

Material Matters: Assignment 1

THAILAND

Emma Shaerf

OVERVIEW.



Where is it located?

Thailand is located in Southeast Asia and bordered by Myanmar, Laos, Cambodia and Malaysia.

Geography and Ecosystems

Thailand is home to diverse landscapes including mountainous plains, tropical forests, grasslands, shrub and wet lands and coastlines.

Agricultural Resources

Thailand is the largest exporter globally for tapioca products, rubber, canned tuna, and canned pineapple. Other resources include rice, seafood and technology parts.

Monthly Weather

November to February: cool

March to May: hot

June to October: rainy

Economy.

Thailand has the second-largest economy in Southeast Asia and the largest contributor is tourism.

HISTORY

OVERVIEW

Dating back to the thirteenth century, Thailand was formerly known as Siam. In ancient times kingdoms were established such as the Sukhothai Kingdom, in the 13th century and the Ayutthaya Kingdom, in the 14th century.

During European colonization, Thailand remained independent and has continued to adapt to the current climate and landscape.

RELIGION BREAK DOWN

92.5 % Buddhist

5.4 % Muslim

1.2 % Christianity

Others include: Hindu, Jewish and Sikhs

SIGNIFICANCE OF BUDDHISM

Thailand's predominant religion is Theravada Buddhism. Practices and ideology is integrated into culture and society through sacred temples, rituals, influence in the arts and festivals.



The current king is maha vajiralongkorn, and has served since 2016

CULTURE AND ARTS

LOCAL CULTURE

Thai culture emphasizes respect and harmony through friendly interactions. Influences of Buddhism is woven into daily life, with ornate temples, monk traditions, and festivals.

Festivals celebrate with dancing, music and the celebration of craftsmanship to celebrate the rich and unique cultural identity of the people.



CUISINE

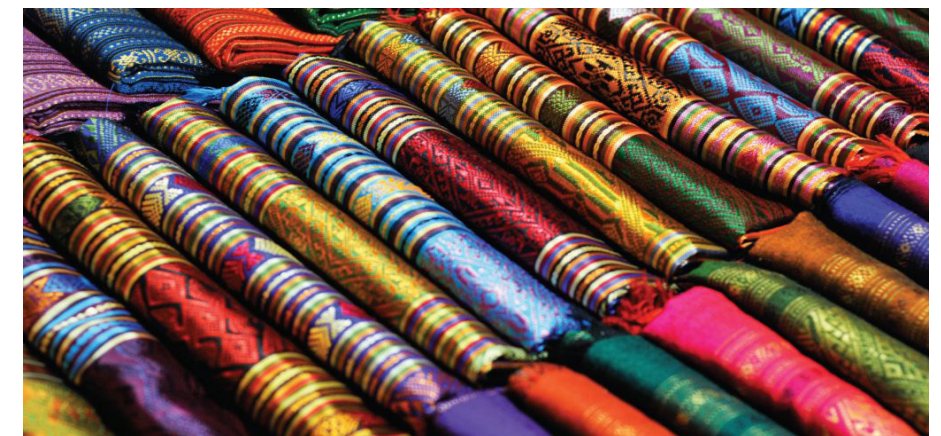
Thai cuisine, is globally know for its blend of spices, and aromatic herbs, reflecting the vibrancy and diverse culinary traditions throughout the country. Mixing flavors to create a seamless dish, Thailand is know for its traditional dishes, such as Pad Thai, Tom Yum Goong, and curries.



ART AND FASHION

Known for elaborate and unique patterns, art is inspired heavily from beauty found in nature around and ideals of Buddhism. Sculptures and paintings depicting images of Buddha, religious themes, mythical creatures in both ancient and current art, often highlighting the luscious landscape of the country.

Current fashion has shifted to adapt to the global influences and preserving traditional elements. Local silk is utilized for its texture and applied to incorporate modern designs internationally. Additionally, innovations have been made to reduce impact of global warming, as sustainability and eco friendly fashion practices have emerged.



CHIANG MAI, THAILAND

LOCAL HISTORY

The name Chiang Ma translates to “the new city.”

Thailand is home to two main cultural heritages the Siamese in the South and Lanna to the North. Built in the 13th century, Chiang Ma was one, of many capitals of the Lanna Kingdom. For hundreds of years, the two coexisted as separate kingdoms with shared cultural and diplomatic ties. In the 19th century to unified to form and establish Thailand. With a rich cultural history, the city embraces the preservation of the local animal and plant life, while celebrating the religious significance of Buddhism.

RELIGIOUS SITES

The city is home to 117 Buddhist temples, known as wats. Wat Phea That Doi Suthep is one of the cities well known temple in the area dates back to 1383 and is located on the Doi Suthep mountain. Phu Ping Palace, is located in this beautiful city and is the summer home of the Thai royal family.

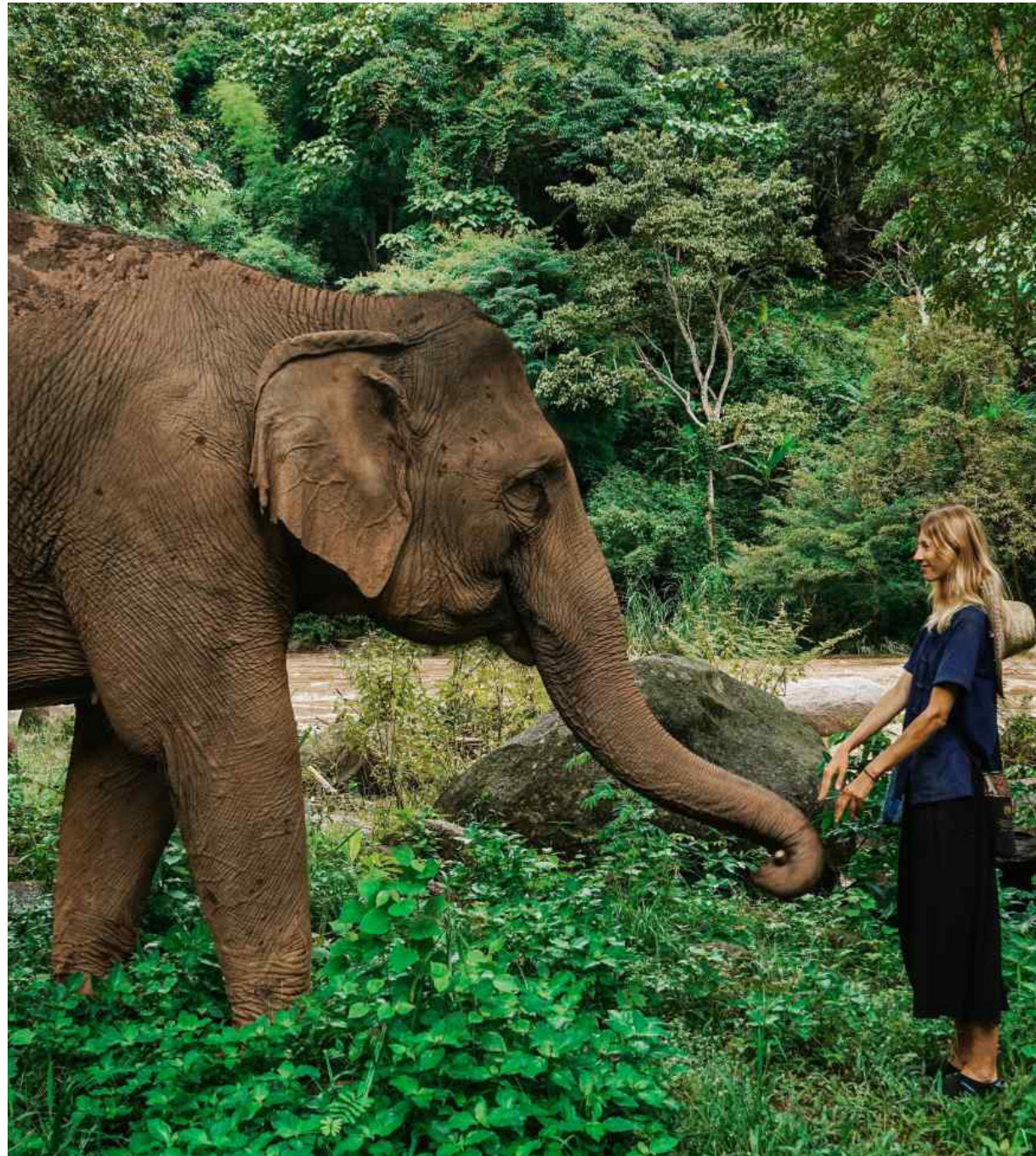
WHAT TO DO IN THE AREA

Chaing Ma is a popular destination for tourism and resort centers. Local experiences include elephant sanctuaries, craft markets, spas, and historical sites. During the year the city hosts a variety of celebrations and festivals that are a must see in the region.

LOCAL ART AND CRAFTS

Local artisans from neighboring small villages are featured in the markets and local crafts include intricate silverware, woodwork, pottery, and lacquer ware.

ELEPHANT SANCTUARIES



Elephants symbolize **Strength, loyalty** and **longevity**. This dates back to the ancient kings of Siam, who would ride into battle on an elephant. The purest form of status and power was to have was a rare white elephant. Locally they are protected humanly in sanctuaries, a reflection of importance of preserving history and the species.

YIPENG LANTERN FESTIVAL

The origin of the Sky lanterns is believed to be rooted in the beliefs of the Lanna people. The ritual of worship to the Buddha relics, Phra That Kaew Chulamanee, on the fullmoon of the twelfth month. Lanterns are releases in order to have prayers reach the highest floor of heaven.



The annual Yopeng festival is believed to symbolize the release of all bad energy to bring **good luck in the future and respecting the ancestors.**



Phang Pratheep, is a ritual preformed during the day, illuminates the city, as it is decorated with thousands of clay pots with candles. The ritual is believed to **wisdom and provide a guiding light for the future.**

“About Yi Peng Sky Lantern Festival.” Yipeng Lantern Festival (Yee Peng), Chiang Mai, yipenglanternfestival.in.th/about-yi-peng-sky-lantern-festival/



Wat Chedi Luang, a historic Buddhist temple



Phu Ping Palace, summer home royal family

CHIANG MAI, THAILAND

PROJECT PROPOSAL: A HOTEL LOBBY THAT IS INSPIRED BY THE LOCAL ANIMALS, CULTURE AND RICH CULTURE OF THAILAND.

RESEARCH GATHERED FROM CASE STUDIES:

- Use of teak wood
- Cut outs in walls with open plans to allow for views of the local area and air
- Neutral palette with accent colors of red, blue, yellow and gold



architecture

LANNA ARCHITECTURE FEATURES INTRICATE WOODEN CARVINGS, MULTI-TIERED ROOFS AND ORNATE GABLES
RICH COLORS AND DETAILED DESIGNS ARE PROMINENT

EARTHY COLORS: BROWN, RED, AND GOLD, REFLECTING THE NATURAL SURROUNDINGS AND CULTURAL INFLUENCES

ARCHITECTURE

LANNA

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LANNA ARCHITECTURE

QUALITIES OF LANNA ARCHITECTURE:

- INCRICATE AND ORNATE DETAILS
- WOOD CARVINGS
- ELEVATED FLOORS





CASE STUDY ANALYSIS

Basic functionality of the space: A five star resort that features a large property with all the amenities, facilities and services for all ages. Additional services include child care and babysitting, business center, meeting facility, indoor and outdoor children play area, sports facility, spa with saunas and services, and restaurants and bars on site.

Typical practices within the program: The hotel prides itself on being accommodating for all needs a traveler could have. The lobby and reception provide seating areas, allowing for lounging during check in. In the lobby visitors can get assistance with travel arrangements, child care, and purchasing any forgotten essential items needed.

Color and design trends: The design utilizes a neutral palette with accent elements of intricate patterns, motifs and shapes. Throughout the space uses open circulation to allow for air flow and views of the surrounding area. Red, blue, yellow and purple are reoccurring colors used throughout the various programming spaces.

Materials: glass lighting elements, patterned teak wood cut out elements, patterned upholstery palette with accent elements of intricate patterns, motifs and shapes.



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137 PILLARS HOUSE

EST. 1800s



Originally built to host the headquarters of the East Borneo Company headquarters, the space has been restored to reflect the original 1800s design.



Services provided Day to night.



THE LOBBY

CASE STUDY ANALYSIS

Basic functionality of the space: 137 Pillars House is a boutique hotel that is conveniently located to many popular historic sites and destinations in Chiang Ma.

Typical practices within the program: The hotel features 30 guest rooms, a restaurants, spa, gym, business center, 2 pools, and stunning scenic gardens. The lobby serves as a place not only check in but additionally to get further assistance to explore local sites, make travel arrangements, store luggage and exchange international currency. The lobby and services are provided 24/7 for any visitors needs.

Color and design trends: The overall design highlights the nature and landscape by having large open spaces, windows and balconies. Colors used throughout include natural tones with accent elements of blue, teal, green and red.

Materials: The materials used in the project include a teak wood facade, white-painted timber shingle roof, and white plaster.

SHANGRI-LA CHIANG MAI

“An enchanting sanctuary, in an ancient Thai city.” EST. 2007



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RIMPING VILLAGE HOTEL

EST. 2005

The property is located in the Wat Gate community, a region that was formerly a trading post and dock for boats. The architecture mixes international architectural styles, brought by settlers.



THE LOBBY



CASE STUDY ANALYSIS

Basic functionality of the space: The property is located near the Chiang Ma Night lide, Waeoeot Market and Tha Pha Gate. Upon arrival, visitors are able to check in and get recommendations about local must sees.

Typical practices within the program: Established in 2005, the Rimping Village hotel features a small seating area off the reception in the lobby. Additionally, it is conveniently located to the cafe and garden. In the lobby guests can rent cars and bikes on site or just store luggage, upon arrival.

Color and design trends: Overall design focuses on a simple patterns with heavy wood elements. Geometric shapes are used in accent elements and gold and teak elements are seen throughout.

Materials: The materials used in the project include ceramic tile, dark wood, white plaster, brick, woven wall covering and fabrics.

ALEENTA CHIANG MAI RESORT & SPA

EST. 2023



CASE STUDY ANALYSIS

Basic functionality of the space: Luxury resort and spa that caters to health and wellness for a relaxing experience in historic Chiang Ma.

Typical practices within the program: The plans for the hotel us to accommodate 44 rooms as well as amenities such as a swimming pool, restaurant, spa and a tailored experience to for a health and wellness center.

Color and design trends: Highlighting the local heritage of teak in the region, each room is features elements of antique golden teak, embracing the concept of sustainability and rejuvenation. The overall design captures an simplistic and clean contemporary aesthetic with accent colors seen in upholstery. The neutral palette, natural elements and intricate and sophisticated elements evoke a feeling of relaxation and tranquility.

Materials: The materials used in the project include a teak wood, antique golden teak, stone, intricate geometric motifs and colorful monochromatic upholstery.



OPENING SOON

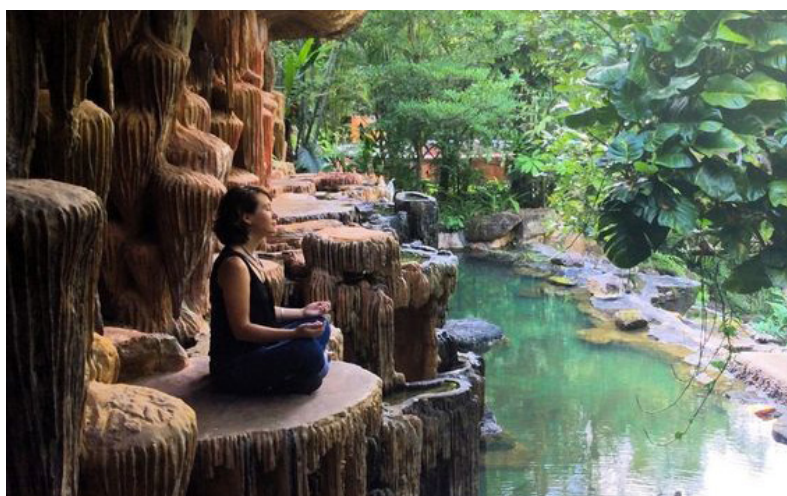


Material Matters: Part 2

THAILAND

Emma Shaerf- INDS 209-01 Napper- Winter
2024





WOVEN

CULTURAL CONCEPT

Woven celebrates the fusion festivals, rituals and local treasures.

Discovering a new area and get a taste of the local culture, woven blends local art and cuisine.

The lobby serves as a place to interact with.

As the sun sets, the lighting design

comes to life, illuminating the landscape and highlighting the intricate details of the architecture. This thoughtful use of lighting enhances the guests' experience, creating an enchanting atmosphere that showcases the beauty of Chiang Mai at night.

COLOR PALETTE

EARTHY TONES
ACCENTS OF GOLD

**SIGNIFICANT
MATERIAL: TEAK**



ROOTS

ARCHITECTURAL CONCEPT

Roots embodies the strength and history of the region.

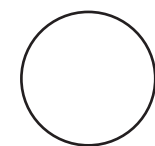
Appreciating the symbiotic relationships of the local ecosystem, the hotel lobby features a semi covered structure to learn more about local destinations, accommodations, or to just relax.

The project aims to fuse together traditional and modern elements.

Lighting is used to create an elevated experience of nature at night time.

ARCHITECTURE

LOCAL STYLE: LANNA



ELEPHANT MOTIF
NOD TO LOCAL TEMPLES
ACCENTS OF GOLD
ORNATE PATTERNS





PLACE OF RETURN

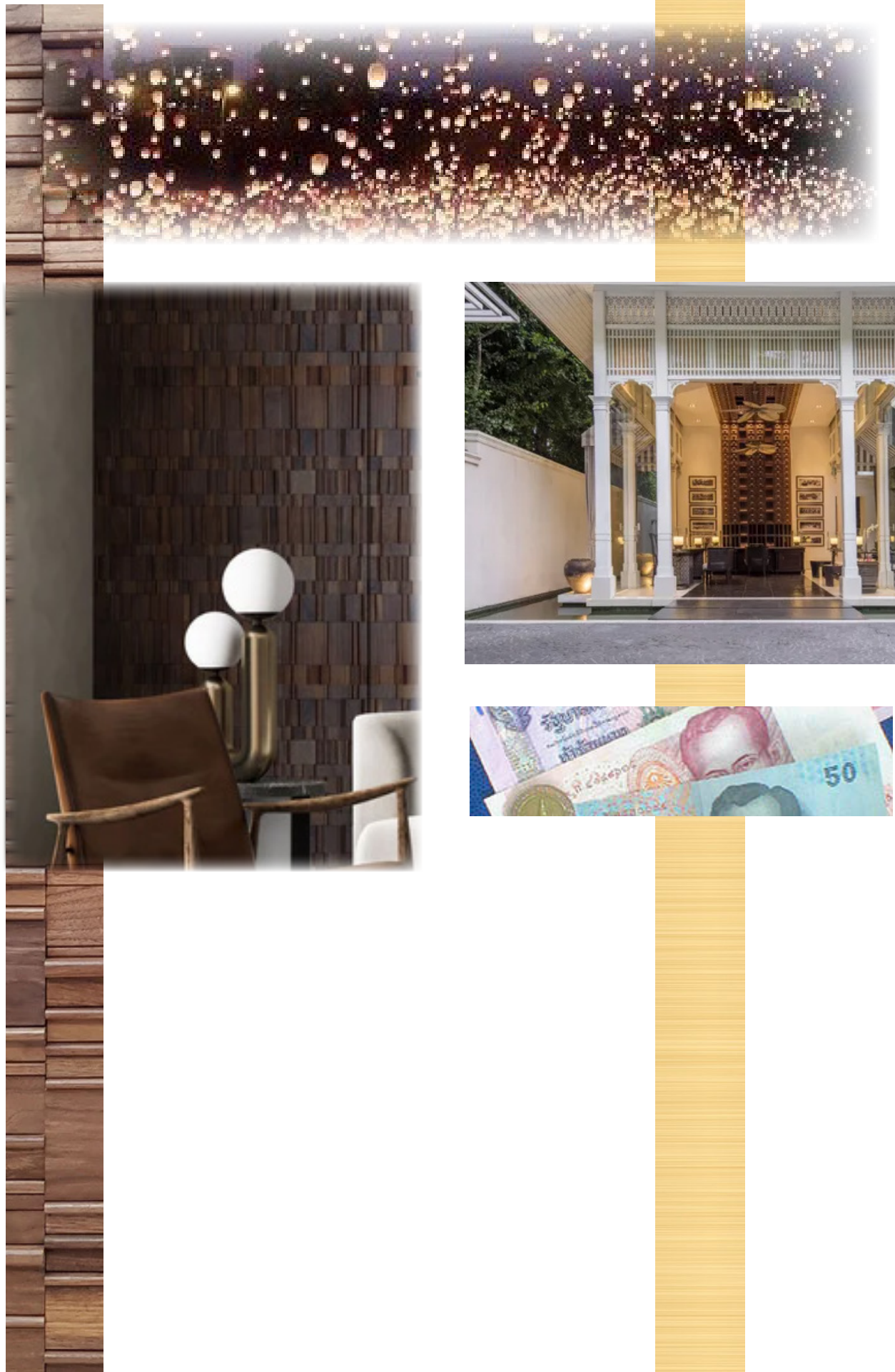
CHARACTER CONCEPT

Place of return is a space that hosts moments of curiosity, relaxation and immersion in the scenery.

Attracting visitors globally, the space speaks a non verbal story of history and local artisans through design.

The project integrates seamlessly into its surroundings. The hotel lobby, reminiscent of traditional Lanna structures, features a covered open area surrounded by lush greenery, offering guests a tranquil oasis that connects them with the natural beauty of Chiang Mai.

CRAFTSMANSHIP, ORGANIC, VIBRANT,



WOVEN

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COLORFUL
FLAVOR
VIBRANT
CRAFTED

PROJ 2

STEP 2: MATERIAL STORYBOARD



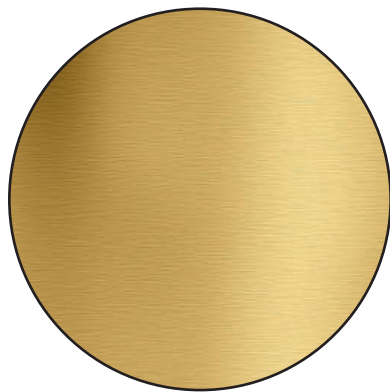
The upper level of Khum Chao Burirat. Photo: Ron Emmons

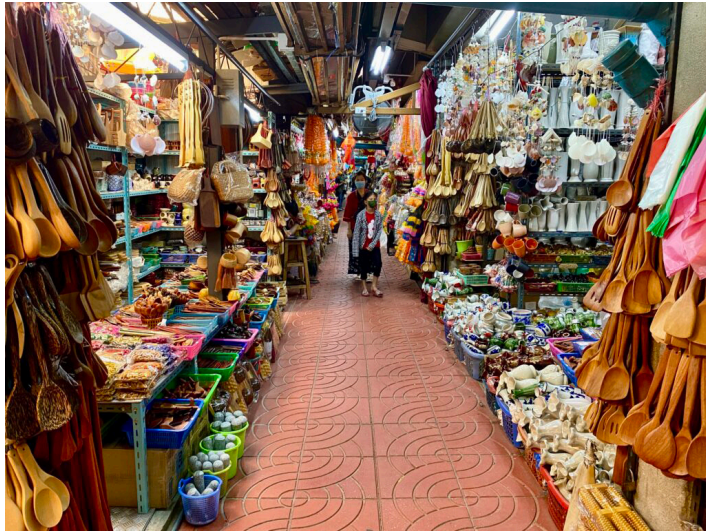


Wat Doi Suthep temple, Chiang Mai, Thailand © Shutterstock



Ancient Old City Wall, Photo: Dean.White





Market, Photo; travelswithelle



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