
THAILAND REPORT

JULY 2016

CONTENTS

- Project 1: Siam Discovery (Shopping Mall, Bangkok)
-

1. SIAM DISCOVERY

Project Overview

Siam Discovery shopping mall, originally built nearly 20 years ago, celebrated its grand re-opening last month after being closed for a one-year renovation. Spread across 8 storeys, the renovated mall offers over 5,000 international and local brands. The mall introduced a new retail concept, with retail spaces categorized by lifestyle and interests rather than by brands. Famous Japanese designer Oki Sato from design studio nendo was the chief consultant for this renovation project. It was his first project in Thailand.

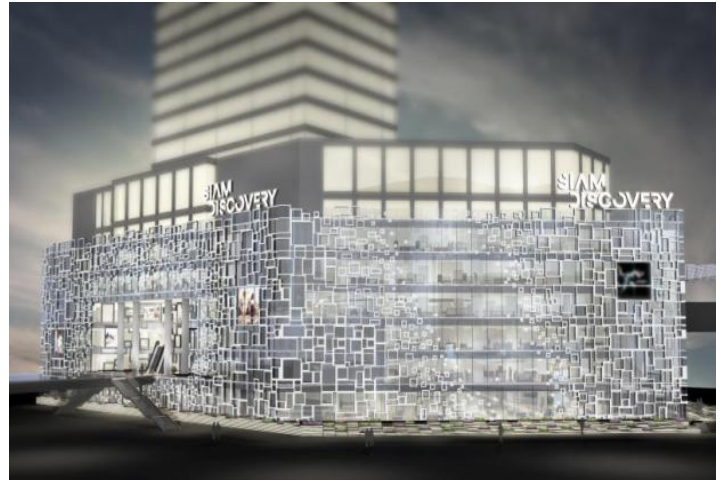
Project Details

1. **Type of Business:** Shopping mall
2. **Open Date:** 28/05/2016
3. **Concept:** New retail experience built around curated environments rather than the familiar branded concessions.
4. **Location:** Siam Square, Bangkok, Thailand
5. **Target Customer:** Local residents (65%) and international visitors (35%)
6. **Retail Area:** 40,000 sqm across 8 storeys with over 5,000 international & local brands.
7. **Investment Cost:** 4 billion baht (around 114 million USD)
8. **Developer & Operator:** Siam Piwat; www.siampiwat.com
9. **Interior Designer (Lead):** Oki Sato from nendo studio; www.nendo.jp/en
10. **Architect & interior Designer (Local):** Urban Architect (Thailand); www.urban.co.th
11. **Website:** www.siamdiscovery.co.th

Location map



Siam Discovery is adjacent to Siam Paragon shopping center, at BTS station Siam.



The exterior was also given a makeover, resulting in a spectacular splash of cubic and futuristic interiors, with a wide, modern space.



Frame-shaped boxes with video monitors (202 of them), digital signage and displays of merchandise were installed along one side of the atrium, creating an easy-to-navigate visual directory for the whole store, while escalators were repositioned to run through the atrium, facilitating a smoother flow of visitors.



The women's dressing room is a dizzying palace of mirrors.



The building is a hybrid of a department store and a shopping mall. Besides tenants, there are also 13 self-curated retail points.



Display for women's shoes and bags on ground floor.



Display for men's shoes.





Men's floor. The designers reworked the interiors for all common use areas and most of the self-curated retail spaces, gradating floor and ceiling finishes to give the impression that different materials are stirred together.



According to designer Sato, a good retail space is one that makes people want something even if they have no idea what it is they actually want – a feeling difficult to recreate for e-commerce.



Skin Lab on the men's floor. The mall places special emphasis on allowing visitors to experiment by trying out new products and new ideas and giving them opportunities to discover and re-discover themselves.



Anchor tenant Loft offers a wide range of products, with more than 80% imported from Japan.



Eye glasses Lab.



Digital Lab. Beakers, flasks, test tubes, diagrams of molecular structures and other laboratory equipment recur throughout the interior as motifs, emphasizing that the building is a space for creativity and experimentation.

