

Trend Report

December 2015

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1. AEON SRIRACHA

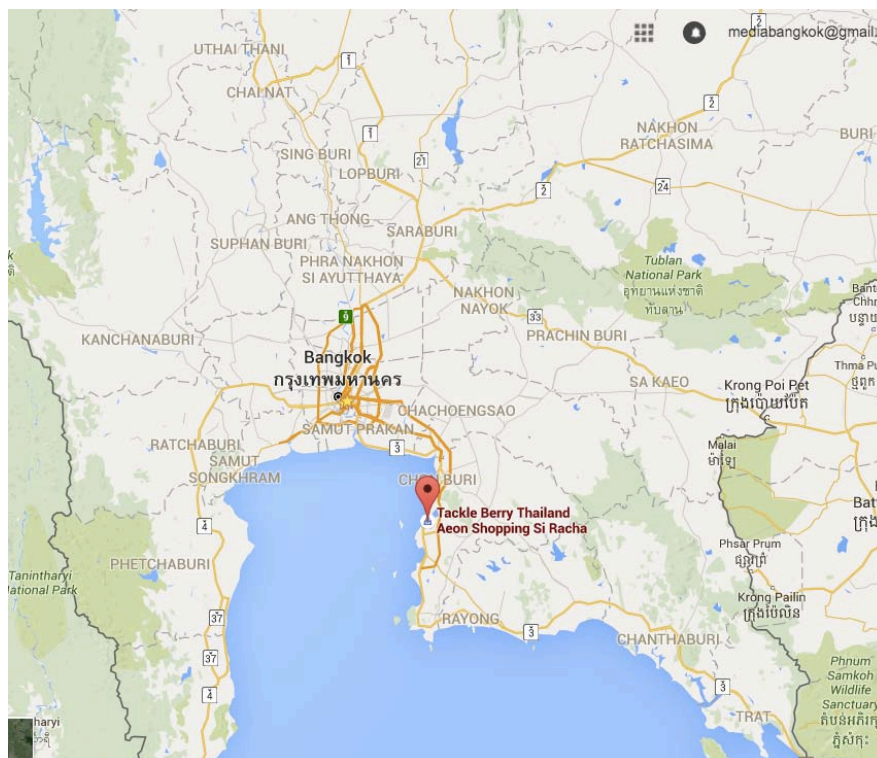
Project Overview

AEON Thailand has opened a shopping center in Sriracha, Chonburi. It houses 21 tenants providing services related to Japanese lifestyle. The new mall is anchored by a 24-hour MaxValu and also features about 20 restaurants and specialty stores. MaxValu supermarket provides service around the clock, while other anchors are Ringer Hut Nagasaki Champon, a Japanese fast food restaurant chain with more than 600 branches worldwide, and Tackle Berry, Japan's largest used fishing gear chain.

Project Details

1. **Type of Business:** Shopping mall
2. **Open Date:** 21/10/2015
3. **Concept:** Shopping mall with a Japanese ambience.
4. **Location:** Sriracha, Chonburi, Thailand
5. **Target Customer:** Japanese expats living in the area and local residents.
6. **Retail Area:** 7,000 sqm across 3 storeys
7. **Investment Cost:** 300 million baht (8.4 million USD)
8. **Developer & Operator:** Aeon Thailand; www.aeonthailand.co.th
9. **Website:** www.aeon.co.th/aeon

Location map



There are about 78,000 people living in the Sriracha area, including a growing number of Japanese expats managing manufacturing facilities in the region, located on the coast about a 90-minute drive from Bangkok.



Artist's impressions of the 3-storey shopping mall.



The shopping center houses 21 tenants providing services related to Japanese lifestyle, including Daiso and MaxValu.

2. OSHA

Project Overview

Osha is a luxurious authentic Thai restaurant hailing from San Francisco, which has now opened a branch in Bangkok on Wireless Road. This luxury and traditional Thai restaurant, with a contemporary twist, features a changing atmosphere between day and night, and exciting visual effects. The design story is focused on an ancient Thai mythical creature 'Hanuman'. Dramatic 3D mapping projections enliven the outside of the building, as well as the ceiling within the restaurant itself. This provides an ever-changing canvas of artwork on surfaces. The general tone is dark with highlights of rich gold leaf and a Thai-inspired color selection.

Project Details

1. **Type of Business:** Restaurant
2. **Open Date:** 01/12/2015
3. **Concept:** The design story is focused on an ancient Thai mythical creature 'Hanuman'.
4. **Location:** Wireless Road, Bangkok, Thailand
5. **Target Customer:** Local residents and international visitors.
6. **Interior Designer:** DWP Thailand; www.dwp.com
7. **Website:** www.oshabangkok.com

Location map



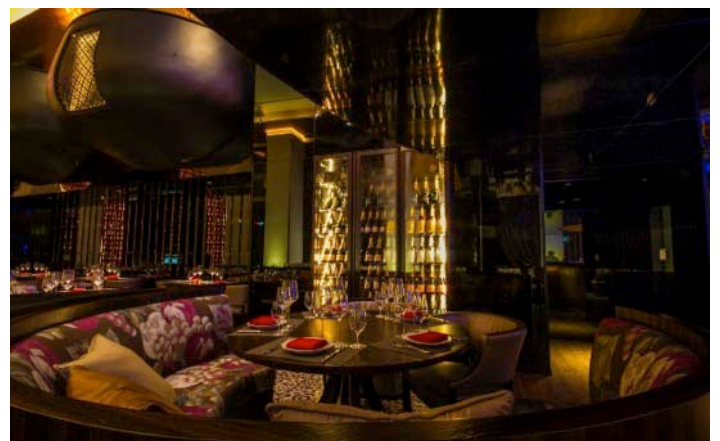
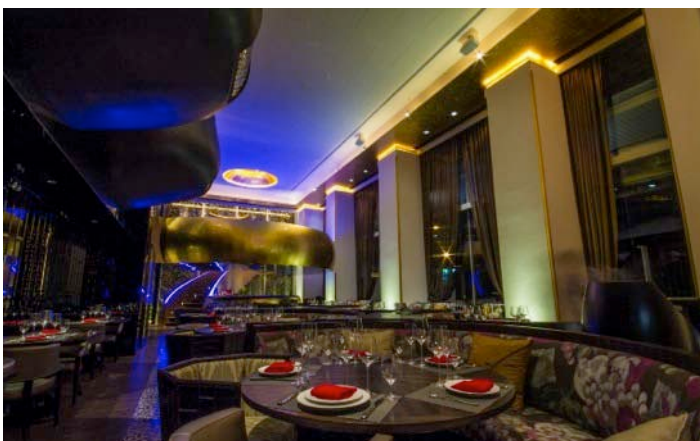
OSHA is located in the middle of Bangkok's business district on Wireless Road.

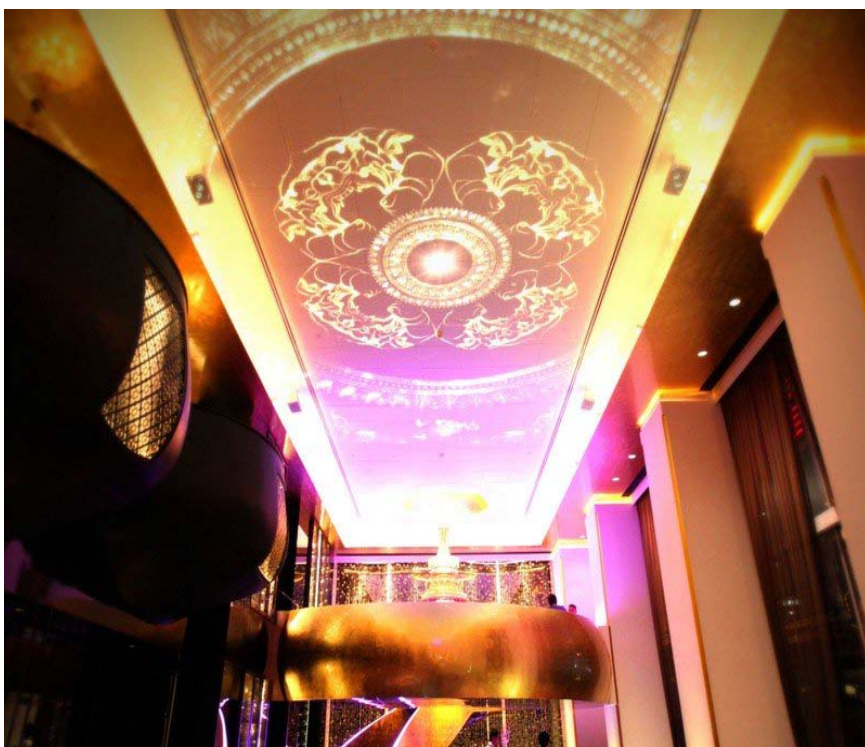
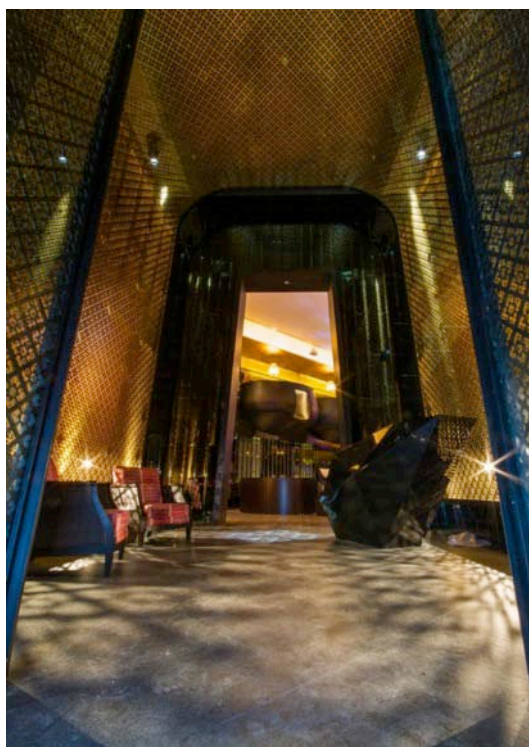


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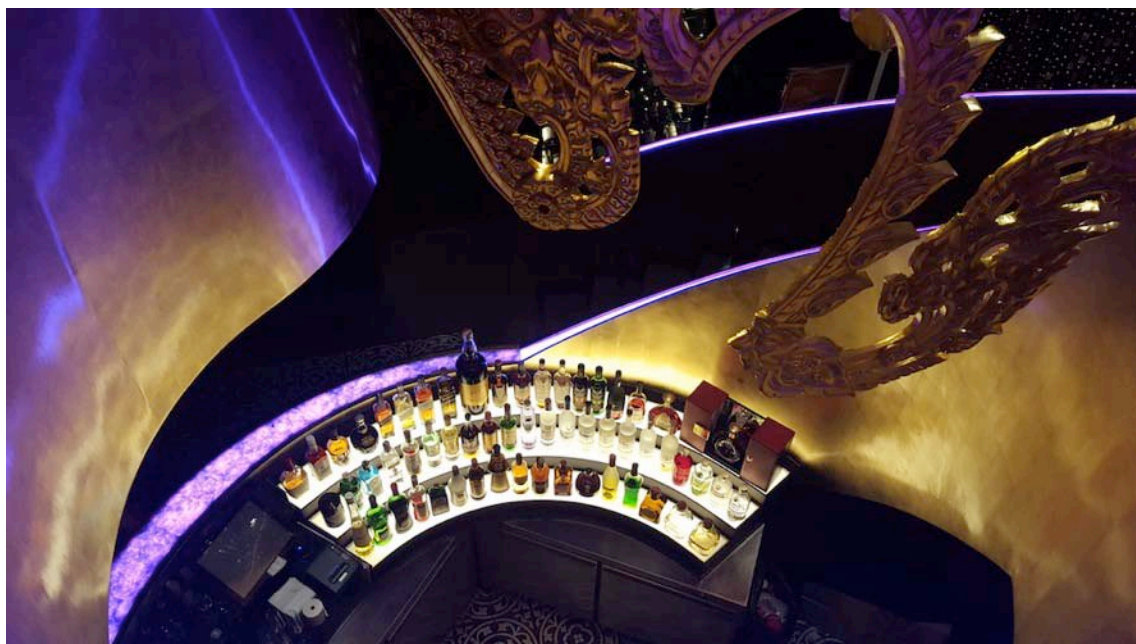
Dramatic highlights include an entrance vestibule, clad in a gold laser-cut patterned screen, through which light is projected for a stunning visual effect on entry.





Designed with fine furniture and Jim Thompson fabrics, all dining areas are set with shades of gold and dark color.





A grand staircase leads to the upper floor from where guests can admire the overall theater like dining room and a surprising golden Chada, an over-scaled reproduction of a traditional Thai headpiece, in gold leaf, and colored mirror and jewels, custom-made by a traditional Thai sculptor.

