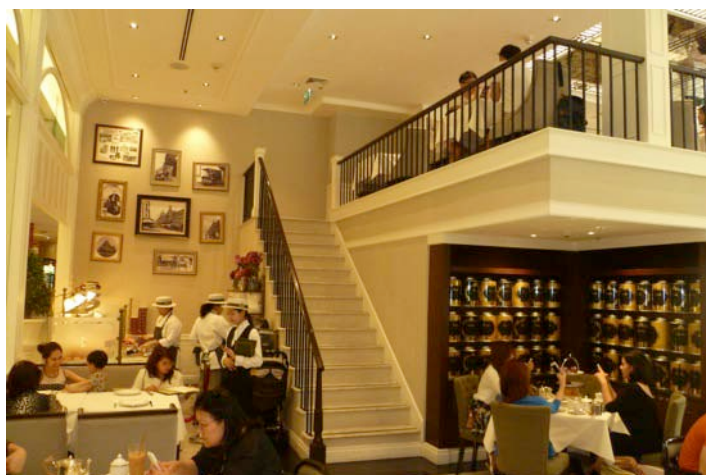


Harrods Tea Room is located on the ground floor of Siam Paragon shopping mall (sky train station Siam).





Modern elegant Harrods Tea Room is decorated in hues of green and cream, with a capacity of approximately 80 guests. The 280 sq m tearoom with a mezzanine floor is typically British in terms of decor with a high ceiling, marble floor and floor-to-ceiling windows.



### 3. YUNI MORI ONSEN

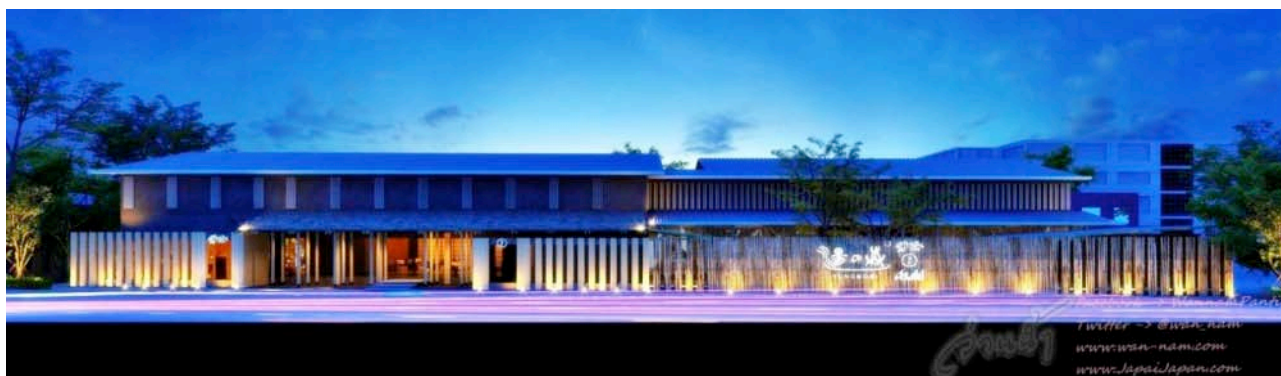
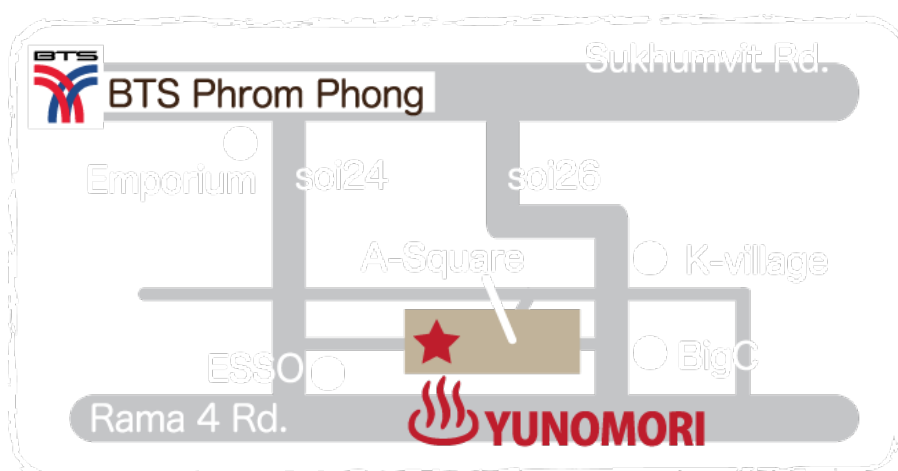
#### Project Overview

Yunomori is Thailand's first authentic bathhouse based on the Japanese hot spring. Yunomori, which literally translates as 'hot water in the forest', isn't an onsen in the strictest, most traditional sense of the word but rather a "super sentō", i.e. an oversized public bathhouse with many types of bath – soda bath, natural onsen – as well as other facilities to enjoy such as spas, restaurants and bars. To fill the baths, natural spring water is sourced from Ranong.

#### Project Details

1. Type of Business: Hot spring spa
2. Open Date: 01/2013
3. Concept: First authentic onsen in Thailand
4. Location: A-Square, opposite K Village shopping mall, Sukhumvit Soi 26, Bangkok
5. Owner: Smith Mekaroonkamol
6. Target Customer: Local Thai and Japanese residents living in Thailand.
7. Website: [www.yunomori-onsen.com](http://www.yunomori-onsen.com)

#### Location map







The onsen is situated in a stylish wood and granite building in Sukhumvit Soi 26.

