

Thailand News

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- Project 1: IconSiam (Mixed-use Development, Bangkok)

1. ICONSIAM

Project Overview

With the advent of IconSiam, Bangkok's prime riverfront is being transformed into a cutting-edge combination of retail, residential, entertainment, art and cultural space. Five years in the making, Bangkok's newest destination comprises two massive retail complexes (IconSiam and IconLuxe), two residential towers and seven iconic landmarks dubbed the "Seven Wonders at IconSiam", with a few still under construction including a River Museum. The two super-luxury residences Mandarin Oriental Residences (52 floors) and the 70-floor Magnolias Waterfront Residences are the tallest buildings in Bangkok. The complex has over 7,000 leading global and Thai brands, and many of the world's ultra-luxury brands have their flagship stores within the 25,000m² IconLuxe, such as anchor tenant Siam Takashimaya and Apple, its first store in Thailand.

Project Details

1. **Type of Business:** Mixed-use development
2. **Open Date:** 10/11/2018
3. **Concept:** Architectural design inspired by how a *krathong* (a small container made of leaves which can be floated on water) is folded.
4. **Location:** Charoen Nakorn Road, Bangkok
5. **GFA:** Over 750,000 sq.m.
6. **Project Value:** 54 billion baht (USD \$1.64 billion)
7. **Developer:** JV between by Siam Piwat, Magnolia Quality Development (MQDC) and Charoen Pokphand Group (CP)
8. **Architect:** Urban Architects; www.urban.co.th
9. **Website:** www.iconsiam.com

Location map



Bangkok's newest riverside landmark development IconSiam is located along the banks of the Chao Praya River, on the other side of central Bangkok.



The architectural design of IconSiam is inspired by how a *krathong* is folded, while IconLuxe resembles 3 glass *krathongs* that stretch 300 meters along the river.



The building is next to the river and is built with specially commissioned pillarless glass, said to be the longest in the world.



Impressions of the interior of IconSiam.









Restaurant area on the ground floor.



Many brands have their flagship stores at IconSiam, including Thailand's first Apple store.

