

Thailand News

August 2016

CONTENTS

- Project 1: ROOM Concept store at Siam Discovery (Bangkok)
- Project 2: ROOM Concept store at EmQuartier (Bangkok)
- Project 3: ROOM Factory at Central Embassy (Bangkok)

ROOM CONCEPT STORES

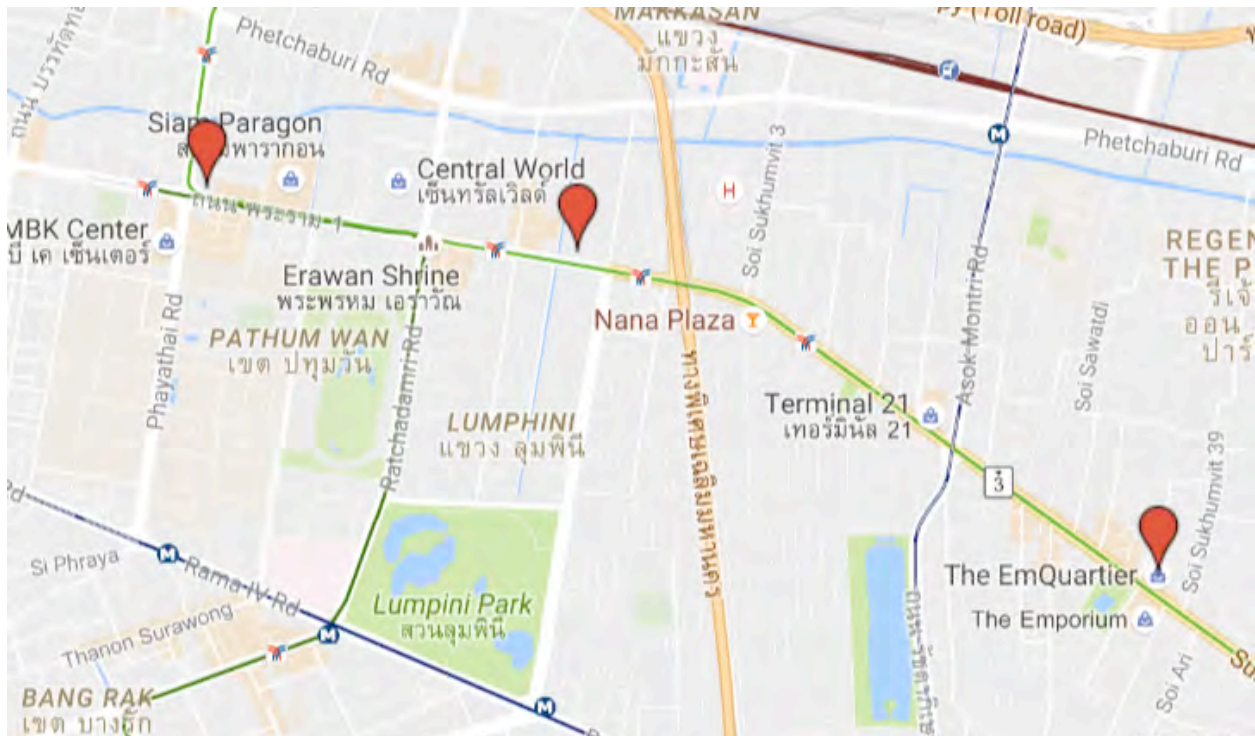
Project Overview

ROOM Concept store has branches in 3 of Bangkok's shopping malls – at Central Embassy, EmQuartier and most recently at Siam Discovery. The multi-brand stores curates a wide range of design products and designer items from international and Thai labels.

Project Details

1. **Type of Business:** Concept store for trendy home décor items and design goods.
2. **Open Dates:** 28/05/2016 (Siam Discovery); 25/03/2015 (EmQuartier); 08/04/2014 (Central Embassy)
3. **Concept:** Multi-brand concept store
4. **Location:** Central Embassy, Siam Paragon and Siam Discovery, Bangkok, Thailand
5. **Architect (Central Embassy store):** Maincourse Architect; www.facebook.com/maincoursearchitect
6. **Interior Designers (Central Embassy store):** Pavin Supasri, Sirima Pliencharoen, Amanda Tonavanik , Surapak Intarakul, Kiattikhun Nimcharoenwan
7. **Website:** www.room.co.th

Locations

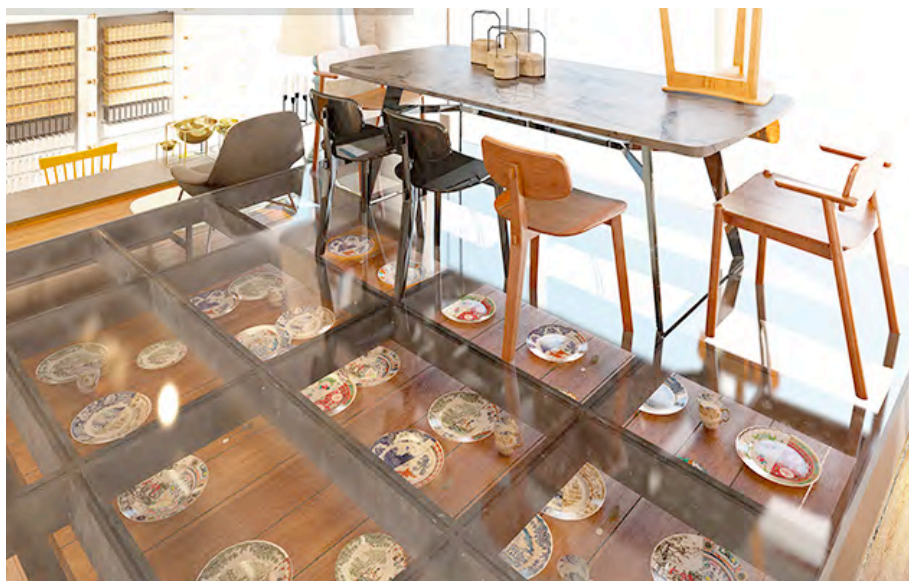


Project 1: ROOM Concept Store at Siam Discovery



ROOM's newest concept store is part of Siam Discovery's new "exploratorium", which aims to cultivate lifestyle experiments and give shoppers a unique shopping experience. The store takes inspiration from a designer's studio, a place where creative thinking starts and develops.





Project 2: ROOM Concept Store at EmQuartier



Located at the EmQuartier shopping mall, the ROOM Concept Store has an airy, light atmosphere of wooden crates being lifted up by hundreds of balloons.



Project 3: ROOM Factory at Central Embassy



ROOM Factory at Central Embassy takes inspiration from the Industrial Revolution period, reinterpreted in golden arches, hanging containers, and moving cogs and gears.



The design concept revolves around the idea of One Box-One Brand. The store displays design products, furniture, gadgets, decorative with additional large-scale box space for each designer to express their individuality.

