



SIAM SILK HOTEL

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In recent years, Business hotel is getting more popular which is according to the Thailand's economic increasing numbers, most of business hotel around Sukhumvit area are the luxury chained hotels which typical and unable to support business person's activities so well. This business hotel project would offer an unique experience for businessperson in term of services and facilities to fulfill their needs and preferences that the other hotels cannot.

Siam Silk Hotel provide full function of business center which meaning of Private meeting rooms, Multifunction hall, and workstation. Our guests can be stay at the hotel to have an activity without going outside. Additionally, The hotel offer the special facilities such as; Thai fusion restaurant, Wine Lounge, and only one wine spa in Thailand. Therefore, The hotel can fulfill guests' both physical and mental needs by the services of professional staffs.

Siam Silk Hotel is the best choice for businessperson who needs full function of business activities, exclusive service, and unique experience in luxury atmospheres under the concept from Thai heritage silk which is one of the national treasure.

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Chapter 1: Thesis Introduction

Chapter 1: Thesis Introduction

1.1 Project Background

Thailand¹ is located in the middle of Southeast Asia, Bangkok² is the capital city which mainly flow the business and economics of the country. Nowadays, Thailand is the more open country for trading with other international countries. This is benefit for bring more business travelers to Thailand. In addition, the statistic of the bank of Thailand shows that the main direct investment from other international countries has increased by 58 percent made the growth of business and industry are slightly increased. Therefore, business hotels have increase every year, it is a good chance to invite business travelers come and stay at hotel and expecting to both understanding and satisfy all guests need and solutions.

Thus, business hotels should support business travelers to rest at the hotel by the unique atmospheres and aesthetic environment to serve new experiences. Focusing on 25 - 40 years old of business person to visit and stay at the hotel. In Sukhumvit area, there are several business company both Thai and international companies. For the reasons, it is a good chance to serve the business person with the suitable function and space as business center in the hotel area.

Business hotel provide a rest place for business travelers who come to negotiate deals, Therefore, the hotel require to have 24 hours welcome service and need to locate at the business area and easy to access intercity connection.

¹ Thailand, officially the Kingdom of Thailand, formerly known as Siam.

² Bangkok is the capital and the most populous city of Thailand. Known in Thai as Krungthep Mahanakhon.

The term of Thai silk which is one of the Thailand cultural heritage product and worldwide valuable accepted, known for its special qualities, unique patterns, and specific colors with including of all the elements that contribute to create the atmospheres and mood for a presentation of lighting, decoration, and interior space of the hotel as well.

Inspiring from the urban of Bangkok atmospheres, Sukhumvit road that being the business travelers attractions. There are a lot of hotels in the area and most of them are the luxury chain hotels, such as Emporium Suites by Chatrium, Radisson blu, Holiday Inn, and others. All of chain hotels have their own tradition in service and design. Therefore, I having an idea to create a hotel to support business travelers which having own unique identity in both of service and design to make the different from existing hotels around the area.

1.2 Study Defined

To design a full function of business hotel as a center that serve all the needs for business person

- There were many existing hotels that serve for business travelers, but still did not have place of proper business hotel that focused on apply Thai silk concept to a space.
- In order to understand the clearing of space as a business hotel towards business travelers by integrate the concept of Thai silk through interior space which still serve and fulfill a business hotel programming
- There are many business travelers who cannot receive new experiences from the luxury hotels chain which is tradition of service and design.
- Improving the business hotel service and programming in order to satisfaction for business travelers.

1.3 Thesis Statement

The purpose of this study is to bring business travelers gather together for business hotel that they can absorb and get new experience. So, The atmospheres of hotel space is establish by integrating Thai silk concept with business hotel program to create unique characteristic, Moreover, the hotel also fulfill guests' both of physical and mental needs by the services and special facilities.

1.4 Research Scope

1.4.1 Literature research regarding:

- Characteristic of business travelers
- The needs of business travelers

1.4.2 Design theories and principle

- Function and facilities of business hotel
- Thai silk patterns and color tones

1.4.3 Site studies

- Site geography
- Site analysis
- Function and space

1.4.4 Case study

- Primary case study
- Secondary case study
- Special case study

1.5 Design Scope

1.5.1 Public zone

- Reception
- Waiting area
- Lobby

1.5.2 Private zone

- Guestroom
 - Deluxe room (single - bed)
 - Deluxe room (twin - bed)
 - Business Suites room

1.5.2 Special facilities

- Business Center
 - Work station
 - Meeting room
 - Conference room
 - Seminar room
 - Event room
- Bar and Lounge
- Restaurant
- All - day restaurant
- Spa

1.6 Definition of Terms

Business hotel

Business hotel is the largest group of hotel types and they primarily cater to business district. Although, a business hotel primarily serves business travelers, a large tour group, and a conference group find these hotel attractive.³

Business Travelers

A business travelers in this study mean a person who traveler for business negotiate purpose such as sale, technical seminar, conventions company travel and meeting conference.

Thai silk

Thai silk is one of the Thailand heritage product, the art of represent the cultural throughout textile by special skill of weaving which made a various of patterns and colors . Usually found in costume and clothes industry.

³ Types of hotel or classification of Hotel by Type "World press, access February18,2016.

"<http://www2.ed.gov/about/offices/list/ocr/whatsnew.html>http://www.findmeahotel.com/type-of-hotel_styles.htm"



Chapter 2: Project Type Researches

Chapter 2: Project Type Researches

2.1 Literature Searches

2.1.1 Characteristic of business travelers

Business travelers are different from other kind of tourism. The business travelers are generally stayed less than other pleasure travelers. Business travelers preference to stay in urban or downtown area where is easy to access the business firms which always located around. Moreover, the main purpose of stay at hotel is to attend a meeting , seminar , conference , company operation , or physical work .

2.1.2 The needs of business travelers

Business travelers are looking for a rest place where can be functional of home and office for the same time. Most of business travelers prefer to stay in hotel which make them feel like home. Thus, the important thing to considerate is comfort ,safety ,relax ,clean ,and private.

Additionally, business travelers are require a desk and a comfortable chair to complete their work. Even small things like name brand shampoo and soap can be huge assets when trying to appeal to the business travelers. Other conveniences like a coffee pot, a hairdryer or a wakeup call are also very common but still require.

Moreover ,business travelers need some special services and facilities as work station which including of working table , meeting table with 6-8 seats ,copy machine , hi-speed internet , and others equipment .⁴

⁴ The need of business travelers in 2015,access February18,2016.

" <https://hmghotelsblog.com/2013/06/10/the-needs-of-business-travelers-in-2015/>"

2.1.3 Business hotel industry in Bangkok

There are three components of business hotel offers in Bangkok. First of all , there are three types of rooms; single room ,double room ,and suites room. Single and double room are divided into three levels which are standard , superior ,and deluxe. On the other hand,Suites room are divided into five levels which are studio ,junior ,executive ,deluxe , and royal. Secondly,business hotels in Bangkok usually offer the service and facility of business center in order to support business activity that will happen in hotel such as private meeting ,conference organization ,or even special event as wedding party or product launching party. Lastly, the competitive of each business hotels in Bangkok is in high rate situation,each hotel must provide the best service or special specific activity to create a strong point in order to attract the guests.

2.2 Design theories and Design principles

2.2.1 Business hotel design principle

Business hotel setting with upscale accommodations. Which seem to attract business travelers who looking for a place where can serve the atmosphere of home and office at the same time. gathering with service and facility that can support the business activities.

2.2.2 Architecture and Interior

The architecture and interior of business hotel is special and unique compare with other type of hotel in term of service and facility which is specific and establish for business travelers. In addition,the atmospheres of business hotel needs to consideration of mood and tone to create a business space and resting space in the same time.

2.2.3 Service

Business hotel are always offer a great mind service from staffs. The hotel is easy to access and connect to hotel guests .Most of these kind of hotel can recognize the information of their special gussets in order to create an impressive experience.

2.2.4 Relationship and function

There are three main zones in hotel area; private, public, and service .These are classify into front of the house and back of the house,the front of the house will provide service directly to guest and customers of hotel such as area of reception ,restaurant and Lounge. Whereas the back of the house will be supporter of the front of house for the service and facilities such as kitchen,laundry service ,or housekeeping service.

2.2.5 Function and facilities of business hotel

2.2.5.1 Public space

The public part of the hotel that everybody can access the space.

- Lobby : Lobby is the secondary place where guest will be access in the hotel after the drop off area. the area will including of reception counter ,concierge counter and waiting area. Definition of meeting point in hotel.
- Reception : Welcoming counter that is located in the lobby area. This counter must be easy to see because it is advantage to provide information for hotel guests or customers. Additionally,the activity of check-in and check-out are happen here.
- Waiting Area : Waiting area is located in the lobby area in order to sit until the event or wait for their room.

2.2.5.2 Private zone

The private zone is the part that require for highest safety and privacy,only hotel guests and involving hotel staff can access.

- Guestroom :Guestroom is the highest privacy for guest,provide the function and facility of resting overnight. The room will be comprised with sleeping area,living area ,and bathroom. Guestroom can be divided to the type of deluxe and suites by the size of room, size and number of bed ,or special facilities.

2.2.5.3 Special Area

Special area is a specific service and facility which design to support the activity of hotel guest and customer.

- Business Center : Business center is a special facilities create to support the business activities as a private meeting, seminar of organization ,or other special events which will comprised with work station, meeting room, conference room,seminar room ,and event room.

- Bar and Lounge : Bar and lounge is a special facilities create to serve beverages to hotel guest and customer.

- Restaurant : In the hotel area, it is important to have a place where can serve food and beverage in the proper way to hotel guest and customer. However, in the medium or large hotel, it should have more than one restaurant to be able to support enough of number of restaurants guest and customer.

- Spa : The special service and facility for hotel guest and customer who has passion in spa therapy. The facility will comprised with reception area, waiting area and treatment room. Most of spa located in the private area which is consideration of privacy and security factor.

2.2.6 Color and tone

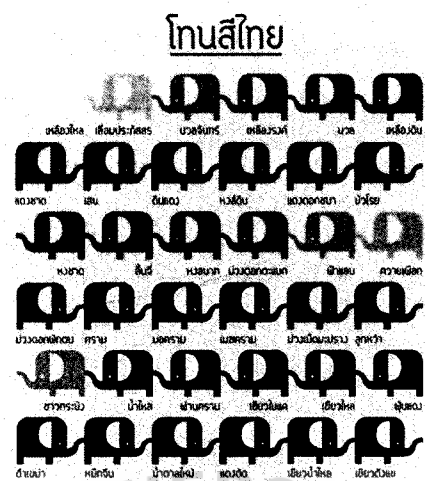


Figure 2.2.1 Thai tone color

The hotel aesthetic design go along with Thai silk concept, Which is one of an ancient Thai craft. Therefore, color that use in the weaving process came from a hundred percent of natural which can be found in local resources ,call "Thai tone color" .The tone is an unique and have a specific name for each character of itself. Moreover, Thai tone color is quit dark and characteristic of vintage ,elegant , and classic.⁵

⁵ Onschannel, "The name of Thai tone that anyone doesn't know," Ons variety,access February18,2016.
<http://www.onschannel.com/varieties/view/1683/>.

2.3 Case Studies Analysis

List of case study and reasons for study

Table 2.3.1 List of case study and reasons for study

Case study	Study purpose
1.So Sofitel Bangkok	To understand the function need for urban hotel
2. InterContinental Bangkok	To understand the function need of business hotel and the elements of luxury designs
3. Novotel Ploenchit	To understand the idea and function of urban business hotel
5. Fabric Hotel Paris	To understand the idea of using local textile in interior design



2.3.1 Primary case study I

2.3.1.1 So Sofitel Bangkok



Figure 2.3.1 So Sofitel Bangkok

General information

Name : So Sofitel Bangkok

Location : 2 Sathorn Tai Road Bangrak Bangkok 105000

Total Building Area : $\approx 39,483 \text{ m}^2$

Owner : Accor Hotels

Hotel logo :



Figure 2.3.2 So Sofitel Bangkok logo

Design context

Site Location

So Sofitel Bangkok is located at 2 Sathorn Tai Road.
Approximately 5 minutes from BTS Saladang and 3 minutes from MRT Lumpini.



Figure 2.3.3 So Sofitel Bangkok Site location

Project description

Sofitel So bangkok is the urban boutique hotel establish by mixing of sophisticated cultural elegance and the dynamic style. Highly creative and fashion, designed by used five elements concept to impress hotel guests and customers.

Design concept

The design concept of So Sofitel Bangkok hotel started from the view of hotel which can see the view and environment Lumpini park at north side. Designers analyzed and divided in to five elements concept which are water element, fire element, earth element, wood element, and metal element for each of hotel areas



Figure 2.3.4 So Sofitel Concept

Interior design and decoration

So Sofitel Bangkok is an urban boutique hotel. The overall interior design is modern interior in black, white, and color of material that represent the five characteristics of each elements.

Hotel Facilities

- Lobby and Reception
- Restaurant
- Bar and lounge
- Meeting room and pre-function area
- Spa
- Swimming pool
- Sky bar
- Guestroom
 - Deluxe room
 - Suites
- Lobby and reception



Figure 2.3.5 So Sofitel Lobby and Reception

The lobby of So Sofitel Bangkok hotel is comprising with reception ,waiting area,and bar,locating at 9th floor of the building benefit for a view of Lumpini park and city view in the north. The color scheme of this space is earth tone and come from the real color of materials as rattan and wood .In addition,the lighting is come from recessed lighting , architecture light and natural light during daytime.

● Restaurant



Figure 2.3.6 So Sofitel Restaurant

The restaurant of So Sofitel Bangkok hotel, Red oven locating at 7th floor of the building. The restaurant is divide in to 4 zoning; dinning are, outdoor dining area, buffet line ,and show kitchen. The restaurant is design following the element of fire represent by red color which appears at the main buffet line counter , kitchen wears ,and other decorations. The color scheme of this space is red and black.

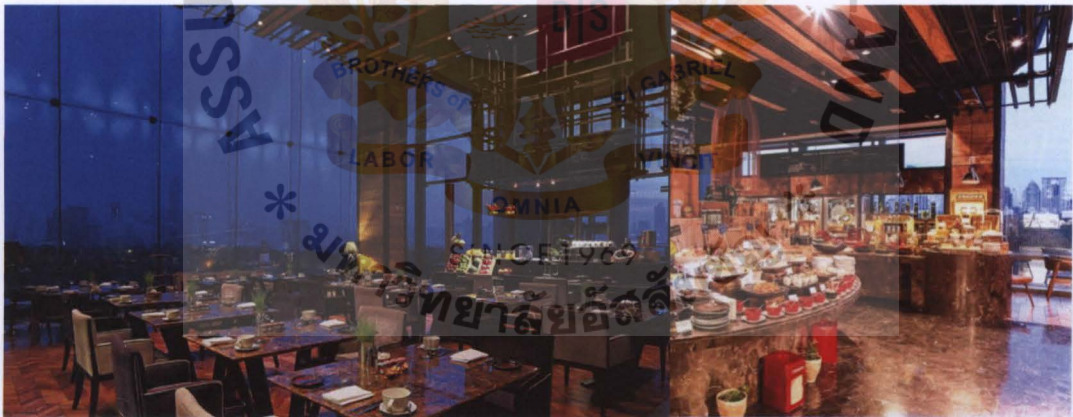


Figure 2.3.7 So Sofitel Restaurant

Additionally, materials of this area is wood parquet flooring ,glossy sheets, and marble. Moreover, The lighting is come from recessed down light ,chandelier , floor lamp , and natural light during daytime.

• Sky bar and lounge

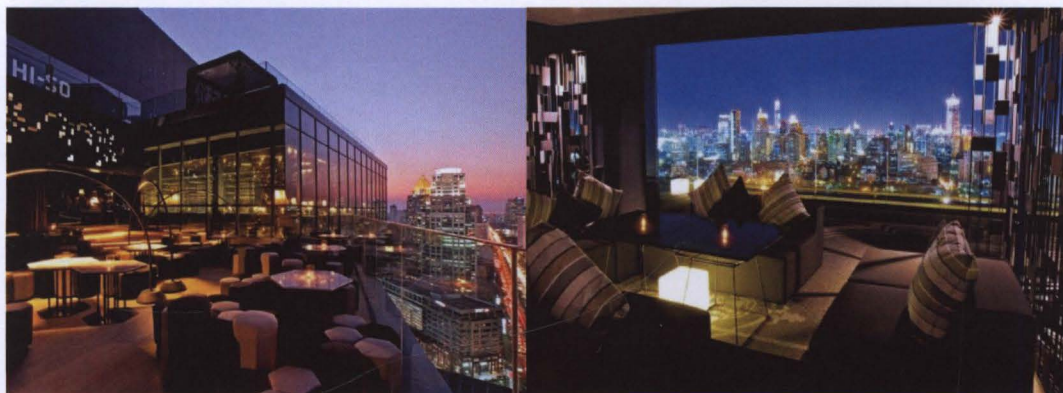


Figure 2.3.8 So Sofitel Bar

The bar and lounge of So Sofitel Bangkok hotel, Hi-So locating at 30th floor of the building. The bar and lounge is divide in to 3 zoning; counter bar, seating lounge, and outdoor lounge. The bar and lounge design with modern luxury style use color scheme of black and purple. Additionally, main materials for interior design is wood, fabric, and metal. Moreover, The lighting is come from floor lamp and architectural lighting.

• Meeting room and pre-function area



Figure 2.3.9 So Sofitel Meeting room and pre-function area

The Meeting room of So Sofitel Bangkok hotel, gathering with pre-function area at front. service with counter bar and lounge seat. The Meeting room design with modern luxury and unique style. use color scheme of black and white for meeting room, dark brown for pre-function area. In addition, main materials for interior design is wood, fabric, and leather. Moreover, The lighting is come from recessed down light with dim adjustable and other decoration lamps.

- Spa



Figure 2.3.10 So Sofitel Spa reception

The Spa of So Sofitel Bangkok hotel, So spa locating at 11 floor of the building. The spa is divide to 3 main zoning; reception, Waiting area, and treatment room. The spa is design with unique style, use color scheme of dark brown and black tone.



Figure 2.3.11 So Spa treatment room

Additionally, main materials for interior design is wood, and stone tile following the concept of Himapan forest. Moreover, most of lighting for spa is indirect lighting from architectural lighting and wall decoration lighting.

• Guestroom

Guestroom of So Sofitel Bangkok hotel is divide in to 2 main type: Deluxe and Suites. For the deluxe room called So Comfy and So Cozy ,both of them are similar of size of room, type of bed (1 king bed and 2 single beds) ,and other facilities. but different for a theme of interior design.

○ **Deluxe guestroom** : So Comfy , designed by 4 themes; metal , wood, water ,and earth. But, for So Cozy, does not have the theme of Water. The interior design Use the specific color schemes and materials in order to represent the theme of each elements.



Figure 2.3.12 Deluxe guestroom in metal theme



Figure 2.3.13 Deluxe guestroom in earth theme



Figure 2.3.14 Deluxe Guestroom in wood theme

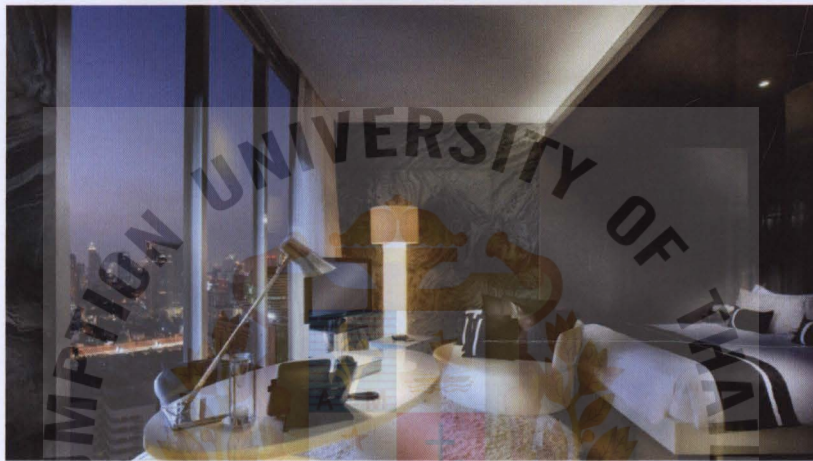


Figure 2.3.15 Deluxe Guestroom in water theme

○ **Suites guestroom** : So VIP, designed by water themes. With duplex floor and high ceiling. The modern contemporary with luxury mood gathering with brown tone. Additionally, the lighting come from recessed light, floor lamps and natural lighting during daytime. Moreover, most of material is wood, velvet, and stone tile.



Figure 2.3.16 Suites guestroom in water theme

2.3.1.2 InterContinental Bangkok

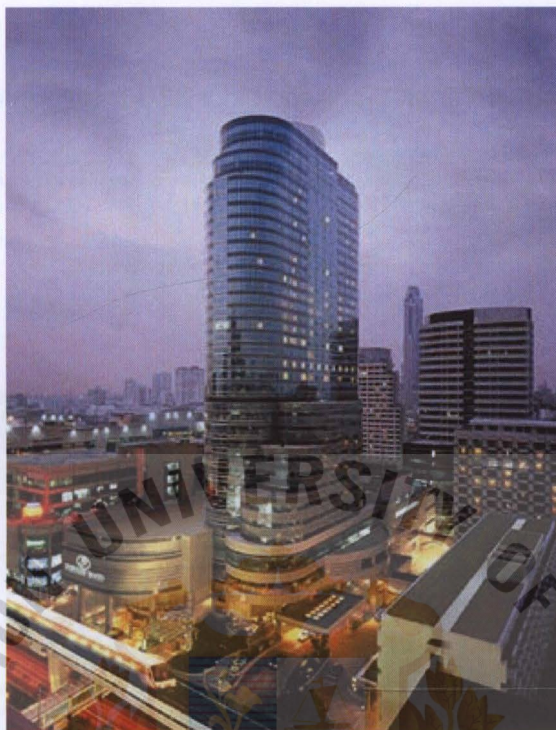


Figure 2.3.17 InterContinental Bangkok

General information

Name : InterContinental Bangkok

Location : 973 Phloen Chit Rd, Lumpini, Pathum Wan, Bangkok 10330

Total Building Area : $\approx 54,247\text{m}^2$

Owner : InterContinental Hotel Group (IHG)

Hotel logo :



INTERCONTINENTAL®
BANGKOK

Figure 2.3.18 InterContinental Bangkok logo

Site Location

InterContinental Bangkok is located on Ploenchit road next to the Gaysorn plaza department store.

Approximately 1 minutes from BTS Chidlom and 3 minutes from BTS Ploenchit.



Figure 2.3.19 InterContinental Bangkok site location

Project description

Intercontinental Bangkok is a business luxury hotel, worked by InterContinental Hotel Group (IHG) locating in the center of downtown where easy to access any famous places as Park Venture office center ,Central Chidlom department store ,Central world department store ,and others. Established to support business travelers and group of tourism.

Design concept

The design concept of InterContinental Bangkok is luxury and classic style. In order to support the atmospheres of luxury and exclusive ,designers analyzed and designed a whole interior space with gold color scheme and warm light to set up the feel of elegance and splendid.

Interior design and decoration

InterContinental Bangkok is luxury business hotel.The overall interior design is luxury and classic with gold, dark brown, velvet and granite. Moreover, most decoration are come with gold color and glow texture such as metal frame and gold vase.

Hotel Facilities

- Lobby and Reception
- Restaurant
- Bar and lounge
- Business lounge
- Business center
- Spa
- Guestroom
 - Classic room
 - Executive room
 - Suites room

• Lobby and reception



Figure 2.3.20 InterContinental Bangkok Lobby and Reception

The lobby of InterContinental Bangkok is comprising with reception ,waiting area, locating at 2nd floor of the building benefit for easy to access to any areas of hotel such as business lounge in back of waiting area or retail shops. The color scheme of this space is earth tone and come from the real color of materials as granite and Oak wood .In addition,the lighting is come from recessed lighting , cover light and chandelier.

• Restaurant



Figure 2.3.21 Espresso restaurant at InterContinental Bangkok

InterContinental Bangkok has 5 restaurants inside the hotel are; Espresso restaurant, Summer Palace restaurant, Deli restaurant, Fireplace grill restaurant. and Themo Mio restaurant. Each restaurant has a theme of itself but the thing that similar

is every restaurant decorate with luxury and classic style.

• Fireplace lounge



Figure 2.3.22 Fireplace Grill restaurant at InterContinental Bangkok

Additionally, materials of the area is wood and marble. Moreover, The lighting is come from recessed down light ,chandelier , floor lamp , and cover light.

• Bar and lounge



Figure 2.3.23 Humidor Cigar bar at InterContinental Bangkok

The bar and lounge of InterContinental Bangkok, Humidor Cigar bar is divide in to 2 zoning; counter bar and seating lounge. The bar and lounge design with classic luxury style use color scheme of black and dark brown. Additionally, main materials for interior design is dark wood and leather .Moreover, The lighting is come from chandeliers and accent lighting.

• Meeting room

• Business lounge



Figure 2.3.24 Business lounge at InterContinental Bangkok

The Business lounge of InterContinental Bangkok, service with working table and lounge seat. The lounge design with modern luxury and classic style. use color scheme of dark brown and grey, main materials for interior design is wood, velvet, and leather. Moreover, The lighting is come from recessed down light, table lamp, and natural light during daytime.

* มหาวิทยาลัยอัสสัมชัญ *
SINCE 1969

Figure 2.3.25 Board room at InterContinental Bangkok

Additionally, main materials for interior design is wood panel, and leather. Moreover, kind of lighting for meeting room are recessed light, and accent lighting.

• Meeting room



Figure 2.3.25 Meeting room at InterContinental Bangkok

The Meeting rooms of InterContinental Bangkok are various of type and function, locating at 3rd floor of the building. The meeting rooms are divide to 4 main types; boardroom, seminar room ,conference room, and event room. The meeting rooms are design with classic style, use color scheme of brown and warm tone.



Figure 2.3.26 Event room at InterContinental Bangkok

Additionally, main materials for interior design is wood panel , and carpet flooring. Moreover, most of lighting for meeting rooms are recessed lighting and accent lighting.

• Guestroom

Guestroom of InterContinental Bangkok hotel is divide in to 3 types: Classic room, Executive room , and Suites room..

○ Classic room



Figure 2.3.27 Classic guestroom at InterContinental Bangkok

Classic room is available with one king-sized bed, two queen-sized beds or twin single beds all mattresses. Designed with classic luxury style. use color scheme of light brown and warm tone ,main materials for interior design is wood ,fabric ,and marble. Moreover, The lighting is come from recessed down light,table lamp ,floor lamp,and natural light during daytime

○ Executive room



Figure 2.3.28 Executive guestroom at InterContinental Bangkok

Executive room is available with one king-sized bed, two queen-sized beds or twin single beds all mattresses. Designed with classic luxury style. use color scheme of dark brown, white and dark tone, main materials for interior design is carpet flooring, wood fabric, and marble. Moreover, The lighting is come from recessed down light, table lamp, floor lamp, and natural light during daytime

○ Suites room

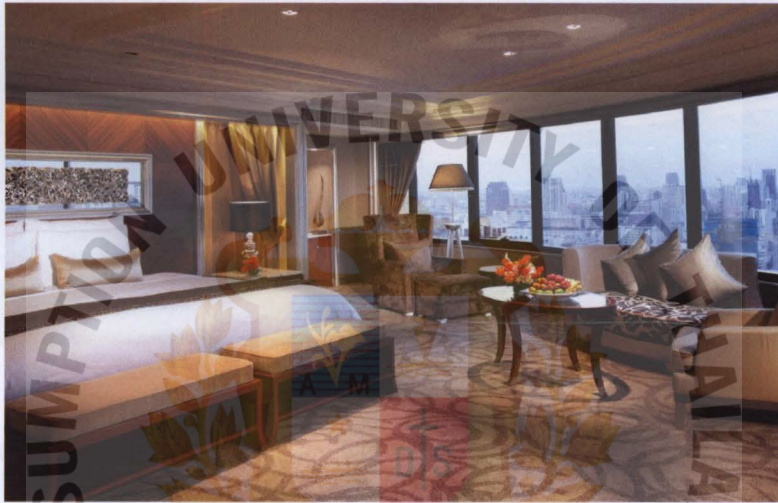


Figure 2.3.29 Suites guestroom at InterContinental Bangkok

Suites room is available with one king-sized bed. Designed with classic luxury style. use color scheme of light brown and warm tone, main materials for interior design is wood, fabric, and marble. Moreover, The lighting is come from recessed down light, table lamp, floor lamp, and natural light during daytime

2.3.2 Secondary case study

2.3.2.1 Novotel Ploenchit



Figure 2.3.30 Novotel Ploenchit

General information

Name : Novotel Ploenchit

Location : 566 Ploenchit Road, Lumpini, Patumwan, Bangkok 10330

Total Building Area : $\approx 26,958\text{m}^2$

Owner : Accor Hotels

Hotel logo :



BANGKOK
PLOENCHIT

Figure 2.3.31 Novotel Ploenchit logo

Site Location

Novotel Ploenchit is located on Ploenchit road

Approximately 1 minutes from BTS Ploenchit station.



Figure 2.3.32 Novotel Ploenchit Site location

Project description

Novotel ploenchit is a city hotel, worked by Accor Hotels group. locating in the center of downtown area ,Ploenchit road, where easy to access any famous places as Park Venture office center ,Central Chidlom department store ,Central world department store ,and others. Established to support business travelers and medium of tourism.

Design concept

The design concept of Novotel ploenchit is simply and elegance. In order to support the atmospheres of modern ,a whole interior design is comprising with modern type of furniture, wall graphic decoration ,and warm lighting.

Interior design and decoration

Novotel ploenchit is a city hotel.The overall of interior design is modern and elegance with warm light and earth tone color. .Most of areas use material of velvet and marble. Moreover, the furniture types are modern with metal and fabric.

Hotel Facilities

- Lobby and Reception
- Restaurant
- Bar and lounge
- Meeting room
- Retails hop
- Pool
- Guestroom
 - Superior room
 - Deluxe room
 - Suites room

• Lobby and reception



Figure 2.3.33 Novotel Ploenchit Lobby and Reception

The lobby of Novotel ploenchit is comprising with reception and waiting area benefit for easy to access from the main entrance and drop-off area. The color scheme of this space is warm tone with gray, brown, and come from the real color of materials as marble and wood. In addition, the lighting is come from architectural lighting, cover light and chandelier.

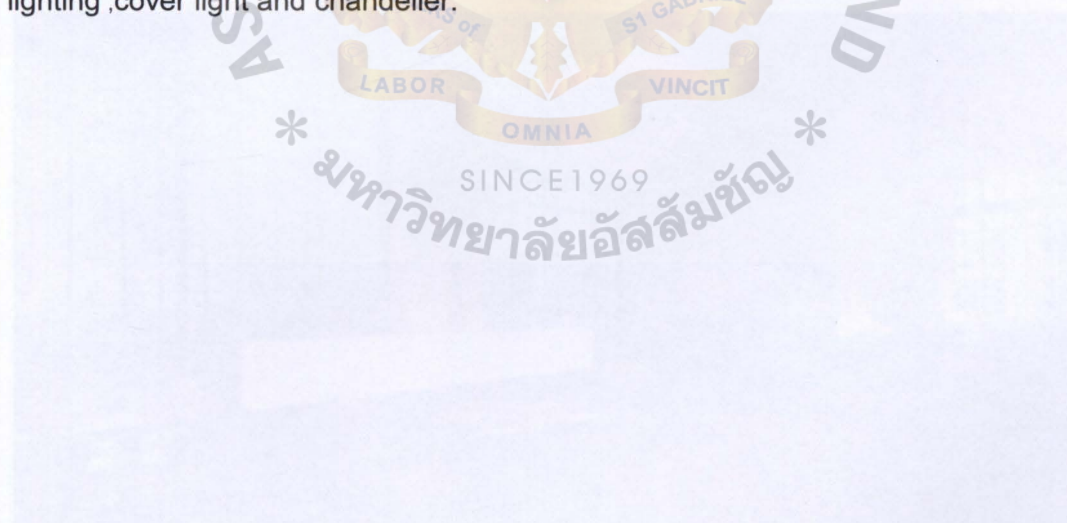


Figure 2.3.34 Dining area of The square restaurant at Novotel Ploenchit

In addition, the main materials of restaurant space are carpet flooring and wood panel wall. Moreover, the lighting is come from recessed down light, architectural lighting, and cover light.

• Restaurant



Figure 2.3.34 The square restaurant at Novotel Ploenchit

Novotel ploenchit has a restaurants inside the hotel area. The square restaurant located at 8th floor of the hotel building ,benefits to take a city view at front side. The restaurant had divided in to 3 main zones; dining area ,buffet line ,and show kitchen. The interior design of restaurant is modern and luxury with warm tone color.



Figure 2.3.35 dining area of The square restaurant at Novotel Ploenchit

In addition,the main materials of restaurant space are carpet flooring and wood panel wall. Moreover, The lighting is come from recessed down light ,architectural lighting , and cover light.

• Bar and lounge



Figure 2.3.36 Dee Lounge bar at Novotel Ploenchit

The bar and lounge of Novotel Ploenchit, Dee lounge is divide in to 3 zoning; counter bar , Lounge seat ,and outdoor lounge seat. The lounge design with modern style use color scheme of earth tone and play with color elements such as neon light on drop ceiling and pillow cases. Additionally, main materials for interior design is dark wood and fabric .Moreover, The lighting is come from hanging lamp ,indirect lighting ,and accent lighting.

• Meeting room



Figure 2.3.37 Meeting room at Novotel Ploenchit

The Meeting room at Novotel Ploenchit, service with multifunction area which can adjust to be seminar hall , event room ,or big conference room . The meeting room design with modern style. Use color scheme of warm tone and grey ,main materials for interior design is carpet flooring and fabric wall cladding, The lighting is come from recessed down light and architectural lighting from ceiling.

• Guestroom

Guestroom Novotel ploenchit hotel is divide in to 3 types: superior room, deluxe room ,and suites room.

○ Superior room



Figure 2.3.38 Superior guestroom at room at Novotel Ploenchit

Superior guestroom is available with one king-sized bed. Designed with modern style. Use color scheme of light brown ,warm tone ,and add some colors as blue and green to play with the space ,main materials for interior design is wood ,fabric ,and carpet flooring. Moreover, The lighting is come from recessed down light,table lamp ,architectural lighting ,and natural light during daytime

○ Deluxe room

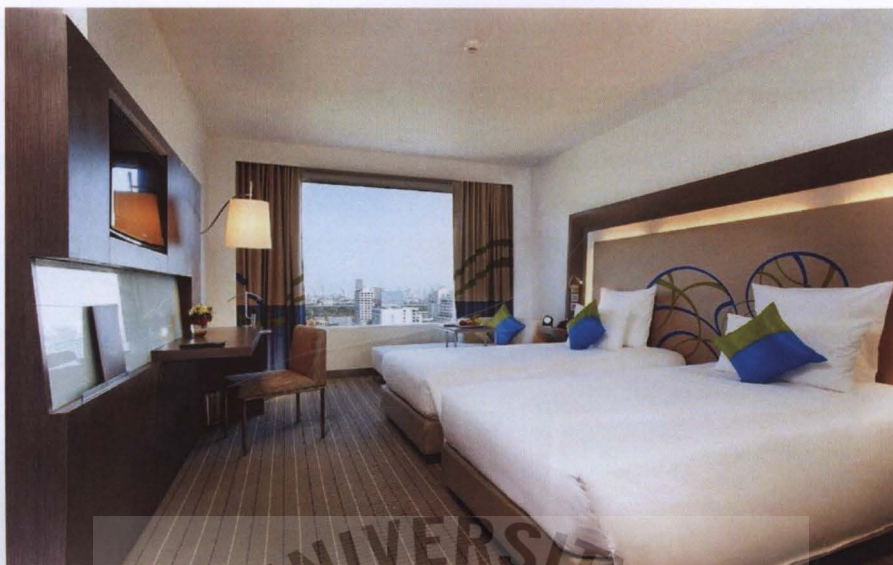


Figure 2.3.39 Deluxe guestroom at room at Novotel Ploenchit

Deluxe guestroom is similar function, facilities, and design as the superior guestroom but only available with two queen-sized beds.

○ Suites room



Figure 2.3.40 Suites guestroom at room at Novotel Ploenchit

Suites guestroom is available with one king-sized bed, The room is divide in to 2 zoning; living area and sleeping area. Designed with modern style. Most of

interior design use the color scheme of light brown ,ash gray ,and add some colors as red and blue to play with the space ,main materials for interior design is wood ,fabric ,and carpet flooring. Moreover, The lighting is come from recessed down light,table lamp ,floor lamp,architectural lighting ,and natural light during daytime

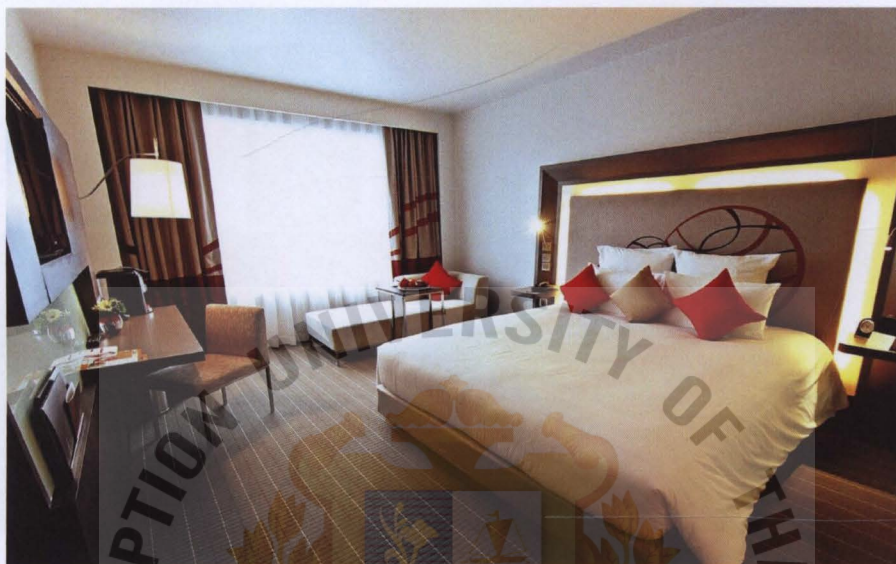


Figure 2.3.41 Living area for suites guestroom at room at Novotel Ploenchit



Figure 2.3.42 Hotel Fabric Paris logo

2.3.3 Special case study

2.3.3.1 Hotel Fabric Paris



General information

Name : Hotel Fabric

Location : 31 Rue de la Folie Méricourt, 75011 Paris, France

Total Building Area : $\approx 6,538 \text{ m}^2$

Hotel logo :

HÔTEL FABRIC

PARIS – OBERKAMPF

Figure 2.3.42 Hotel Fabric Paris logo

Design concept

The design concept of Hotel Fabric is chic industrial. In order to support the famous product of Folie Méricourt country which is the textile and fabric. The hotel need to represent the long lasting historical through the interior design. Therefore, all of decoration and interior design are from the product of the country and most of interior space remind about the industrial revolution.



Figure 2.3.44 Hotel Fabric Interior design and Decorations

Interior design and decoration

The overall of interior design is industrial and chic with industrial elements as metal pipe, factory track light, aluminum cabinet, and ancient wood shelves. The decoration goes along with dark tone color scheme and decorates some elements with colorful fabric such as pillow cases and upholstered bench. Most of areas use material of red brick, metal, wood, and leather. Moreover, the furniture types are vintage and retro.

Hotel Facilities

- Lobby and Reception
- Cafe
- Spa
- Guestroom
 - Deluxe room

• Lobby and reception



Figure 2.3.45 Hotel Fabric Lobby and Reception

The lobby of Hotel Fabric is comprising with reception ,waiting area, and cafe benefit for easy to access from the main entrance. The color scheme of this space is dark tone with gray, brown. and come from the real color of materials as red brick , and ash wood .In addition,the lighting is come from track light ,table lamp ,hanging lamp,chandelier and natural lighting during daytime.

- Cafe



Figure 2.3.46 Hotel Fabric cafe

Hotel Fabric has a cafe on the same area of lobby area. The cafe is divided into 2 main areas which are the counter bar and dining area. The color scheme of this space is dark tones with gray, brown, and comes from the real colors of materials such as red brick, and ash wood. In addition, the lighting comes from track light, table lamp, hanging lamp, chandelier, and natural lighting during daytime. In addition, the main materials of the restaurant space are wood flooring and brick wall. Moreover, the lighting comes from track light, table lamp, hanging lamp, chandelier, and natural lighting during daytime.

- Spa



Figure 2.3.47 Hotel Fabric Spa

The spa of Hotel Fabric, divide in to 2 zoning; preparing zone and treatment zone. The spa design with ordinary style with main material of wood., The lighting is come from hanging lamp and accent lighting.



Figure 2.3.48 Hotel Fabric Spa

• Guestroom

Hotel Fabric has only one type of guestroom which is deluxe but, there are three theme of interior designs; Chambre club, Chambre deluxe, and Chambre superior. All of guestroom is available with one king-sized bed. Designed with industrial style. Use color scheme of light brown, warm tone, and add some colorful fabric in to a part of pillow cases or curtain, main materials for interior design is wood, fabric, and tile. Moreover, The lighting is come from recessed down light, table lamp, and natural light during daytime.

◦ Chambre club



Figure 2.3.49 Chambre club guestroom of Hotel Fabric

○ Chambre deluxe



Figure 2.3.50 Chambre deluxe club guestroom of Hotel Fabric

○ Chambre superior



Figure 2.3.51 Chambre Superior guestroom of Hotel Fabric

2.4 Site Studies

2.4.1 137 Pillars Suites Bangkok



Figure 2.4.1 137 Pillars Suites Bangkok

Name : 137 Pillars Suites Bangkok

Location : 59/1 Sukhumvit 39 KhlongTan Nuea Watthana Bangkok 10110

Total Building Area : $\approx 34,365 \text{ m}^2$

Architecture : Palmer & Tuner (Thailand) Co.,Ltd.

Interior Designer : p49 deesign & associates co. ltd

Site location

137 Pillars Suites Bangkok located at 59-1 Sukhumvit 39 Khlong Tan Nuea, Watthana, Bangkok



Figure 2.4.2 137 Pillars Suites Bangkok Site location

Site surrounding

137 Pillars Suites Bangkok surrounded with many places such as Samitivej Sukhumvit hospital, Emporium department store, Emqautier department store , Queen's park ,and Terminal 21 department store.



Site approach

Figure 2.4.3 137 Pillars Suites Bangkok Site Surrounding

137 Pillars Suites Bangkok located at Sukhumvit 39 on Sukhumvit road, The building can be access in 5 minutes by BTS Phrompong station, or by Pechaburi road and go straight on the Sukhumvit 39, the building will be on the left side.



Figure 2.4.4 Site Approach

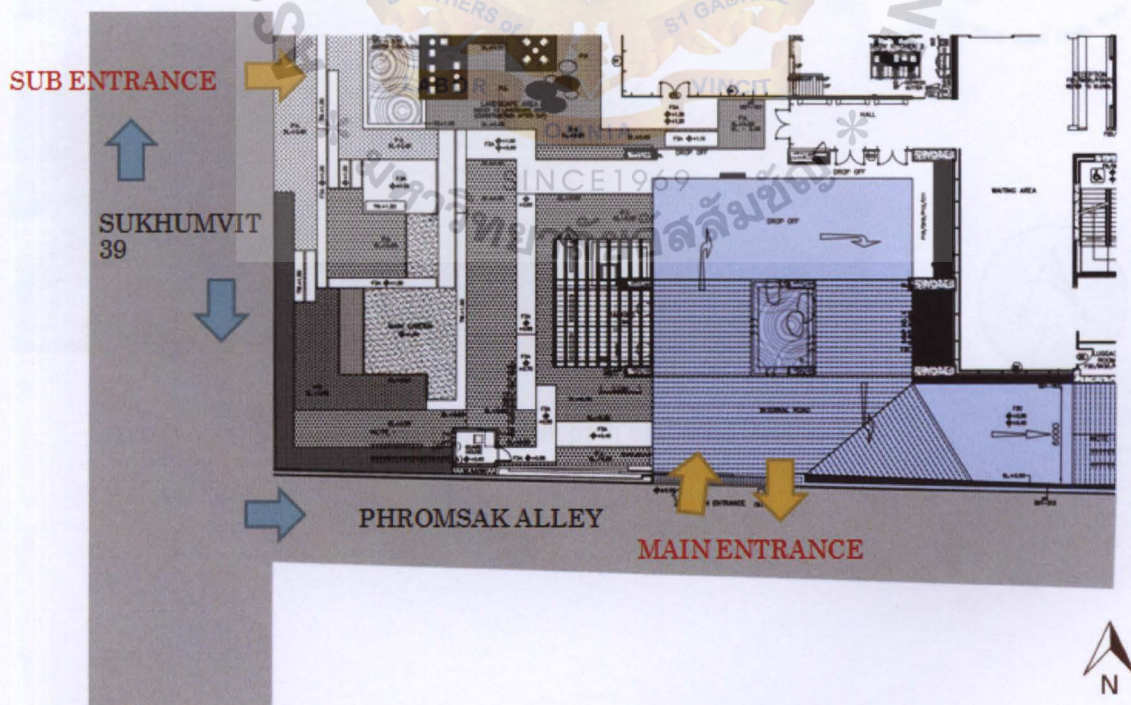


Figure 2.4.5 Entrance circulation

Sun path and Wind direction

According to the theory of wind direction ,it shows that Thailand located in tropical area. The wind direction will passed from west side to east side during summer. On the other hand, the wind passed from west side to east side during winter. Additionally, 137 Pillars Suites Bangkok located on the front of Sukhumvit 39 which comprising with many high rise building which can protect the sun path direct to the building. Moreover, in front of the site building ,there have an empty space which benefit to bring the Wind ventilation to the building as well.

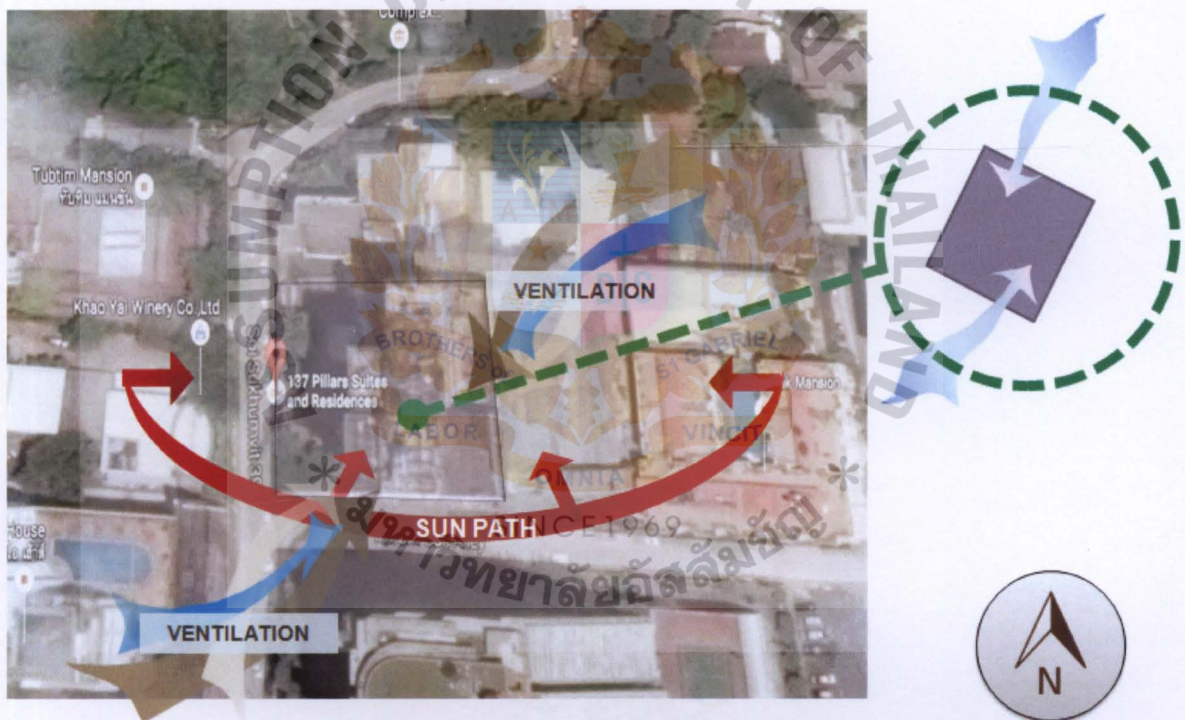


Figure 2.4.6 Sun path and wind direction

Site dimension

137 Pillars Suites Bangkok is high rise building with 31 floor levels. This is the number of area per floor.

1 st	Floor	1367 m ²
2 nd - 5 th	Floor	5468 m ² (1367 x 4)
6 th	Floor	961 m ²
7 th - 25 th	Floor	18259 m ² (961x 19)
26 th	Floor	1590 m ²
27 th	Floor	1590 m ²
28 th - 31 th	Floor	2380 m ² (595x4)
Total Area		≈ 31615m ²



Figure 2.4.7 Site dimension diagram

2.5 Existing Building Studies

2.5.1 Existing Building System

There are 31 floors for this building as follow:

Plan 1st floor

scale 1 : 500

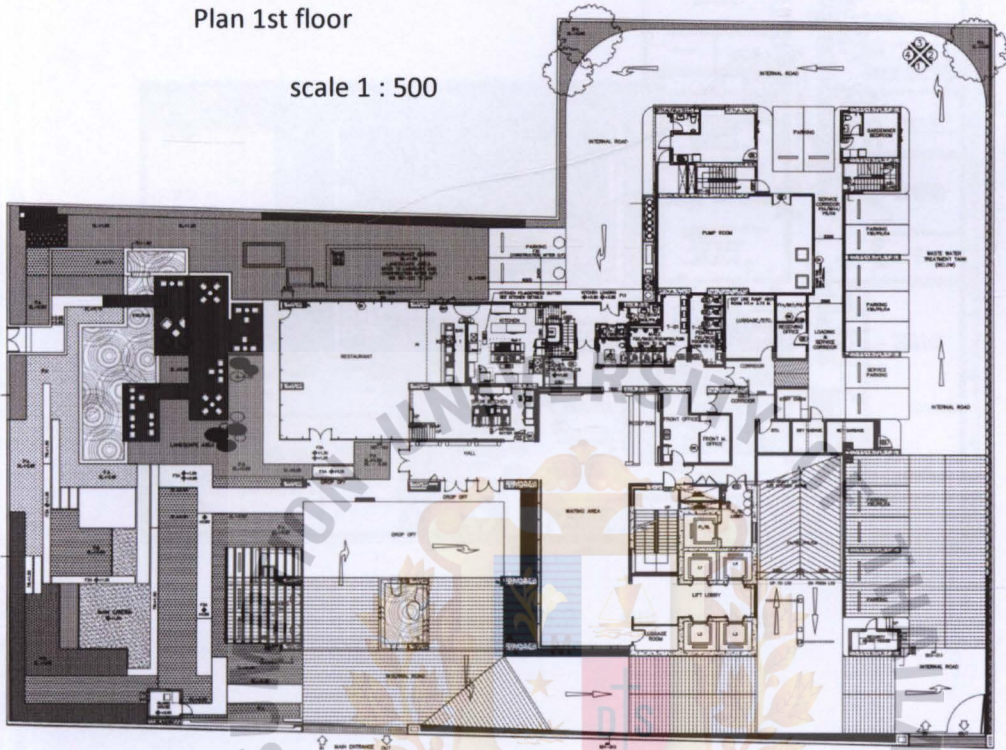


Figure 2.5.1 1st floor plan

Plan 2nd - 4th floor plan floor

scale 1 : 500

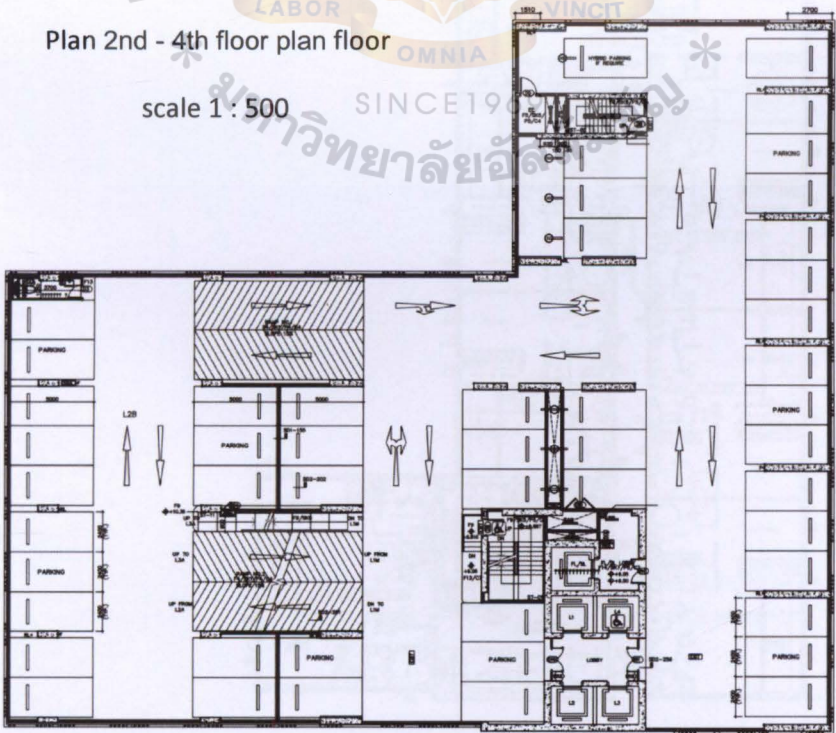


Figure 2.5.2 2nd - 4th floor plan

Plan 6th floor

scale 1 : 500

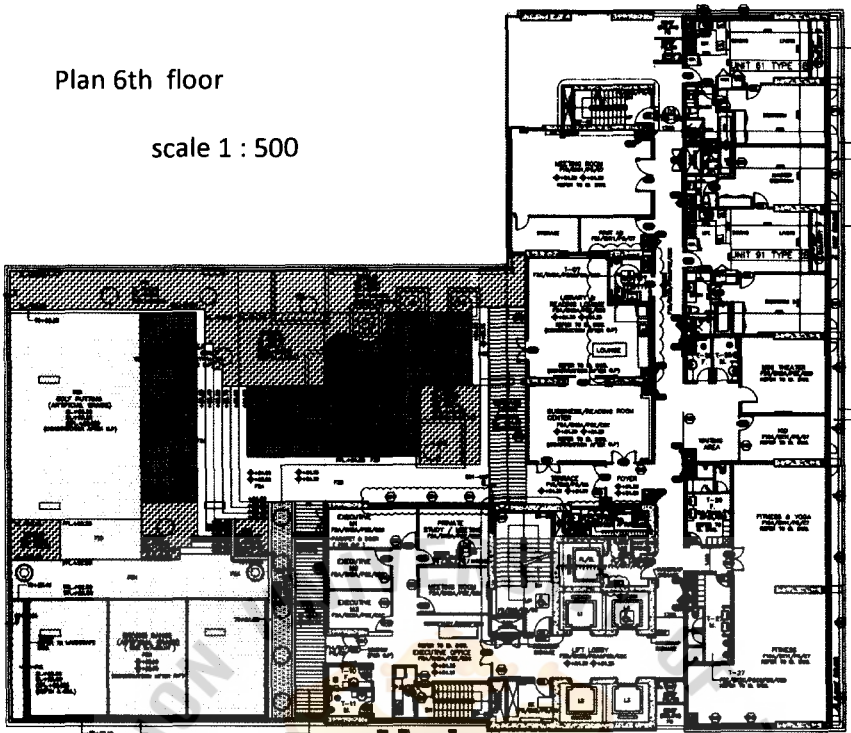


Figure 2.5.3 6th floor plan

Plan 7th - 24th floor

scale 1 : 500

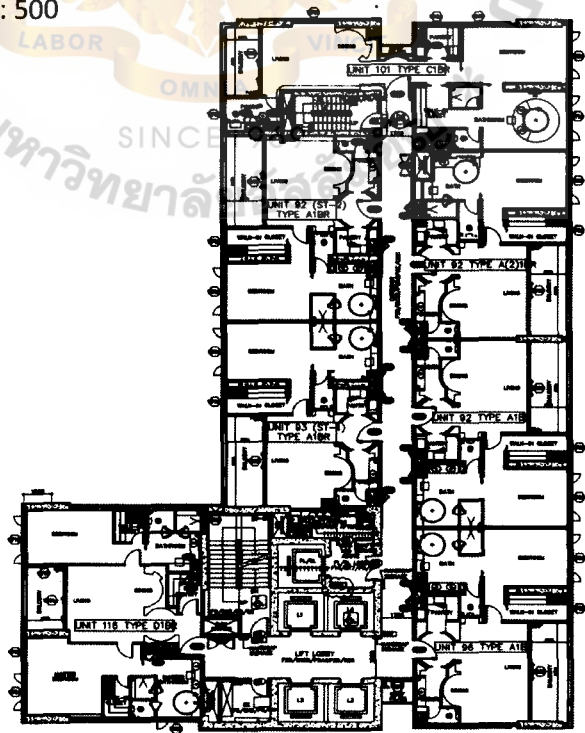


Figure 2.5.4 7th - 24th floor plan

Plan 25th floor
scale 1 : 500

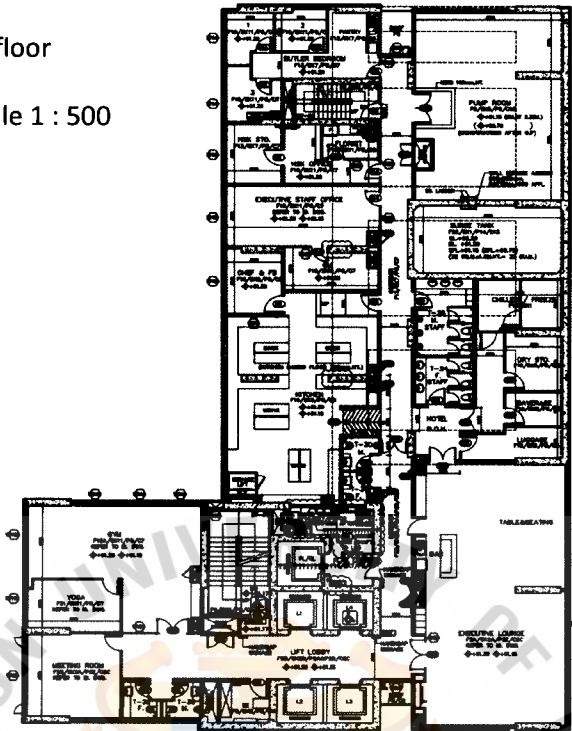


Figure 2.5.5 25th floor plan

Plan 26th floor
scale 1 : 500

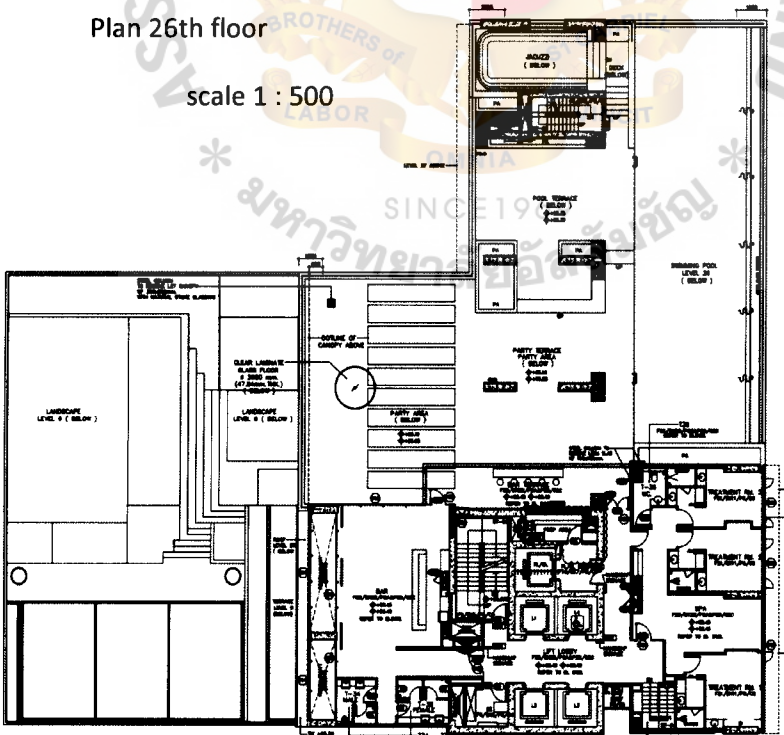


Figure 2.5.6 26th floor plan

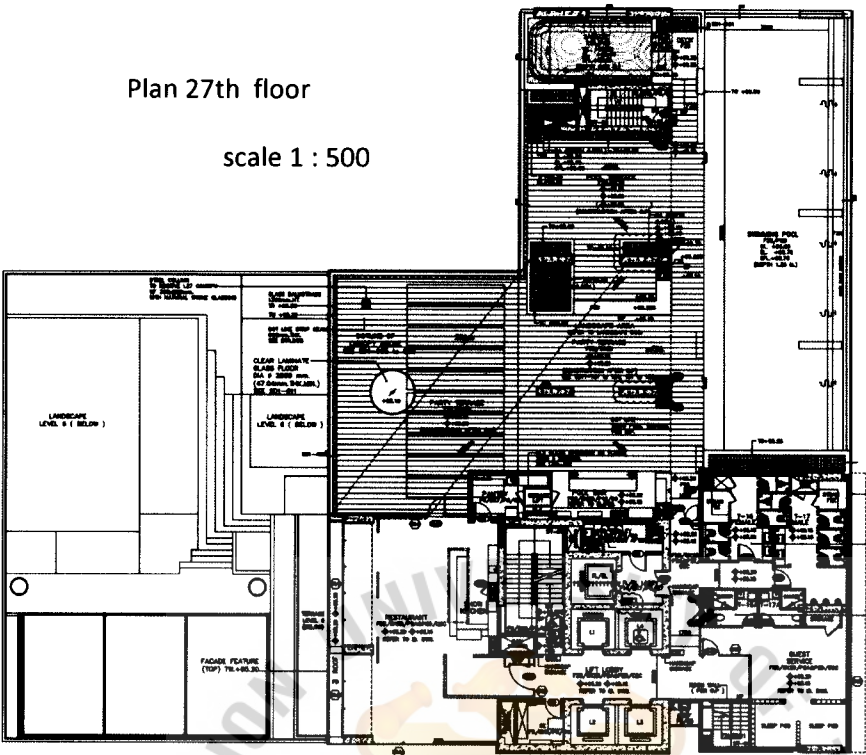


Figure 2.5.7 27th floor plan

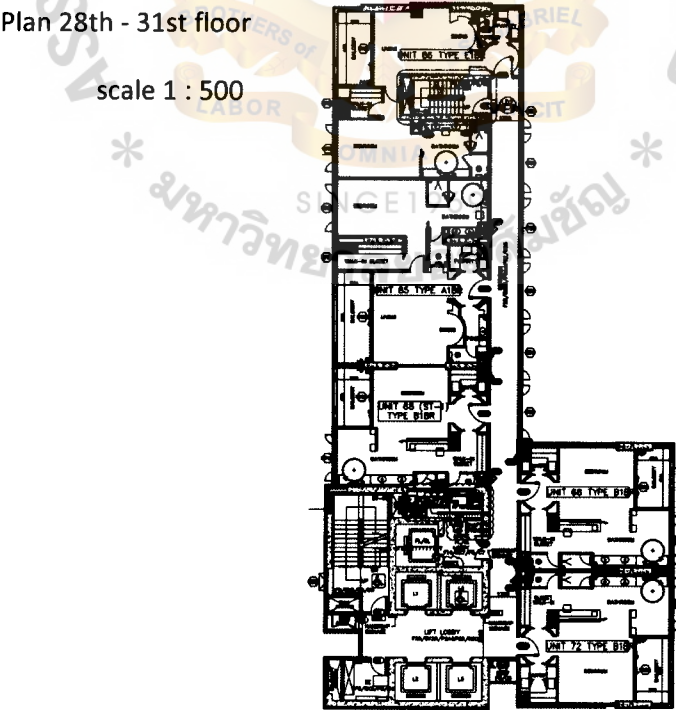


Figure 2.5.8 28th - 31st floor plan

2.5.2 Existing Problems and Solutions

Table 2.5.1 Existing Problems and Solutions

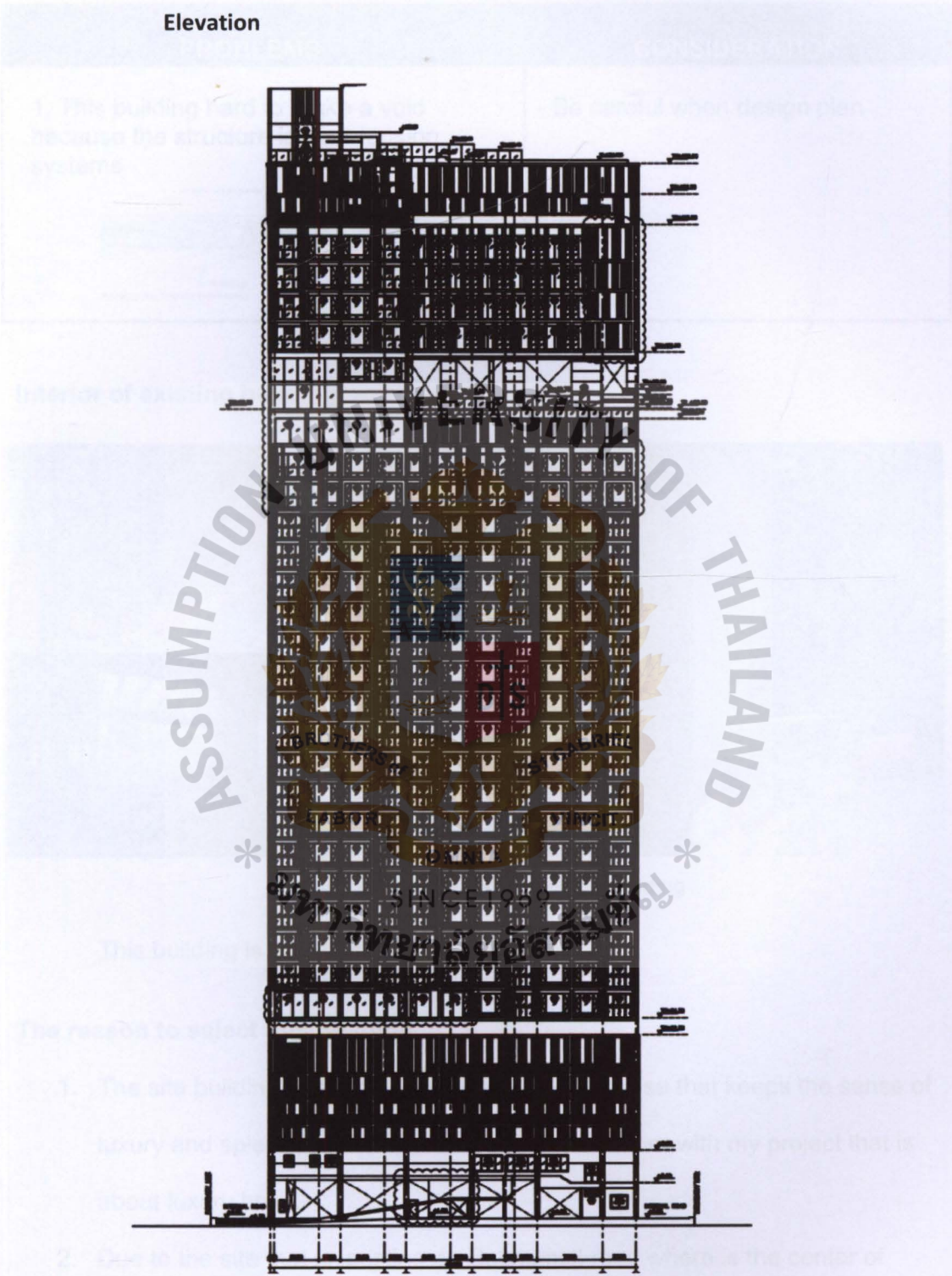
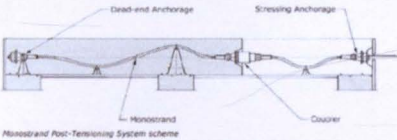


Figure 2.5.9 Elevation

2.5.2 Existing Problems and Solutions

Table 2.5.1 Existing Problems and Solutions

PROBLEMS	CONSIDERATION
<p>1. This building hard to make a void because the structure is post-tension systems</p> 	<p>- Be careful when design plan</p>

Interior of existing building



Figure 2.5.10 Interior of existing building

This building is still under the construction

The reason to select this building

1. The site building has a modern design and high rise that keeps the sense of luxury and splended. So, the building itself is proper with my project that is about luxury hotel.
2. Due to the site that is locating on Sukhumvit road where is the center of business area benefit direct to the target group of business travelers.
3. The hall area of the site has a double space of 5 meters from floor to ceiling ,advantage for create a luxury lobby of the hotel.



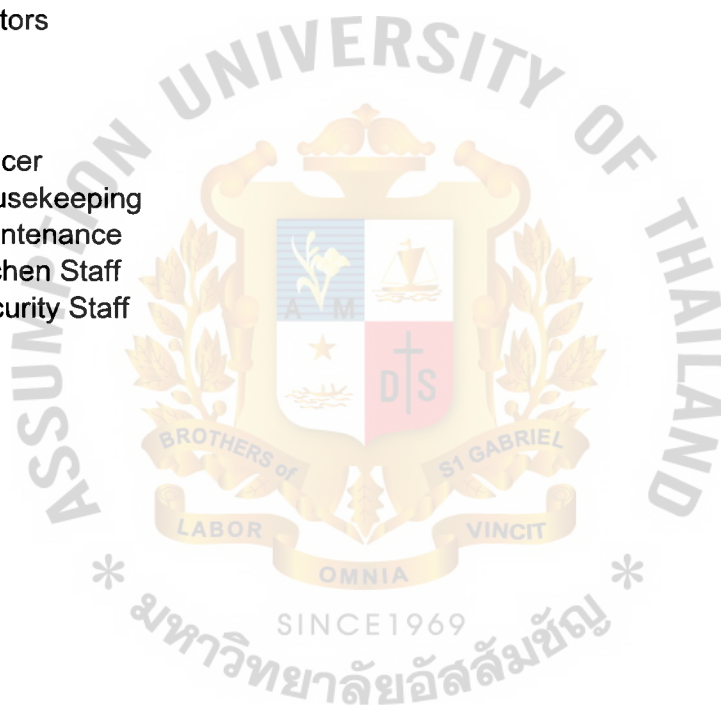
Chapter 3: Data Collections

Chapter 3: Data Collections

3.1 User Studies

The user can be provided mainly into 3 types

- Hotel Guest
 - Individual
 - Partner
 - Family group
- Hotel visitors
- Staff
 - Officer
 - Housekeeping
 - Maintenance
 - Kitchen Staff
 - Security Staff



3.1.1 Organizational Chart



Figure 3.1.1 Organization chart

3.1.2 Target User Identifies

The target group is mainly focus on business person . Starting with making questionnaire given to 100 people. From the survey both male and female who are business person at the range age of 21-40years old.

The Percentage of answer from questionnaire

- Percentage of how often target users will visit and stay at a hotel

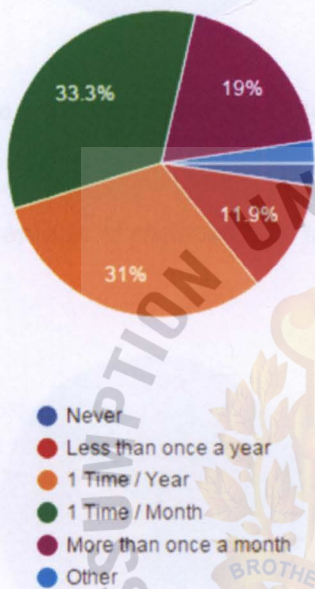


Figure 3.1.2 Percentage of how often target users will visit and stay at a hotel

- Percentage of target users purpose to stay in hotel

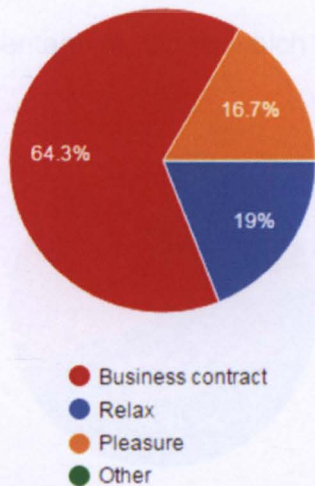


Figure 3.1.3 Percentage of target users purpose to stay in hotel

- Percentage of how target users feel about the Thai silk boutique hotel project

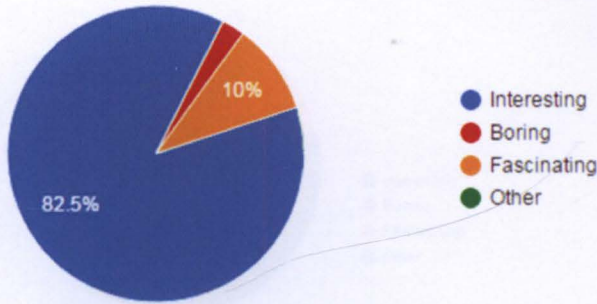


Figure 3.1.4 Percentage of the feeling about the Thai silk boutique hotel project

- Percentage of reasons that target users use to choose hotel.

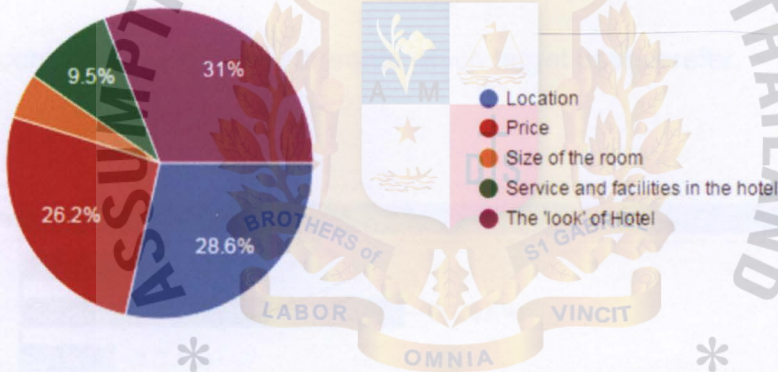


Figure 3.1.5 Percentage of reasons that target users use to choose hotel

- Percentage of facility which target users would require or prefer to have at the hotel.

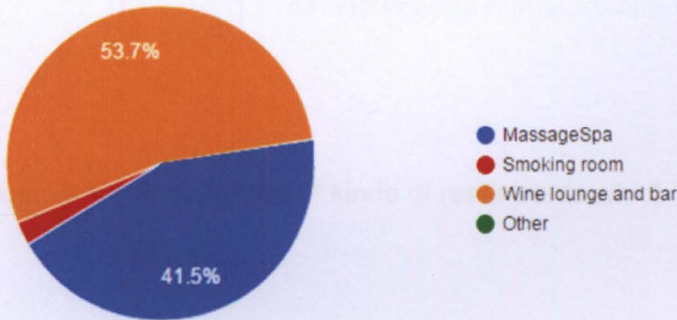


Figure 3.1.6 Percentage of facility which target users would require or prefer

- Percentage of users feel if the spa of boutique hotel offer with new experience of wine therapy by soaking.

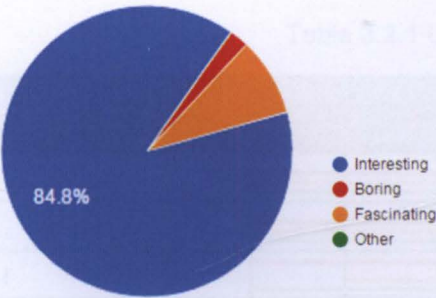


Figure 3.1.7 Percentage of users feel if the spa of boutique hotel

- Percentage of kinds of restaurants which target users prefer.

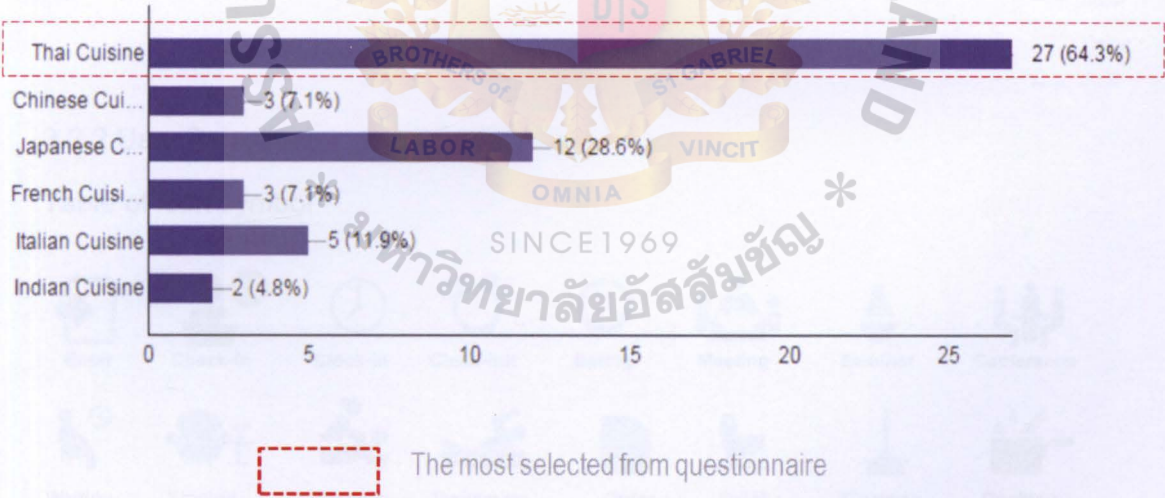


Figure 3.1.8 Percentage of kinds of restaurants which target users prefer

3.2 Proposed User Behavior Behavior

3.2.1 User timing

Table 3.2.1 User Timings

AREA/TIME	6.00	09.00	12.00	15.00	18.00	21.00	24.00	03.00
	09.00	12.00	15.00	18.00	21.00	24.00	03.00	06.00
Lobby								
Lounge								
Restaurant								
Guestroom								
Business Center								
Wine bar Lounge								
Spa								
Sky bar								
Locker room								
Swimming pool								
Fitness room								
Back of house								

Guest

Visitor

Staff

3.2.2 User Behavior

Table of icon symbol

							
Enter	Check-in	Clock-in	Clock-out	Eating	Meeting	Seminar	Conference
							
Waiting	Sipping	Massage	Swimming	Order	Toilet	Cleaning	Cooking
							
Changing	Fix	Serve	Preparing	Resting	Desk Working	Exit	Check-out
							
Relaxing	Registering	Asking	Paying	Shower	Bath		

Table 3.2.2 Table of icon symbol

Figure 3.2.2 Restaurant Activities and Behavior

3.2.3 User Activities and User Behavior

• Lobby

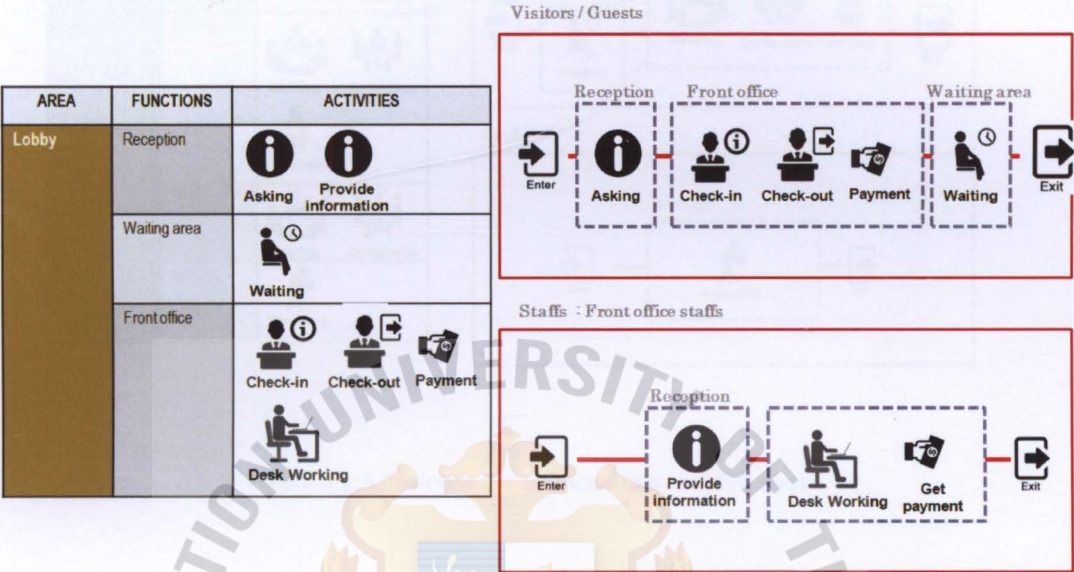


Figure 3.2.1 Lobby Activities and Behavior

• Restaurant

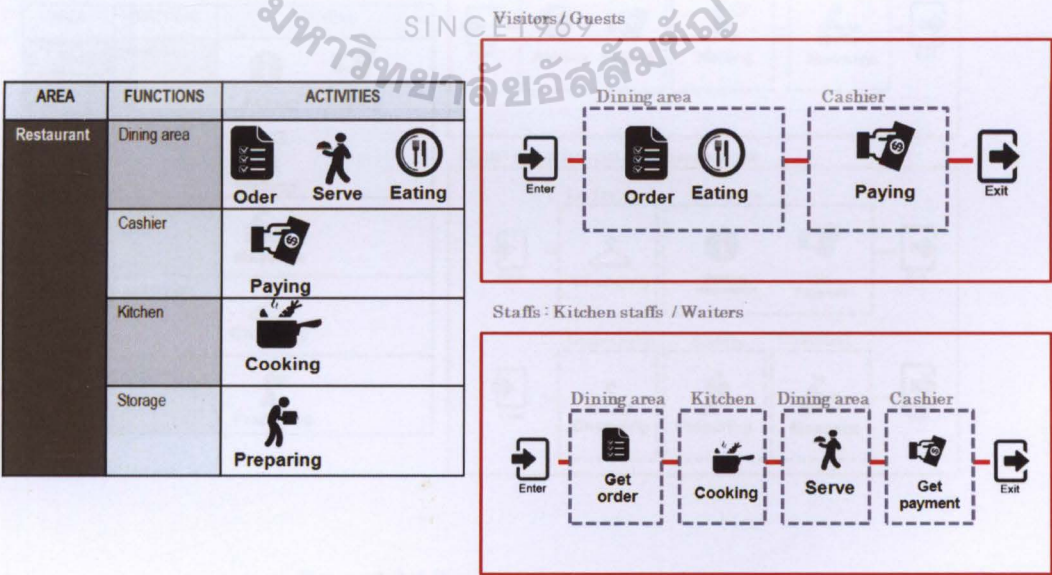


Figure 3.2.2 Restaurant Activities and Behavior

• Business center

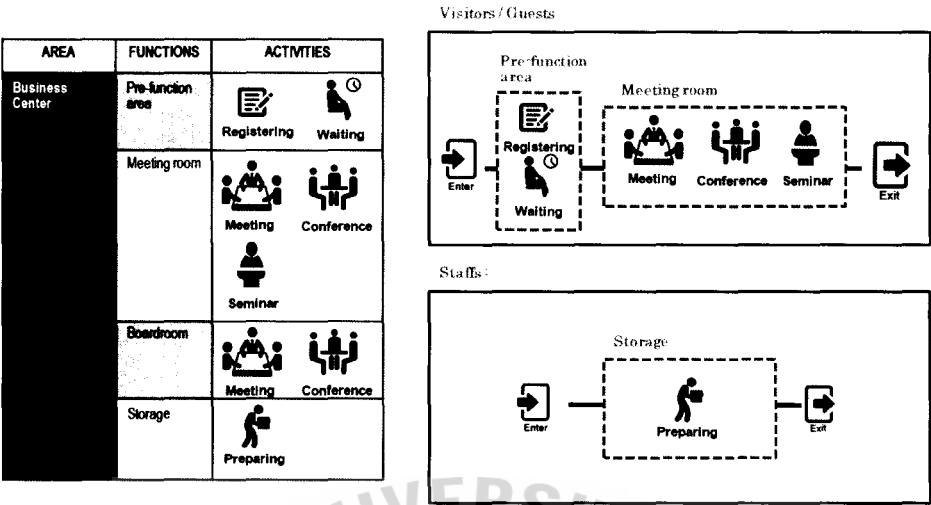


Figure 3.2.3 Business Center Activities and Behavior

• Spa

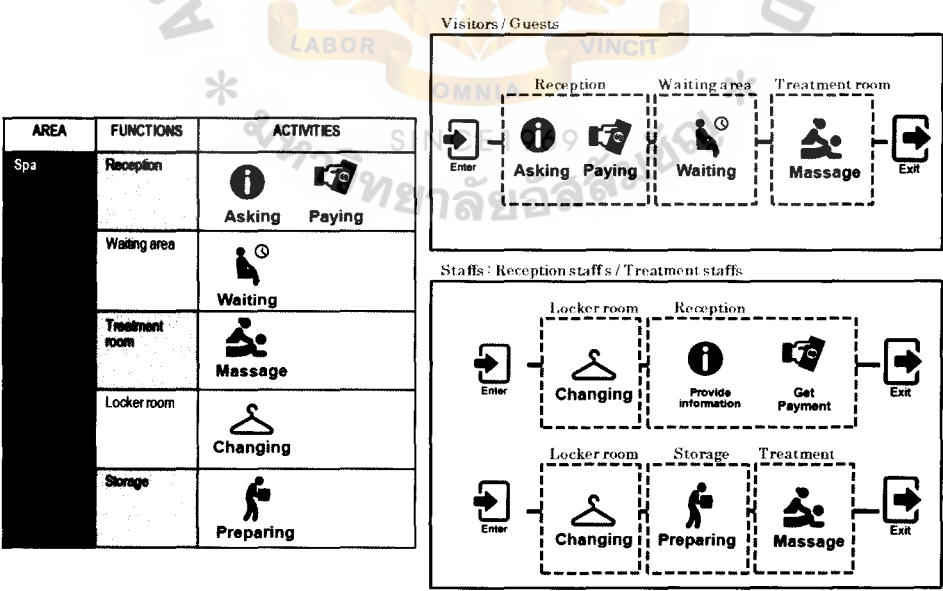


Figure 3.2.4 Spa Activities and Behavior

● Bar and Lounge

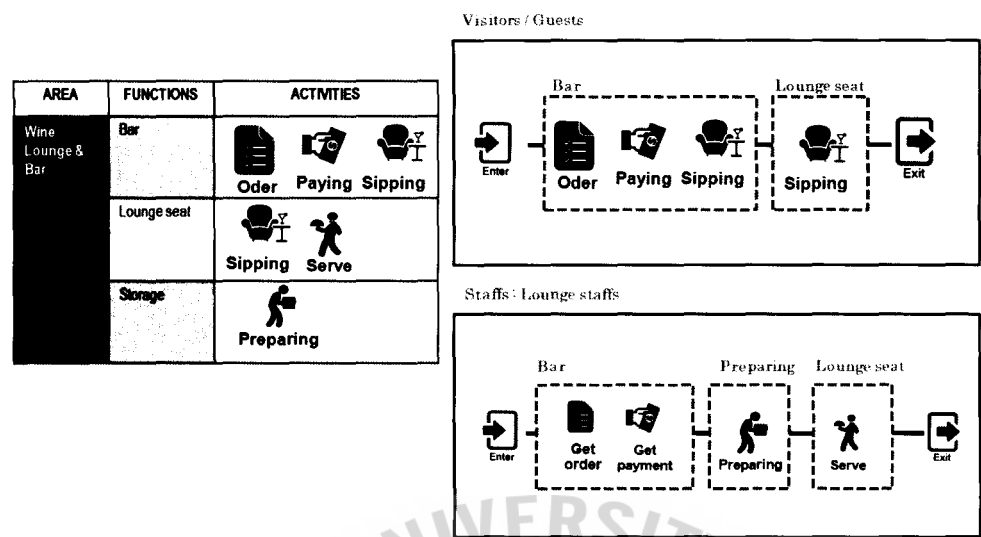


Figure 3.2.5 Bar and Lounge Activities and Behavior

● Swimming pool

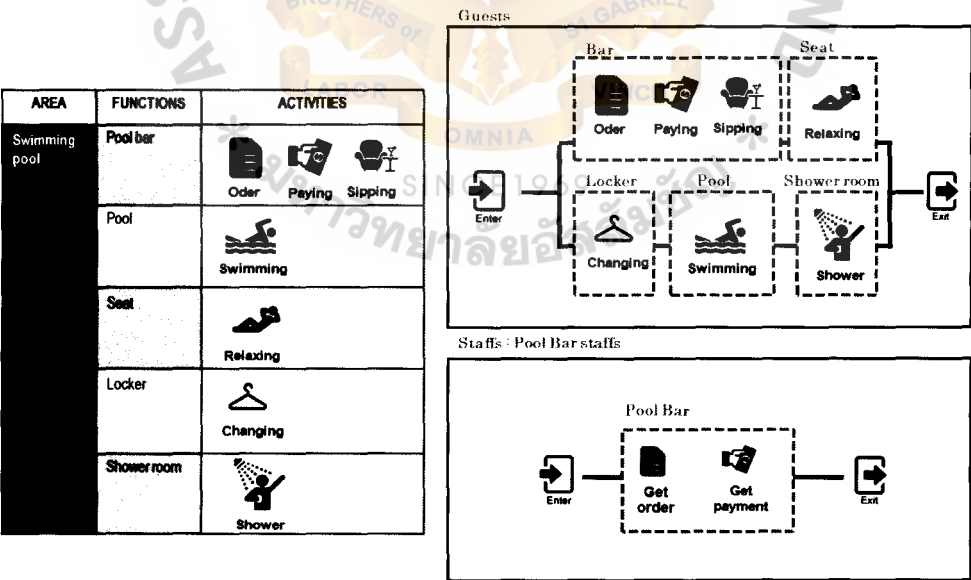


Figure 3.2.6 Swimming pool Activities and Behavior

● Guestroom

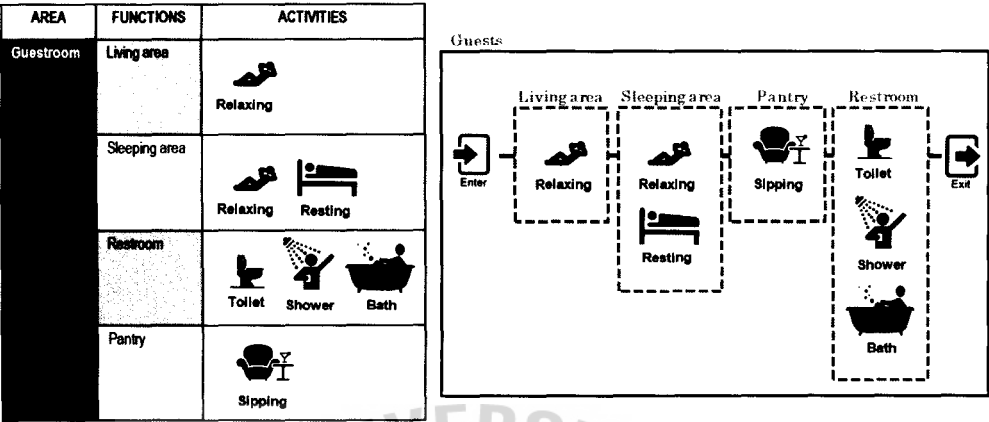


Figure 3.2.7 Guestroom Activities and Behavior

● Office

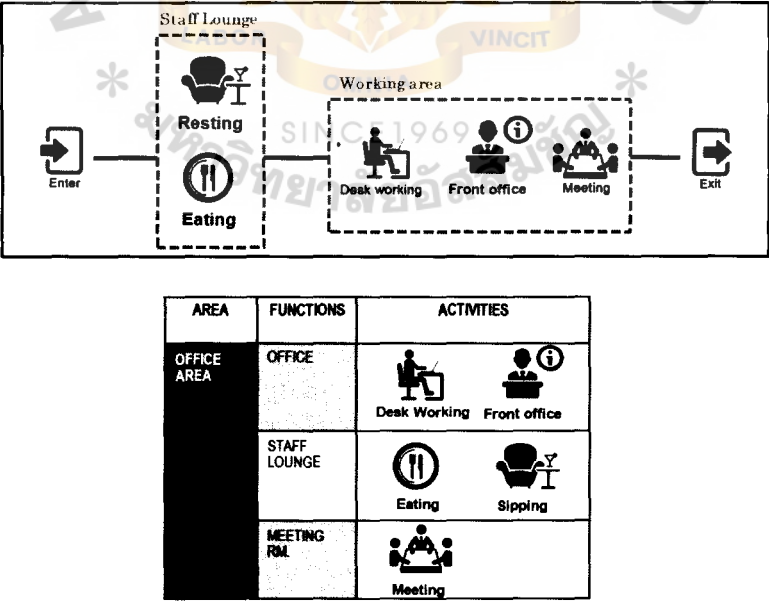


Figure 3.2.8 Office Activities and Behavior

● Back of house

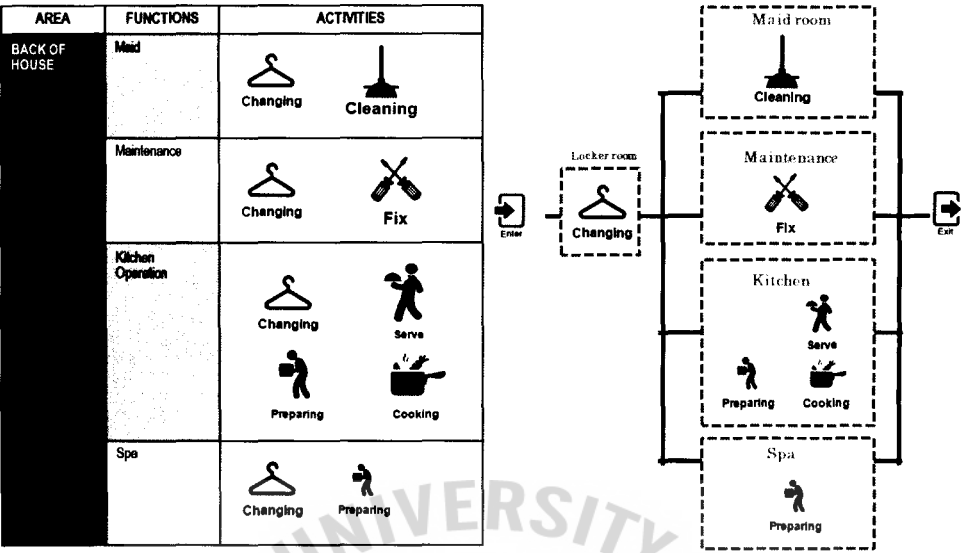


Figure 3.2.9 Back of house Activities and Behavior

3.3 User Psychological Needs and Physical Needs

3.3.1 Physical Needs

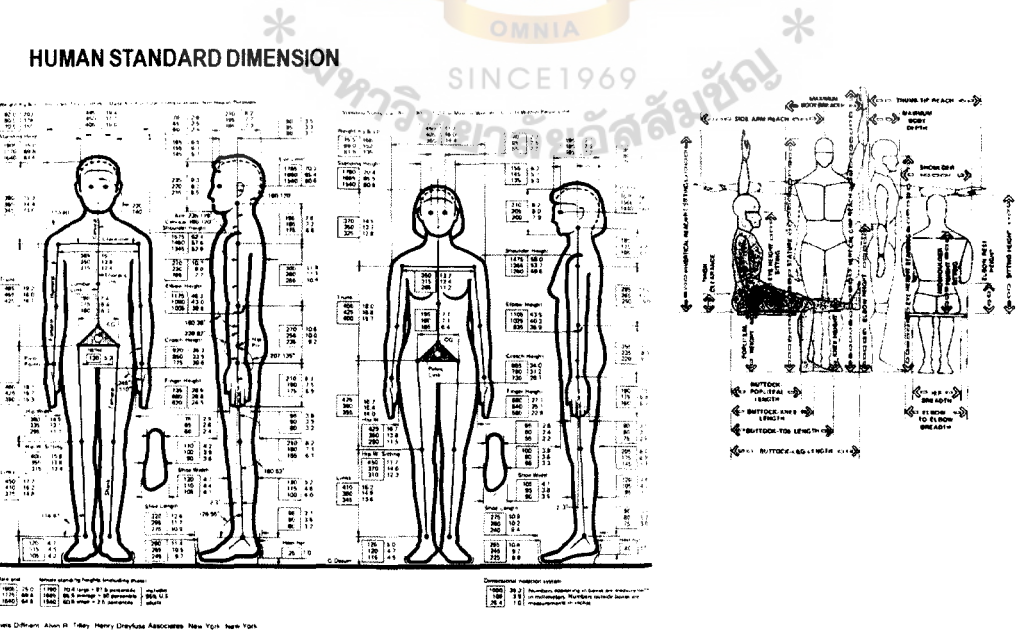


Figure 3.3.1 Human standard dimension

BODY DIMENSION OF ZONE AREA

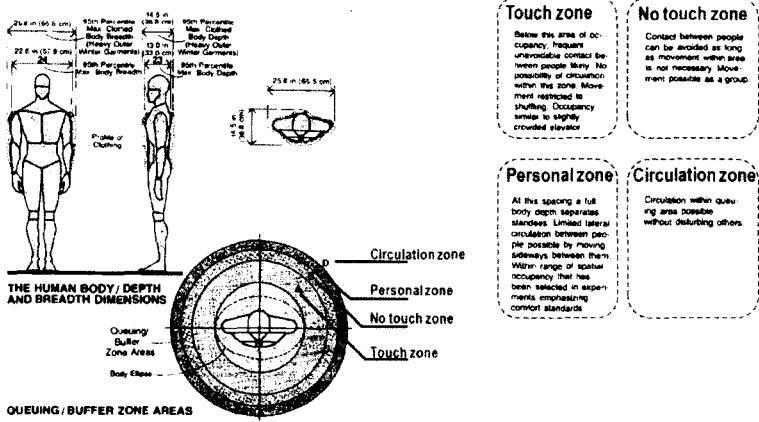


Figure 3.3.2 High body dimension of age

HEIGHT BODY DIMENSION OF AGE

Adult Male and Female Stature: in Inches and Centimeters by Age, Sex and Selected Percentiles									
	18 to 24 (Total)	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 to 79		
	Years	Years	Years	Years	Years	Years	Years		
	in	cm	in	cm	in	cm	in	cm	
MEN	74.6-189.5	189.5-190.5	76.8-195.5	78.9-200.5	81.1-205.5	83.3-210.5	85.5-215.5		
5th Percentile	74.6	189.5	76.8	195.5	78.9	200.5	81.1	205.5	
50th Percentile	76.8	195.5	78.9	200.5	81.1	205.5	83.3	210.5	
95th Percentile	78.9	200.5	81.1	205.5	83.3	210.5	85.5	215.5	
WOMEN	64.6-164.6	164.6-165.6	66.8-169.6	68.9-172.6	71.1-175.6	73.3-178.6	75.5-181.6		
5th Percentile	64.6	164.6	66.8	169.6	68.9	172.6	71.1	175.6	
50th Percentile	66.8	169.6	68.9	172.6	71.1	175.6	73.3	178.6	
95th Percentile	68.9	172.6	71.1	175.6	73.3	178.6	75.5	181.6	

*Height without shoes. See Table 10 - Selected Percentiles of Height by Age and Sex Group for
percentiles and means which the following percent of samples in the given age group fall

Focus age: 25-34 & 35-44 years old

Men height: 159-193 cm
Women height: 147.6-175.3 cm

Young adult

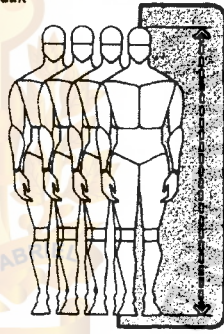


Figure 3.3.3 Body Dimension of zone area

INDIVIDUAL

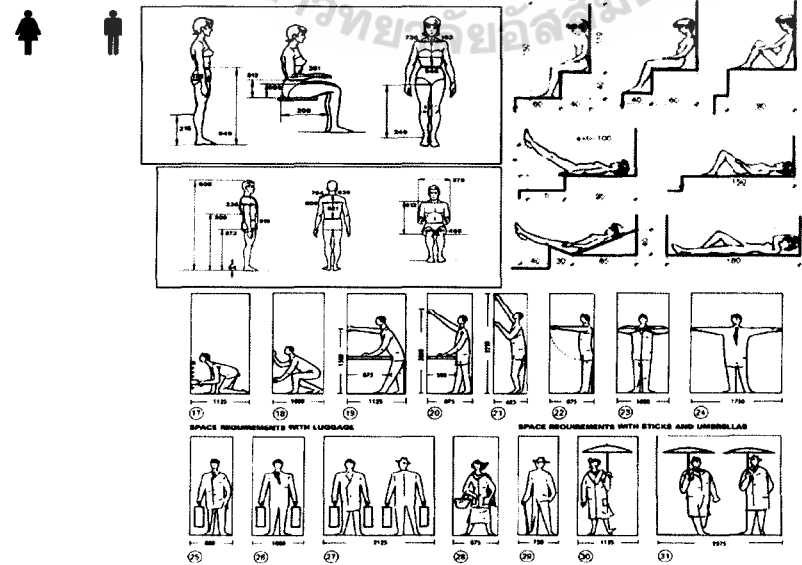


Figure 3.3.4 Individual standard dimension

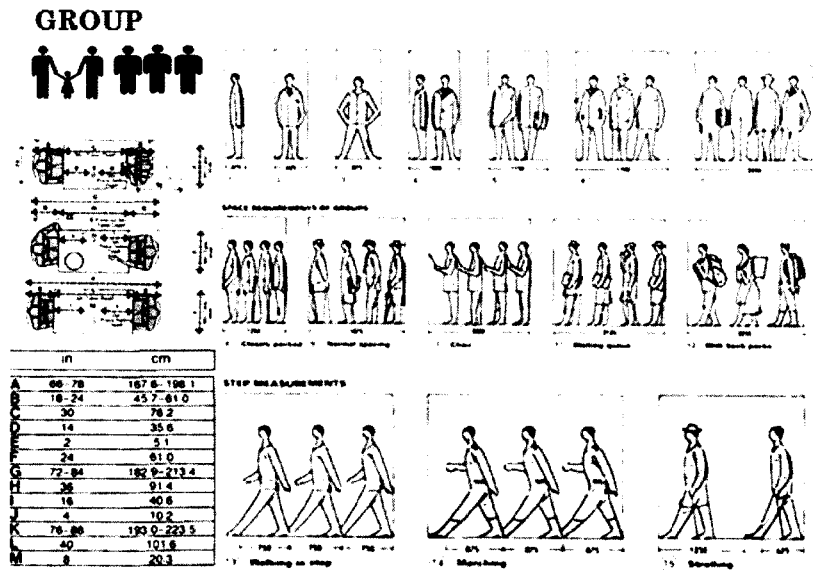


Figure 3.3.5 Group standard dimension

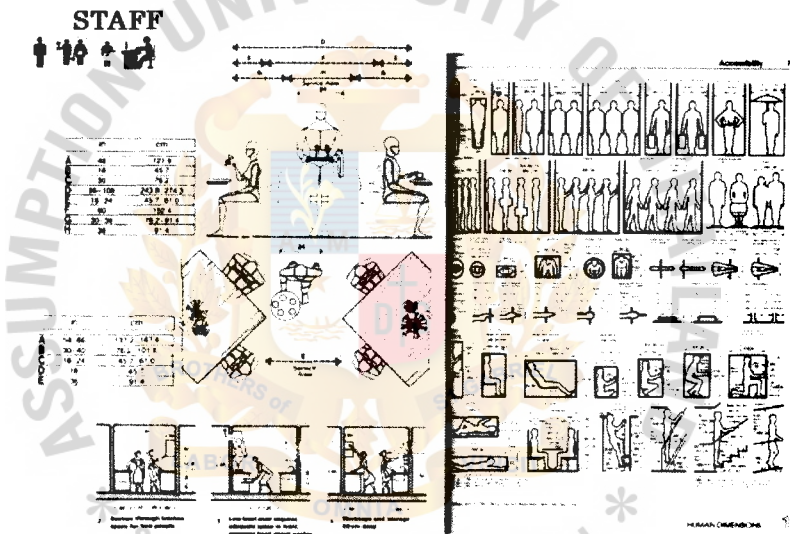


Figure 3.3.6 Staff standard dimension

3.3.2 Guest and Visitor Psychological Needs

Table 3.3.1 Guest and visitor Psychological Needs



USER	PERSONA	PSYCHOLOGICAL NEEDS
GUEST		
Individual 	- Adult (25-40 years old)	- Welcoming - Privacy - Security - Enjoyable - Relax & Comfortable - Care and Responsibility
Group 	- Workmate - Adult (25-40 years old)	- Welcoming - Privacy - Security - Enjoyable - Relax & Comfortable - Care and Responsibility

Table 3.3.2 Staff Psychological Needs


USER	PERSONA	PSYCHOLOGICAL NEEDS
STAFF		
	- Staff office - Service staff + Maid + Maintenance + Kitchen operation + Spa + Security	- Relax & Comfortable - Functional - Enjoyable - Responsive - Natural light

Figure 3.4.1 Type of furniture in lobby

3.4 Functions and Facility Studies

• Lobby

Table 3.4.1 Lobby Functions and Facility Studies

AREA	FUNCTIONS	TYPE OF USER			FURNITURE
		Visitors	Guests	Staffs	
Lobby	Reception / Information desk	●	●	●	-Reception counter -Office chair
	Waiting area	●	●	●	-Sofa / Lounge chair -Coffee Table
	Check-in Counter	●	●	●	-Check-in counter
	Toilet	●	●	●	
Lobby Lounge	Lounge seat	●	●	●	-Sofa / Lounge chair
	Storage	●	●	●	-Shelves -Cabinet
	Cashier	●	●	●	-Cashier counter

- Visitors
- Guests
- Staffs

○ type of furniture



Figure 3.4.1 Type of furniture in lobby

• Restaurant

Table 3.4.2 Restaurant Functions and Facility Studies

AREA	FUNCTIONS	TYPE OF USER			FURNITURE
		Visitors	Guests	Staffs	
Restaurant	Dining	●	●	●	-Dining Table -Dining Chair
	Cashier	●	●	●	-Cashier Counter
	Kitchen			●	-Shelves -Cooking Counters
	Storage	●	●	●	-Shelves -Cabinet
	Toilet	●	●	●	

- Visitors
- Guests
- Staffs

○ type of furniture



Figure 3.4.2 Type of furniture in restaurant

• Spa ~~was center~~

Table 3.4.3 Spa Functions and Facility Studies

AREA	FUNCTIONS	TYPE OF USER			FURNITURE
		Visitors	Guests	Staffs	
Spa	Reception	●	●	●	-Reception counter -Office chair
	Waiting area	●	●	●	-Sofa / Lounge chair -Coffee Table
	Treatment room	●	●	●	-Jacuzzi -Sink Counter -Massage Table
	Storage	●	●	●	-Shelves -Cabinet

- Visitors
- Guests
- Staffs

○ type of furniture



Figure 3.4.3 Type of furniture in Spa

• Business center

Table 3.4.4 Business Center Functions and Facility Studies

AREA	FUNCTIONS	TYPE OF USER			FURNITURE
		Visitors	Guests	Staffs	
Business Center	Pre-function area	●	●	●	-Sofa / Lounge chair -Coffee Table
	Boardroom	●	●	●	-Conference table -Office chairs
	Meeting room	●	●	●	-Meeting Table -Office chairs
	Storage	●	●	●	-Shelves -Cabinets
	Toilet	●	●	●	

- Visitors
- Guests
- Staffs

○ type of furniture



Figure 3.4.4 Type of furniture in Business center area

• Guestroom

Table 3.4.6 Guestroom Functions and Facility Studies

AREA	FUNCTIONS	TYPE OF USER			FURNITURE
		Visitors	Guests	Staffs	
Guestroom	Living Area		●	●	-Sofa / Lounge seats -Coffee table -Dining Table -Dining Chair -Cabinet
	Sleeping Area		●	●	-Bed -End sofa -cabinet
	Restroom		●	●	
	Mini bar		●	●	-Shelves -Cabinet
	Closet		●	●	-Cabinets -Shelves -make-up table

○ type of furniture

● Visitors
● Guests
● Staffs



Figure 3.4.5 Type of furniture in Guestroom

• Back of hose

Table 3.4.7 Back of house Functions and Facility Studies

AREA	FUNCTIONS	TYPE OF USER			FURNITURE
		Visitors	Guests	Staffs	
Back of house	Maid room			●	-Shelves
	Back office			●	-Shelves -Cabinets -Working tables -Office Chairs
	Maintenance room			●	-Shelves
	Security room			●	-Shelves -CCTV Cabinets -Office Chairs
	Storage			●	-Cabinets
	Loading			●	
	Clock-in / Clock-out			●	
	Electronic room			●	
	Pump room			●	
				●	

- Visitors
- Guests
- Staffs



3.5 Aesthetic and Form Studies

Aesthetic and form study by questionnaire that asking target group of user ,business person both male and female in the range age of 21 - 40 years old from the business event and business person who working around Park Venture, Sukhumvit road .Therefore,the information is directly benefit to develop the project

The questionnaire is divided into 3 parts

1. General information
2. Interior design and Aesthetic
3. Suggestion



3.5.1 Example of Questionnaire

Questionnaire Part 1**General information of interview****1. SEX**

- ☐ Male
☐ Female

2. Age

- ☐ Up to 20 years old
☐ 21 - 30 years old
☐ 31 - 40 years old
☐ 41 - 50 years old
☐ Above 50 years old

3. How often do you stay in hotel?

- ☐ Never
☐ Less than once a year
☐ 1 Time / Year
☐ 1 Time / Month
☐ More than once a month
☐ Others:.....

4. What is the purpose of stay in hotel?

- ☐ Business contract
☐ Relax
☐ Pleasure
☐ Others:.....

5. How do you feel if the boutique hotel show the uniqueness and represent the valuable of Thai Heritage Silk?

- ☐ Interesting
☐ Boring
☐ Fascinating
☐ Others:.....

6. What are the reasons to choose a Hotel(giving number from the most reason for 1,2,3,4,5)

- ____ Location
 ____ Price
 ____ Size of the room
 ____ Service and facilities in the hotel
 ____ The 'look' of Hotel

Questionnaire Part2

8. What picture is the most preference esthetic need in term of shape and form for interior design



- ☐ 1. Design represent direct the esthetic of pattern by the wall ,interior textile, and pattern of partition.



- ☐ 2. Design represent the esthetic pattern by analysis the shape and form and create the whole interior space

8. What color scheme which you prefer in the interior design

□8.1



□8.2



□8.3

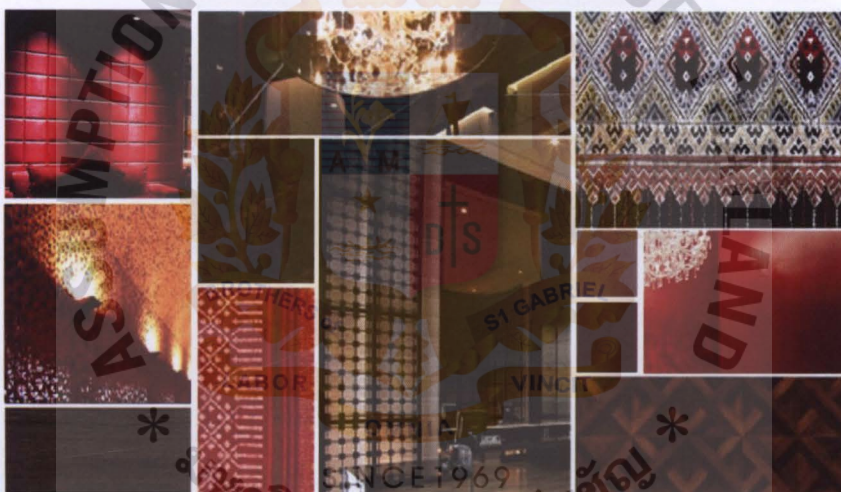


3. Which type of the bed that you prefer the most?

□8.4



□8.5

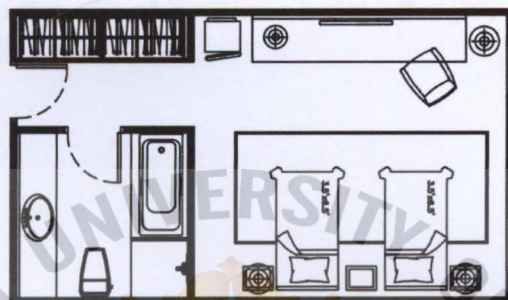


□8.6

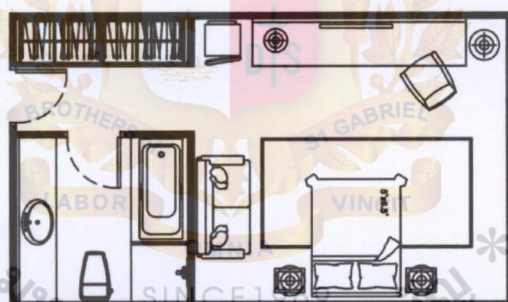


9. Which type of the bed that you prefer the most?

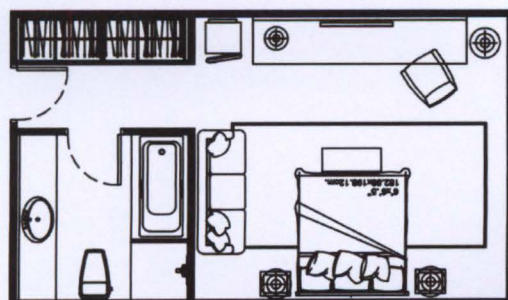
☐ 9.1 Twin Beds



☐ 9.2 Single Queen-size bed



☐ 9.3 Single King-size bed



10..What is the special facility which you would require or prefer to have at the hotel?

- ☐ Spa
- ☐Smoking room
- ☐Wine lounge
- ☐Others:.....

11. How do you feel if the spa of boutique hotel offer you with new experience of wine therapy by soaking in wine?

- ☐Interesting
- ☐Boring
- ☐Fascinating
- ☐Others:.....

12. What kinds of restaurants which you prefer

- ☐ Thai Cuisine
- ☐ Chinese Cuisine
- ☐ Japanese Cuisine
- ☐ French Cuisine
- ☐ Italian Cuisine
- ☐ Indian Cuisine

Suggestion :

.....

.....

.....

.....

3.5.2 Aesthetic and Form Studies results

3.5.2.1 Aesthetic

- Percentage of esthetic need in term of shape and form for design

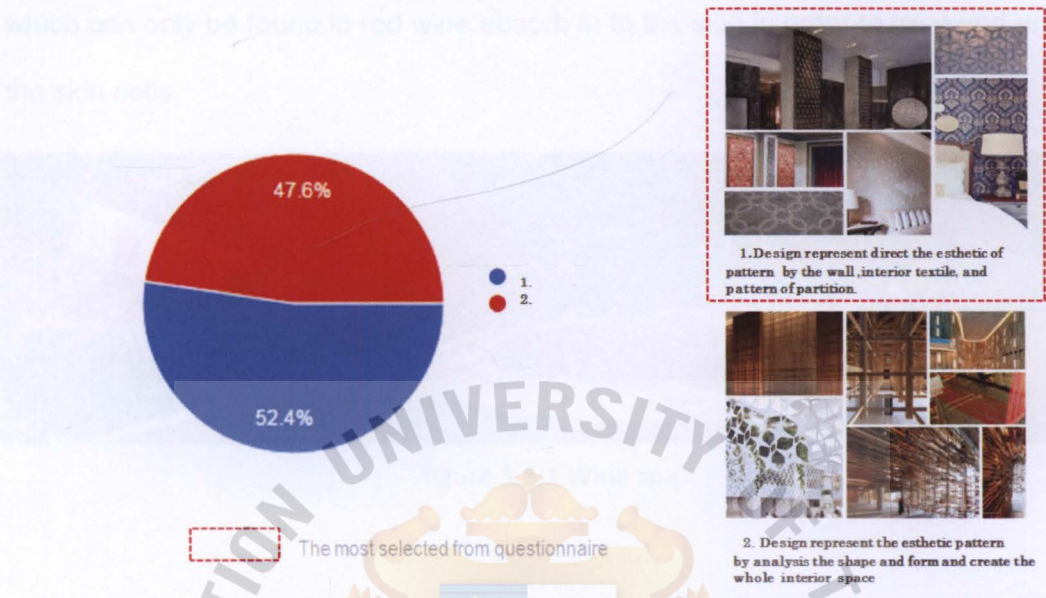


Figure 3.5.1 Percentage of esthetic need in term of shape and form for design

- Percentage of color scheme that people thought it is suitable for Thai Silk Boutique Hotel that base on questionnaire



Figure 3.5.2 Percentage of color scheme

3.6 Project Specifics

3.6.1 Wine Spa

Wine Spa is a therapy treatment by using the benefit of Resvatrol elements which can only be found in red wine absorb in to the skin in order to treat and enrich the skin cells.

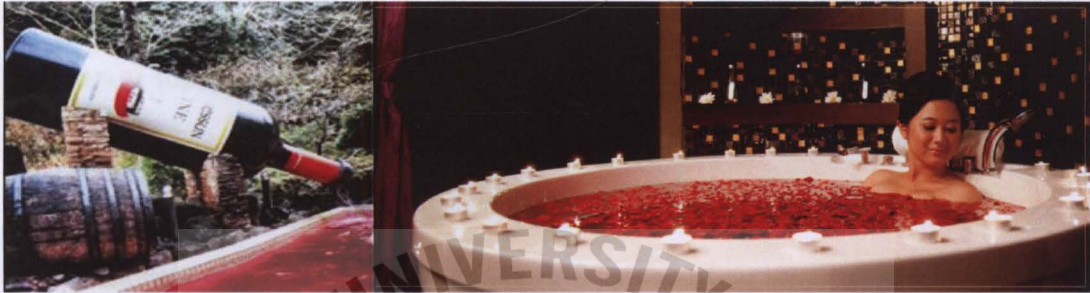


figure 3.6.1 Wine spa

- Drop-in technique Jacuzzi installation

Wine Spa will result the maximum benefit with round-shaped Jacuzzi, the liquid inside the baht will be good of circulate and stable of temperature

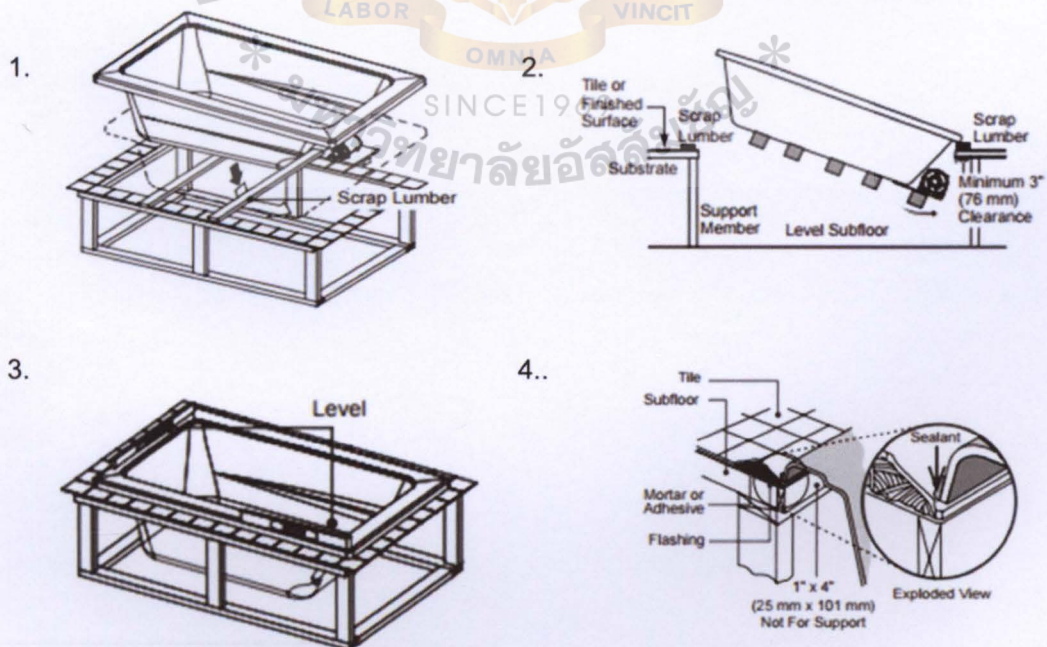


figure 3.6.2 Drop-in technique Jacuzzi installation

- 1.prepare the cut-out hole for the bathtub using either the provided full scale template.
- 2.Complete all desk finish work and cover to protect from damage while placing the bathtub.
- 3.Place a piece of scrap lumber on each of the ends of cutout,this will be used a temporary support prior to lowering the bathtub fully in to the opening
- 4.Install the unit for unit equipment with a motor or blower,insert the motor end first and lowering the bathtub opening
5. The bathtub must be set level. To check use a level on top of the ledges on both ends of tub and on top of threshold.
- 6.Turn on the power supply to the dedicated in order to protect circuit and check system for operation
7. Caulk around the perimeter of bathtub to seal the space between the rim and the finished.¹

⁶Anza, "bathtub Studio Design (installation type)", Accessed November 16, 2016, <http://www.jacuzzi.com/baths/installation-types/>

- Wine spa ventilation system

Smell from wine with came from the alcohol oxidization with air , have been found to harmful if receive at for over and long time. So, an appropriate exhaust booths with a dedicated exhaust fan that keeps all desirable smell gas away from the user. If toxins cannot be totally removed at the source, fresh air needs to be supplied to the faces of the users while soaking .. In extreme climates, air-to-air heat exchangers may be indicated to save energy.

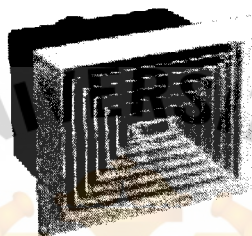


figure 3.6.3 Wine spa ventilation machine

- Wine spa lighting

- 1.Low-Heat sources

Incandescent and halogen light bulbs give off far too much heat to be used close to wine. Heat can easily damage your precious collection, so stick to the light sources that stay relatively cooler, like LEDs.

2. Ceiling light

If you have floor-to-ceiling shelving to store your wine, you may want to illuminate them with LED down light. You can install them on your ceiling with special wall washing trims to highlight the angles of your wine racks. Track lighting works great for this too. For more on wall washing, . You can also put these lights on a dimmer switch to control the light level in the room for different occasions.

- Wine spa temperature

The most important consideration for wine storage is consistent temperature. At about 37 degrees refrigerators that we use for our food storage are too cold for the proper preservation of fermented grapes. Wine should be stored at 55 to 58 degrees Fahrenheit with 60 to 80 percent humidity. These conditions are ideal, but going outside of these parameters by up to 5 percent should not harm anything

3.6.2 mini wine cellar in guestroom

The mini wine fridge is appear at mini-bar area in guestroom in order to offer guest's needed, Serve premium quality of wines from Thai manufactures which are Chatue de Loei from Loei , and PB Valley.



figure 3.6.4 project specific Chatue de Loei ,wine



figure 3.6.5 project specific PB Valley, wine

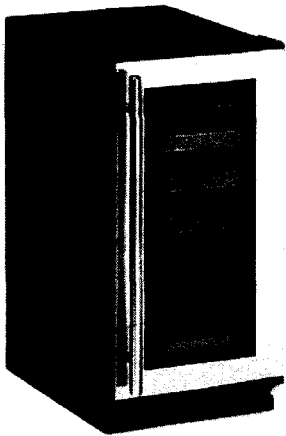


figure 3.6.6 project specific wine cellar in guestroom

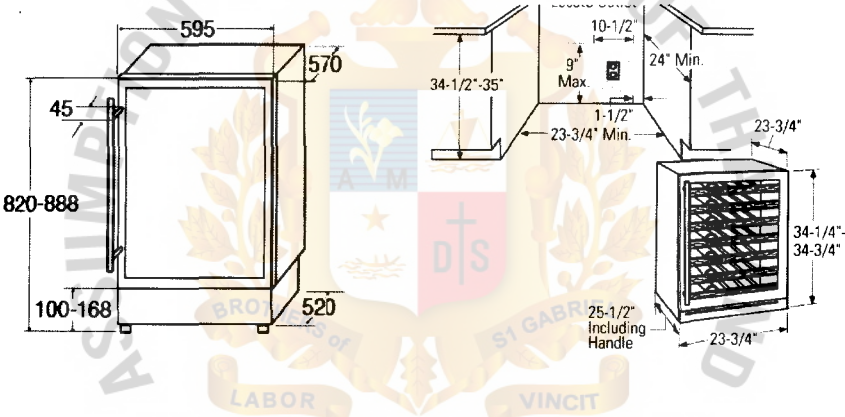


figure 3.6.7 project specific Wine cellar dimension in guestroom



Chapter 4: Data Syntheses and Programming

4.1.1.2 InterContinental Bangkok

General information

Name : InterContinental Bangkok

Location : 571 Phloen Chit Rd

Chapter 4: Data Syntheses and Programming

4.1 Programming and Area Requirements

4.1.1 Analysis Programming and Area Requirements

4.1.1.1 So Sofitel Bangkok



General information

Name : So Sofitel Bangkok

Location : 2 Sathorn Tai Road

Bangrak Bangkok 105000

Total Building Area : $\approx 39,483 \text{ m}^2$

Figure 4.1.1 So Sofitel Bangkok

Table 4.1.1 Average area of So Sofitel Bangkok

FUNCTION	AREA (M ²)	AREA (%)	CHART(%)
LOBBY	250.0	0.61	LOBBY
RECEPTION	210.0	0.50	RECEPTION
OFFICE	178.5	0.45	OFFICE
RETAIL SHOP	260.0	0.62	RETAIL SHOP
RESTAURANT	1,094	2.62	RESTAURANT
BAR & LOUNGE	186.8	0.44	BAR & LOUNGE
MEETING ROOM	571.0	1.37	MULTIFUNCTION AREA
SPA	1,206.5	2.89	SPA
FITNESS	130.0	0.32	GUESTROOM
GUESTROOM (238 units)	17,470	41.92	SPECIAL FUNCTION
PRE-FUNCTION AREA	481.8	1.15	INDOOR GARDEN
INDOOR GARDEN	713.8	1.71	MAIN CIRCULATION
MAIN CIRCULATION	8,783.0	31.07	BACK OF HOUSE
BACK OF HOUSE	3,673	8.81	PPARKING
PARKING	3,965	9.51	
TOTAL	39,483	100%	

4.1.1.2 InterContinental Bangkok



General information

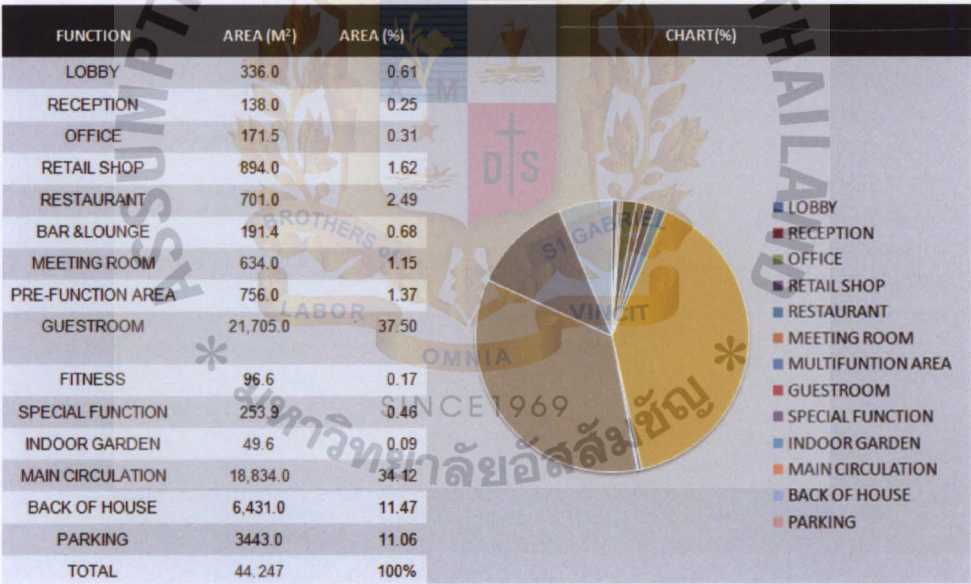
Name : InterContinental Bangkok

Location : 973 Phloen Chit Rd,
Lumphini, Pathum Wan, Bangkok
10330

Total Building Area : $\approx 44,247\text{m}^2$

Figure 4.1.2 InterContinental Bangkok

Table 4.1.2 Average area of InterContinental Bangkok



4.1.1.3 Novotel Ploenchit



General information

Name : Novotel Ploenchit

Location : 566 Ploenchit Road,
Lumpini, Patumwan, Bangkok
10330

Total Building Area : ≈ 26,958m²

Figure 4.1.3 Novotel Ploenchit

Table 4.1.3 Average area of Novotel Ploenchit



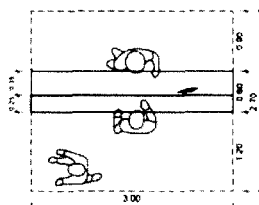
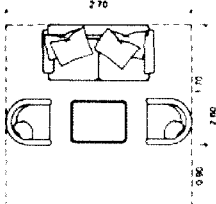
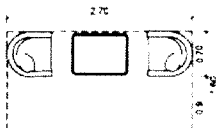
4.1.2 Average Programming and Area Requirements

Table 4.1.4 Average Programming and Area Requirements

COMPARED CASE STUDIES AREA						
FUNCTIONS	CASE STUDY I (%)	CASE STUDY II (%)	CASE STUDY III (%)	PROJECT'S AVERAGE AREA ALLOWANCE (%)	PROJECT'S AREA REQUIREMENT (SQ.M.)	PROJECT'S AVERAGE AREA (%)
Lobby	0.6	0.6	0.5	0.6	133	0.5
Office	0.3	0.3	0.3	0.3	250	0.9
Business Center	1.3	1.1	0.4	0.9	1205	4.4
Restaurant	2.6	2.5	2.1	2.4	284	1.10
All-day restaurant	-	1.9	1.6	1.7	312	1.50
Bar & Lounge	0.4	0.7	0.4	0.5	286	1.10
Spa	2.9	-	-	2.9	241	0.90
Guestroom	42.0	38.0	38.0	40.0	12200	48.0
Main Circulation	31.0	34.1	31.1	33.0	9349	30.0
Back of House	9.0	11.1	11.1	10.4	2960	11.8
Reference Project	39,483.0	44,247.0	26,958.0	100	27,217	100

4.1.3 Estimated Programming and Area Requirements

Table 4.1.5 Area requirement for Lobby

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Reception	<ul style="list-style-type: none"> Reception / Counter Chair Computer 	4	4	$3.00 \times 2.70 = 8.10$ $8.10 \times 4 = 32.4$ $\approx 33 \text{ SQ.M.}$	
Waiting area	[4 persons] <ul style="list-style-type: none"> Sofa Coffee table Armchairs 	16	4	$2.70 \times 2.60 = 7.02$ $7.02 \times 4 = 28.08$ $\approx 28 \text{ SQ.M.}$	
	[2 persons] <ul style="list-style-type: none"> Coffee table Armchair 	20	10	$2.70 \times 1.60 = 4.32$ $4.32 \times 10 = 43.2$ $\approx 43 \text{ SQ.M.}$	

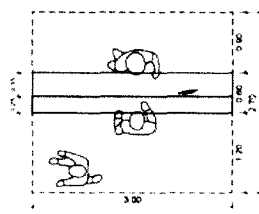
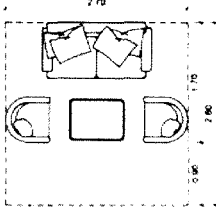
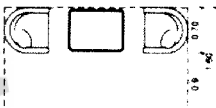
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Luggage storage	<ul style="list-style-type: none"> Shelves 	6	1	$4 \times 4 = 16$ $\approx 16 \text{ SQ.M.}$	
TOTAL FURNITURE AREA				120.0 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				36.0 SQ.M.	
TOTAL AREA REQUIREMENT				156.0 SQ.M.	

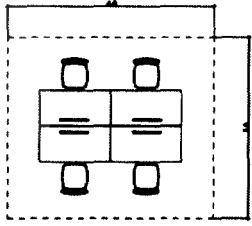
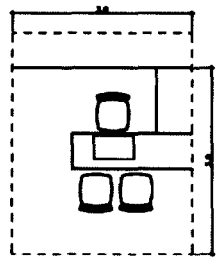
Table 4.1.6 Area requirement for Office

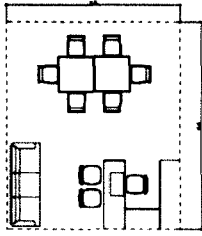
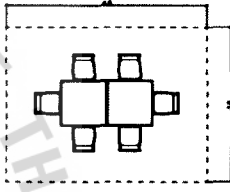
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Manager's room	<ul style="list-style-type: none"> Working Table Chair Cabinet Computer Telephone 	1	1	$3.00 \times 2.70 = 8.10$ $8.10 \times 1 = 8.10$ $\approx 8 \text{ SQ.M.}$	
Meeting room	<ul style="list-style-type: none"> Table Chair Projector 	12	1	$4.80 \times 7.95 = 38.16$ $38.16 \times 1 = 38.16$ $\approx 39 \text{ SQ.M.}$	

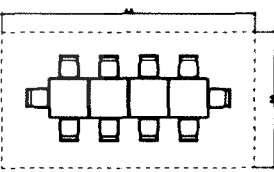
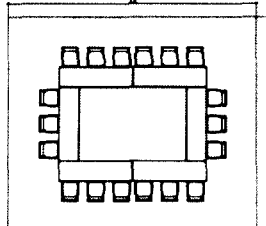
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Staff Office	<ul style="list-style-type: none"> Working Table Chair Cabinet Computer Telephone 	1	20	$3.00 \times 2.70 = 8.10$ $8.10 \times 25 = 170$ $\approx 150 \text{ SQ.M.}$	
Copy room	<ul style="list-style-type: none"> Xerox machines Cabinet 		1	$4.0 \times 2.0 = 8.0$ $8.0 \times 1 = 8.0$ $\approx 8 \text{ SQ.M.}$	
TOTAL FURNITURE AREA				195.0 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				56.1 SQ.M.	
TOTAL AREA REQUIREMENT				250.0 SQ.M.	

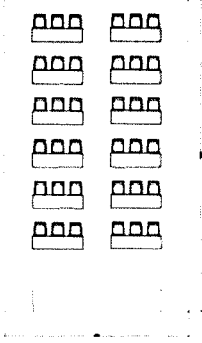
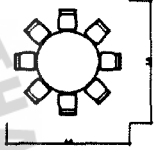
Table 4.1.7 Area requirement for Business center

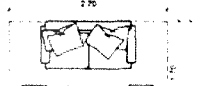

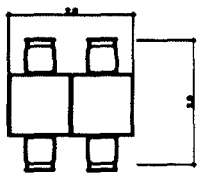
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Reception	<ul style="list-style-type: none"> Counter Chair Computer 	1	1	$3.00 \times 2.70 = 8.10$ $8.10 \times 1 = 8.10$ $\approx 9 \text{ SQ.M.}$	
Waiting area	[4 persons] <ul style="list-style-type: none"> Sofa Coffee table Armchairs 	8	2	$2.70 \times 2.60 = 7.02$ $7.02 \times 2 = 14.04$ $\approx 14 \text{ SQ.M.}$	
	[2 persons] <ul style="list-style-type: none"> Coffee table Armchair 	12	6	$2.70 \times 1.60 = 4.32$ $4.32 \times 6 = 43.2$ $\approx 43 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Work Station	<ul style="list-style-type: none"> Working table Working Chair 	40	10	$4.0 \times 3.5 = 14.0$ $14.0 \times 10 = 140$ $\approx 140 \text{ SQ.M.}$	
Private Workstation	Standard working room <ul style="list-style-type: none"> Working table Working Chair 	3	3	$3.0 \times 3.0 = 9.0$ $9.0 \times 3 = 27.0$ $\approx 27 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Private Workstation	Executive working room <ul style="list-style-type: none">Working tableWorking ChairMeeting setSofa	3	3	$6.0 \times 5.0 = 30.0$ $30.0 \times 3 = 90.0$ $\approx 90 \text{ SQ.M.}$	
Meeting room	6 persons meeting room <ul style="list-style-type: none">TableWorking ChairProjector	12	2	$4.5 \times 3.6 = 16.2$ $16.2 \times 2 = 32.4$ $\approx 33 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Meeting room	10 persons meeting room <ul style="list-style-type: none">TableWorking ChairProjector	20	2	$6.5 \times 3.5 = 22.75$ $22.75 \times 2 = 45.75$ $\approx 46 \text{ SQ.M.}$	
Conference room	18 persons meeting room <ul style="list-style-type: none">TableWorking ChairProjector	18	1	$7.4 \times 6.4 = 47.36$ $47.36 \times 1 = 47.36$ $\approx 48 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Seminar room	36 persons meeting room <ul style="list-style-type: none"> Table Working Chair Projector 	37	1	$13.5 \times 8 = 108.0$ $108 \times 1 = 108$ $\approx 108 \text{ SQ.M.}$	
Banquet hall	<ul style="list-style-type: none"> Roundtable Banquet chair 	240	25	$3.0 \times 3.0 = 9$ $9 \times 25 = 225$ $\approx 225 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Refreshment Area	[4 persons] <ul style="list-style-type: none"> Sofa Coffee table Armchairs 	8	2	$2.70 \times 2.60 = 7.02$ $7.02 \times 2 = 14.04$ $\approx 14 \text{ SQ.M.}$	
	[2 persons] <ul style="list-style-type: none"> Coffee table Armchair 	6	2	$2.70 \times 1.60 = 4.32$ $4.32 \times 2 = 8.64$ $\approx 9 \text{ SQ.M.}$	
	6 persons Dining Table <ul style="list-style-type: none"> Table Working Chair Projector 	16	4	$2.0 \times 2.0 = 4.0$ $4.0 \times 4 = 16.0$ $\approx 16 \text{ SQ.M.}$	

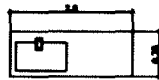

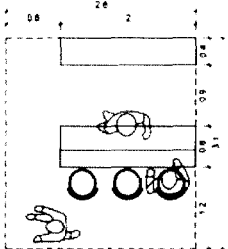
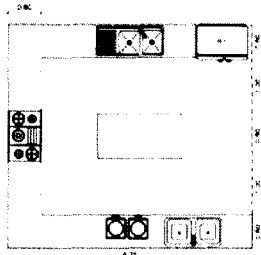
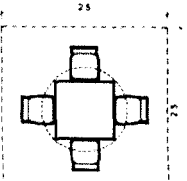
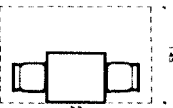
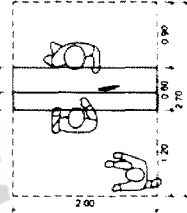
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Refreshment Area	<ul style="list-style-type: none"> Pantry Sink Shelves Cabinet 		2	$2.0 \times 0.75 = 1.5$ $1.50 \times 2 = 3.0$ $\approx 3 \text{ SQ.M.}$	
Copy room	<ul style="list-style-type: none"> Xerox machines Cabinet 		1	$4.0 \times 2.0 = 8.0$ $8.0 \times 1 = 8.0$ $\approx 8 \text{ SQ.M.}$	
Storage	<ul style="list-style-type: none"> Cabinet 		1	$8.0 \times 8.0 = 64.0$ $64.0 \times 1 = 64.0$ $\approx 64 \text{ SQ.M.}$	
TOTAL FURNITURE AREA				927.0 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				278.0 SQ.M.	
TOTAL AREA REQUIREMENT				1,205.0 SQ.M.	

Table 4.1.8 Area requirement for Restaurant

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Restaurant					
Counter bar	<ul style="list-style-type: none">• Reception/Ticket Counter• Chairs• Computer	3	1	2.80 x 3.10 = 8.68 8.68 x 2 = 17.36 ≈ 17 SQ.M.	
Kitchen	<ul style="list-style-type: none">• Preparing Counter• Sink• Refrigerator• Stove	3	1	4.35 x 4.00 = 17.4 17.4 x 1 = 17.4 ≈ 17 SQ.M.	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Restaurant					
Dining	[4 persons] <ul style="list-style-type: none">• Table• Chairs	24	10	$2.50 \times 2.50 = 6.25$ $6.25 \times 16 = 100$ $\approx 100 \text{ SQ.M.}$	
	[2 persons] <ul style="list-style-type: none">• Table• Chair	12	10	$2.30 \times 1.45 = 3.34$ $3.34 \times 10 = 33.4$ $\approx 34 \text{ SQ.M.}$	
Cashier counter	<ul style="list-style-type: none">• Counter• Chairs• Computer	1	4	$2.00 \times 2.70 = 5.4$ $5.4 \times 4 = 22.4$ $\approx 23 \text{ SQ.M.}$	

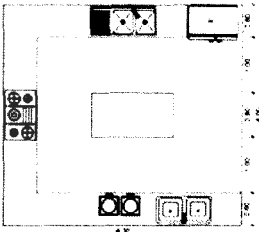

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Restaurant					
Waiting area	<ul style="list-style-type: none">• Preparing Counter• Sink• Refrigerator• Stove	5	1	4.35x4.00 = 17.4 17.4 x 1 = 17.4 ≈ 18 SQ.M.	
Storage	<ul style="list-style-type: none">• Shelf	3	1	3.0x3.0 = 9.0 9.0 x 1 = 9 ≈ 9 SQ.M.	
TOTAL FURNITURE AREA				218 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				65.4 SQ.M.	
TOTAL AREA REQUIREMENT				283.4 SQ.M.	

Table 4.1.9 Area requirement for All-day restaurant

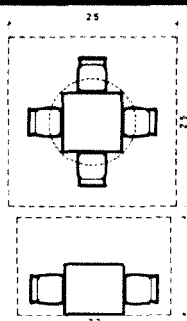
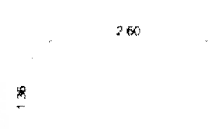
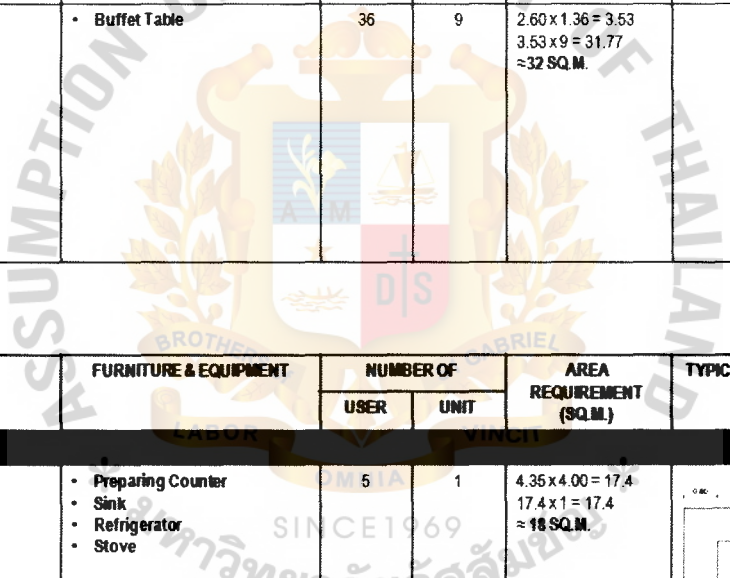
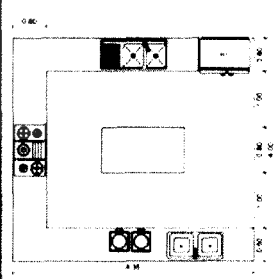

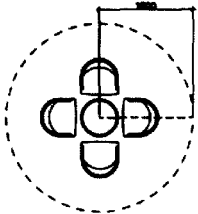
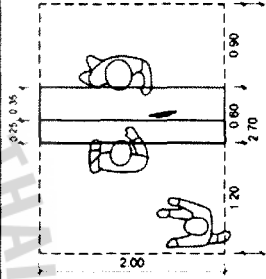
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Dining	[4 persons] • Table • Chairs	24	16	$2.50 \times 2.50 = 6.25$ $6.25 \times 20 = 125$ $\approx 125 \text{ SQ.M.}$	
	[2 persons] • Table • Chair	12	16	$2.30 \times 1.45 = 3.34$ $3.34 \times 16 = 53.44$ $\approx 54 \text{ SQ.M.}$	
Buffet-Line	• Buffet Table	36	9	$2.60 \times 1.36 = 3.53$ $3.53 \times 9 = 31.77$ $\approx 32 \text{ SQ.M.}$	
					
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Waiting area	• Preparing Counter • Sink • Refrigerator • Stove	5	1	$4.35 \times 4.00 = 17.4$ $17.4 \times 1 = 17.4$ $\approx 18 \text{ SQ.M.}$	
Storage	• Shelf	3	1	$3.0 \times 3.0 = 9.0$ $9.0 \times 1 = 9$ $\approx 9 \text{ SQ.M.}$	
TOTAL FURNITURE AREA				238.0 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				73.0 SQ.M.	
TOTAL AREA REQUIREMENT				312 SQ.M.	

Table 4.1.10 Area requirement for Bar & Lounge

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Sitting area	<ul style="list-style-type: none"> Armchair Table 	80	20	$3.14 \times 1.5 \times 1.5 = 7$ $7 \times 20 = 140.0$ $\approx 140 \text{ SQ.M.}$	
Cashier counter	<ul style="list-style-type: none"> Counter Chairs Computer 	1	1	$2.00 \times 2.70 = 5.4$ $5.4 \times 1 = 5.4$ $\approx 5 \text{ SQ.M.}$	

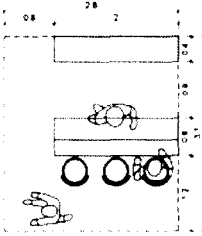
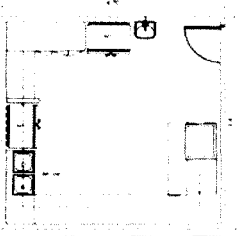
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Counter bar	<ul style="list-style-type: none"> Counter Stool 	2	6	$2.80 \times 3.10 = 8.68$ $8.68 \times 6 = 53.16$ $\approx 54 \text{ SQ.M.}$	
Back counter	<ul style="list-style-type: none"> Wine cellar Sink Counter 	2	1	$4.70 \times 4.40 = 20.68$ $20.68 \times 1 = 20.68$ $\approx 21 \text{ SQ.M.}$	
TOTAL FURNITURE AREA				220.0 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				66.0 SQ.M.	
TOTAL AREA REQUIREMENT				286.0 SQ.M.	

Table 4.1.11 Area requirement for Spa

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Reception	<ul style="list-style-type: none"> Reception / Counter Chair Computer 	2	1	$3.00 \times 2.70 = 8.10$ $8.10 \times 1 = 8.10$ $\approx 8 \text{ SQ.M.}$	
Waiting area	[4 persons] <ul style="list-style-type: none"> Sofa Coffee table Armchairs 	4	1	$2.70 \times 2.60 = 7.02$ $7.02 \times 1 = 7.02$ $\approx 7 \text{ SQ.M.}$	
	[2 persons] <ul style="list-style-type: none"> Coffee table Armchair 	4	2	$2.70 \times 1.60 = 4.32$ $4.32 \times 2 = 8.64$ $\approx 9 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Treatment room	Treatment area <ul style="list-style-type: none"> Jacuzzi Massage table Wash basin Closet Counter Cabinet 	12	6	$5.00 \times 4.0 = 20.0$ $20.0 \times 3 = 60.0$ $\approx 120 \text{ SQ.M.}$	
	Bathroom area <ul style="list-style-type: none"> Wash basin Mirror Counter Lavatory Rain Shower box 			$1.8 \times 2.3 = 4.14$ $4.14 \times 3 = 12.22$ $\approx 12 \text{ SQ.M.}$	

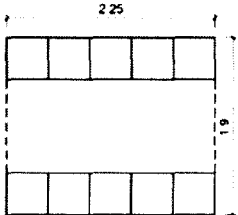
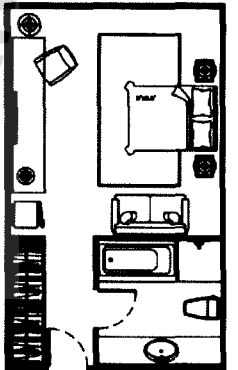
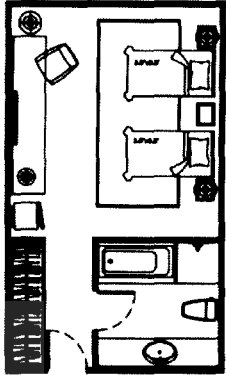
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Storage	• Cabinet	7	1	$2.25 \times 1.90 = 4.28$ $4.28 \times 4 = 17.12$ $\approx 17 \text{ SQ.M.}$	
TOTAL FURNITURE AREA				142.0 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				42.0 SQ.M.	
TOTAL AREA REQUIREMENT				184.0 SQ.M.	

Table 4.1.12 Area requirement for Guestroom

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Deluxe	<p>Type A : Single bed</p> <p>Living area</p> <ul style="list-style-type: none"> • Single Bed (153 cm x 203 cm) • Side Table • Coffee table • Closet • TV shelf • Armchair • Cabinet • Refrigerator • Mini Wine fridge <p>Bathroom area</p> <ul style="list-style-type: none"> • Wash basin • Mirror • Counter • Lavatory • Rain Shower box • Bathtub 	2	43	$7.4 \times 4.0 = 29.6$ $29.6 \times 43 = 1272.8$ $\approx 1273 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Deluxe	Type B : Double bed Living area <ul style="list-style-type: none">• Double Bed (90 cm x 190 cm)• Side Table• Coffee table• Closet• TV. shelf• Armchair• Cabinet• Refrigerator• Mini Wine fridge Bathroom area <ul style="list-style-type: none">• Wash basin• Mirror• Counter• Lavatory• Rain Shower box• Bathtub	2	43	$7.4 \times 4.0 = 29.6$ $29.6 \times 43 = 1272.8$ $\approx 1273 \text{ SQ.M.}$	

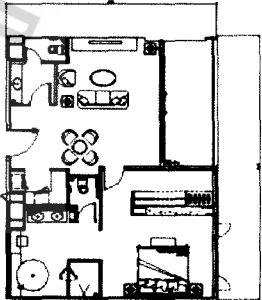
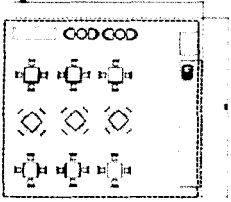
AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Executive Suites	Living area <ul style="list-style-type: none">• Bed (193 cm x 203 cm)• Side Table• Sofa• Coffee table• Walk-in Closet• TV. shelf• Armchair• Cabinet• Refrigerator• Mini Wine fridge Bathroom area <ul style="list-style-type: none">• Wash basin• Mirror• Jacuzzi• Counter• Lavatory• Rain Shower box• Bathtub	2	70	$8.6 \times 11.4 = 98.0$ $98 \times 70 = 6860$ $\approx 6860 \text{ SQ.M.}$	
TOTAL FURNITURE AREA				9400 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				2800 SQ.M.	
TOTAL AREA REQUIREMENT				12200.0 SQ.M.	

Table 4.1.13 Area requirement for Back of House

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Clock-in, Clock-out	<ul style="list-style-type: none"> Reception/Ticket Counter Chairs Computer 	73	2	$1.00 \times 0.95 = 0.95$ $0.95 \times 2 = 1.90$ $\approx 2 \text{ SQ.M.}$	
Locker	<ul style="list-style-type: none"> Locker cabinet 	40	2	$2.70 \times 1.65 = 4.50$ $4.50 \times 2 = 9.00$ $\approx 9 \text{ SQ.M.}$	
Storage <ul style="list-style-type: none"> Linen storage Made storage Maintenance storage 	<ul style="list-style-type: none"> Cabinet 	20	3	$2.25 \times 1.90 = 4.28$ $4.28 \times 3 = 128.4$ $\approx 130 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Loading		10	4	$2.00 \times 2.00 = 4.00$ $4.00 \times 4 = 16.00$ $\approx 16 \text{ SQ.M.}$	
Toilet	<ul style="list-style-type: none"> Lavatory Washbasin Urinal 	8	1	$31.68 \times 1 = 31.68$ $\approx 32 \text{ SQ.M.}$	

AREA	FURNITURE & EQUIPMENT	NUMBER OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Common area	<ul style="list-style-type: none">• Sofa• Armchair• Dining table• Dining chair• Preparing counter• Sink• Refrigerator• Microwave oven• Cabinet• Shelf	90	1	$6.00 \times 10.00 = 80.00$ $80.00 \times 1 = 80.00$ $\approx 80 \text{ SQ. M.}$	
TOTAL FURNITURE AREA				2070.0 SQ.M.	
SUGGESTED CIRCULATION FOR AREA 30%				890.0 SQ.M.	
TOTAL AREA REQUIREMENT				2960.0 SQ.M.	

4.2 Adjacency Studies

4.2.1 Adjacency Charts

Macro relationships

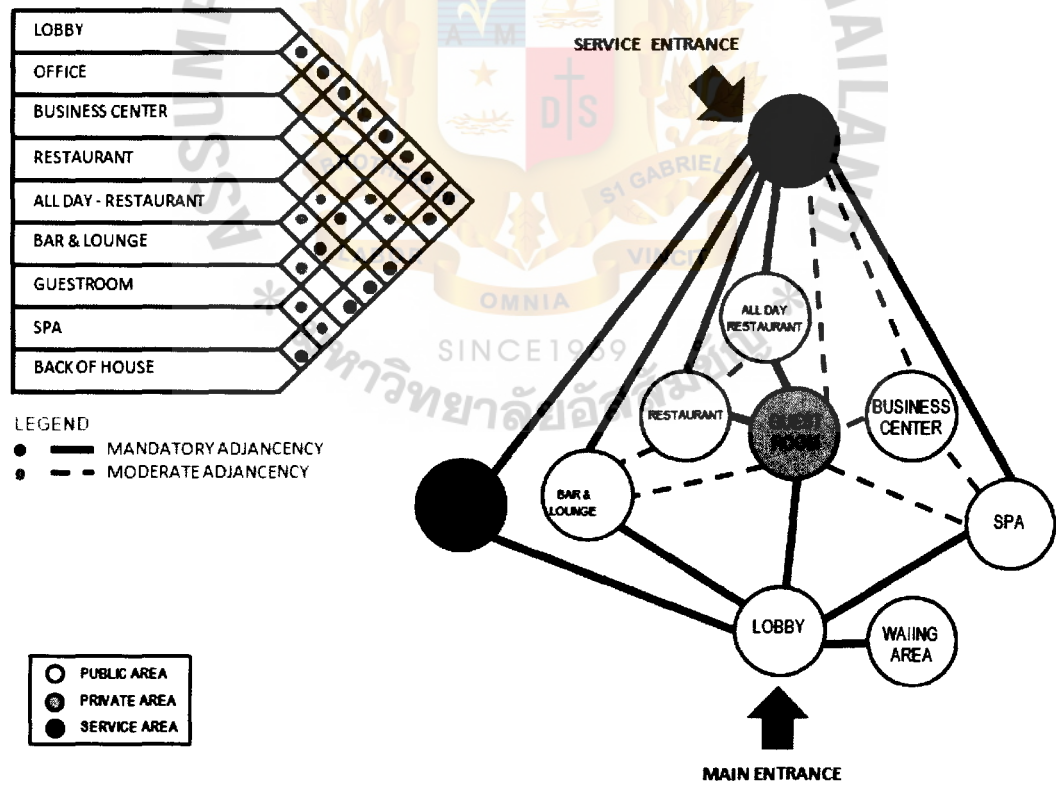


Figure 4.2.1 Macro relationships

Micro relationships

• Business center adjacency charts

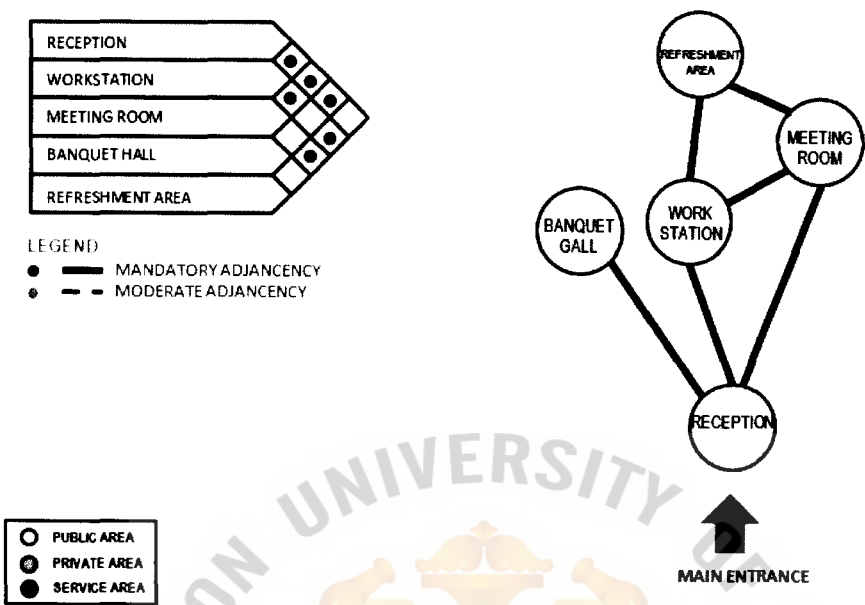


Figure 4.2.2 Micro relationships : Business center

• Restaurant & Bar adjacency charts

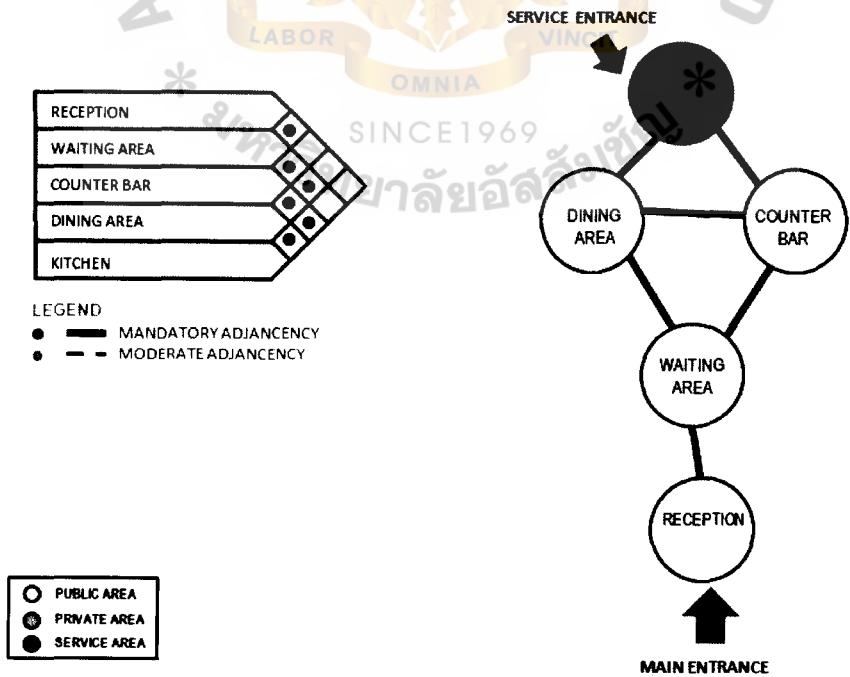


Figure 4.2.3 Micro relationships : Restaurant & Bar

• Spa adjacency charts

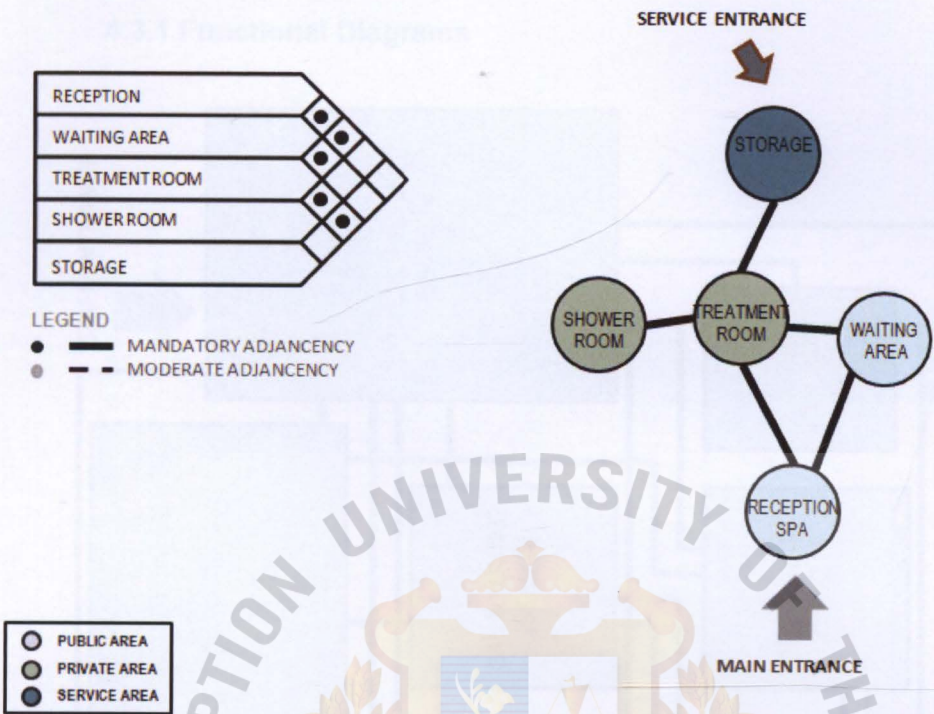


Figure 4.2.4 Micro relationships : Spa

• Back of House adjacency charts

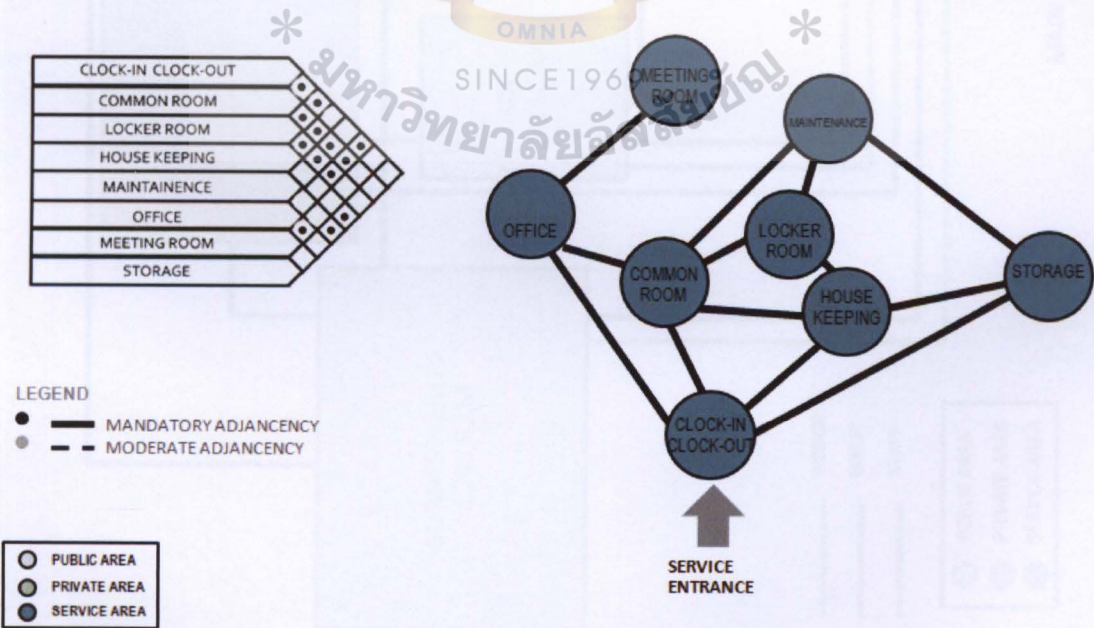


Figure 4.2.5 Micro relationships : Back of House

4.3 Functional Diagrams and Proposed Zonings

4.3.1 Functional Diagrams

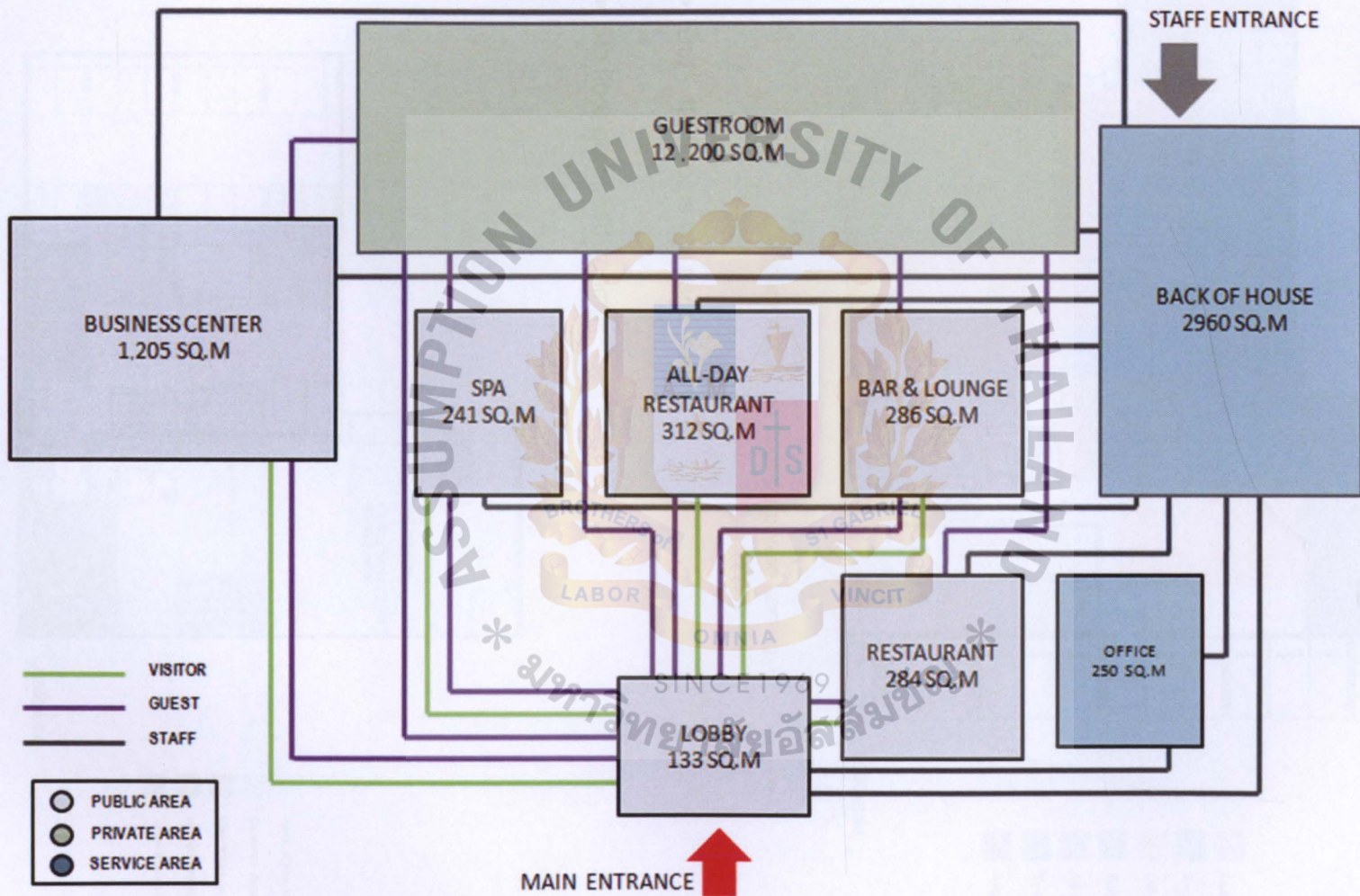
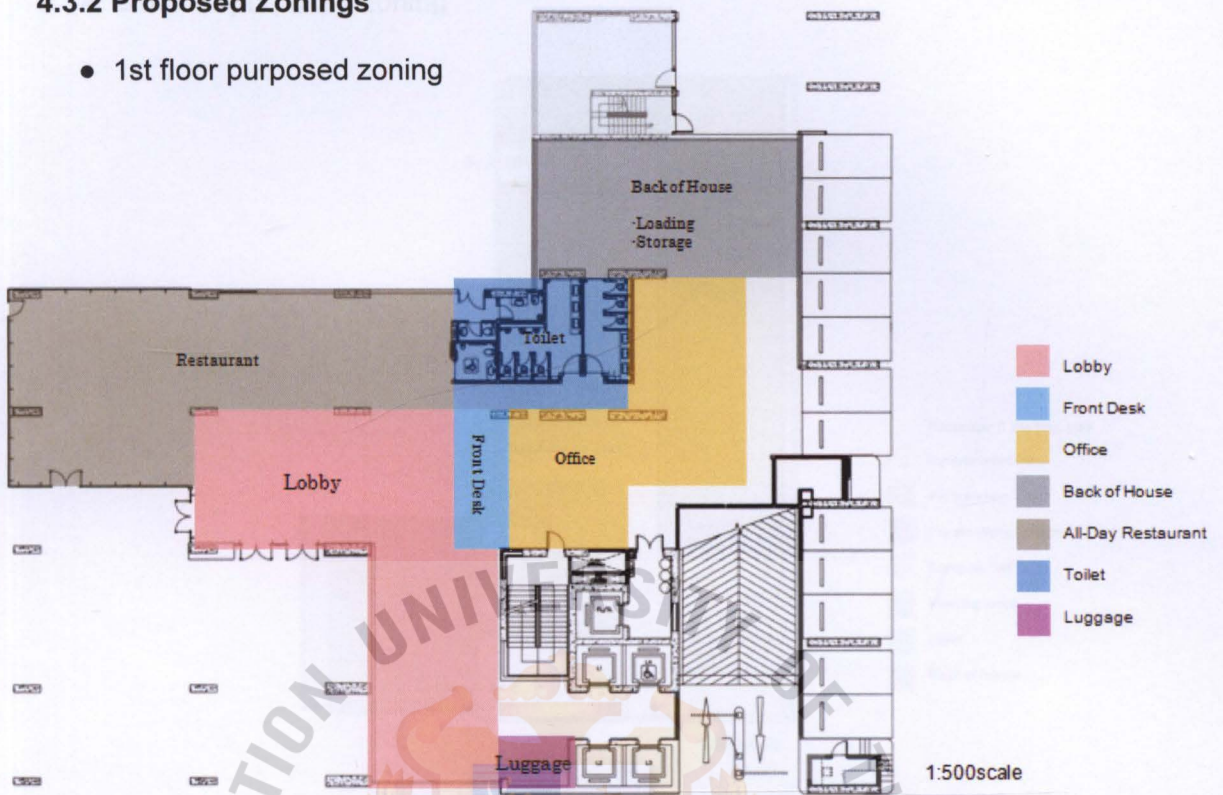


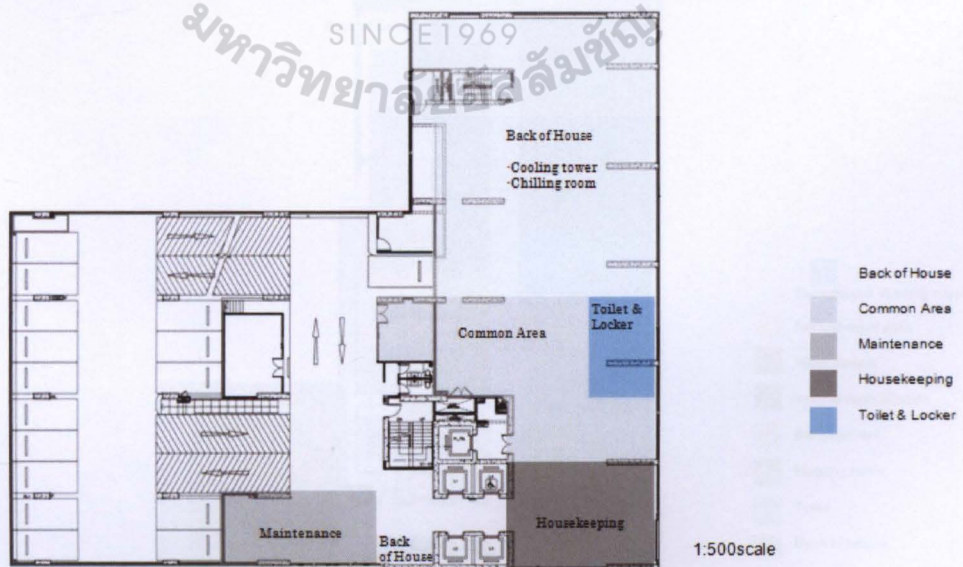
Figure 4.3.1 Functional Diagrams

4.3.2 Proposed Zonings

- 1st floor purposed zoning



- 2nd - 4th floor is car park zoning
- 5th floor purposed zoning



• 6th floor purposed zoning

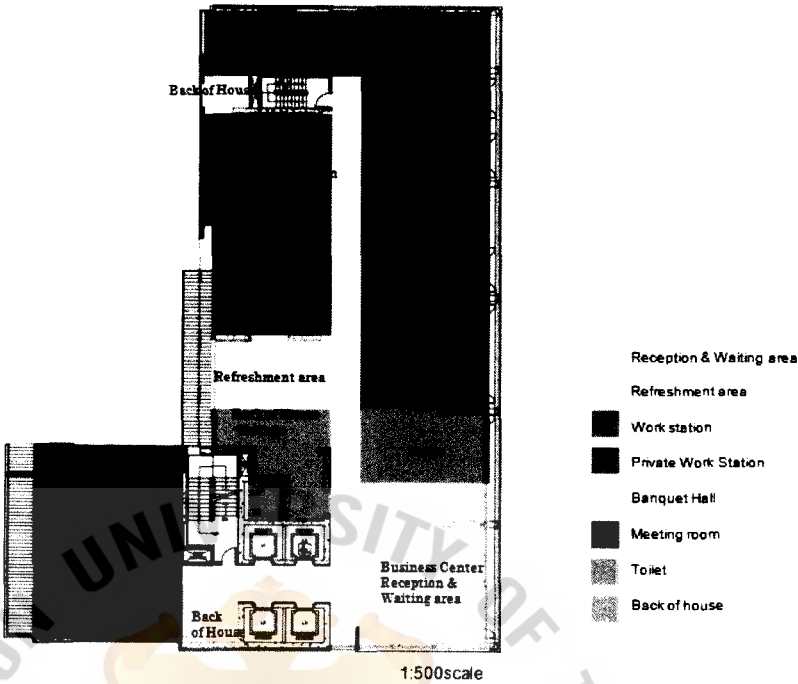


Figure 4.3.4 6th floor purposed zoning

• 7th floor purposed zoning

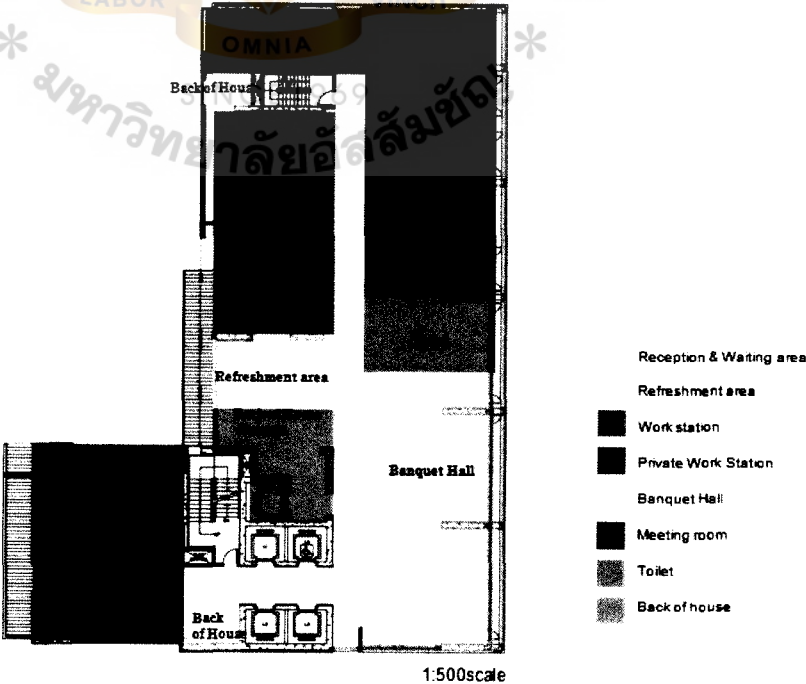


Figure 4.2.5 7th floor purposed zoning

● 6th floor purposed zoning

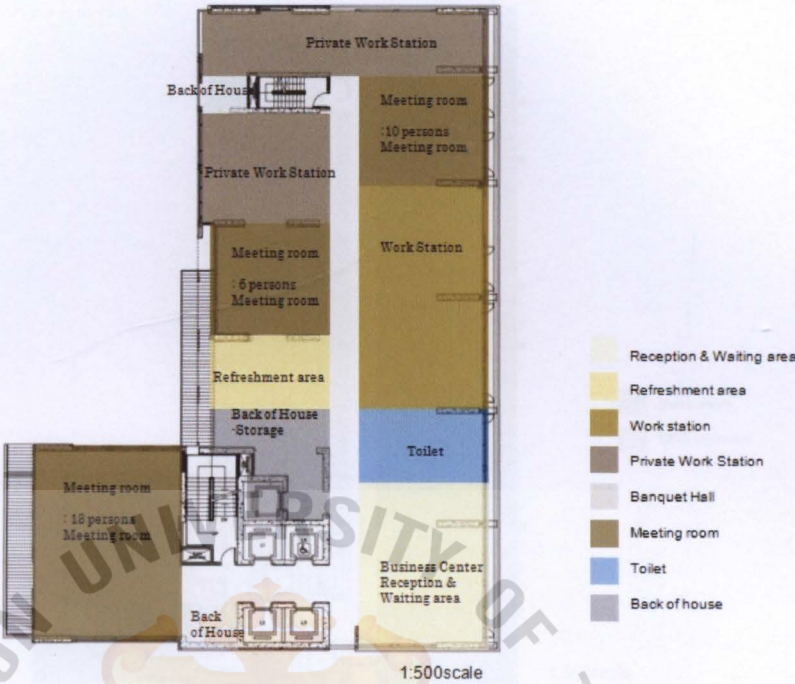


Figure 4.3.4 6th floor purposed zoning

● 7th floor purposed zoning



Figure 4.2.5 7th floor purposed zoning

● 8th - 24th floor purposed zoning

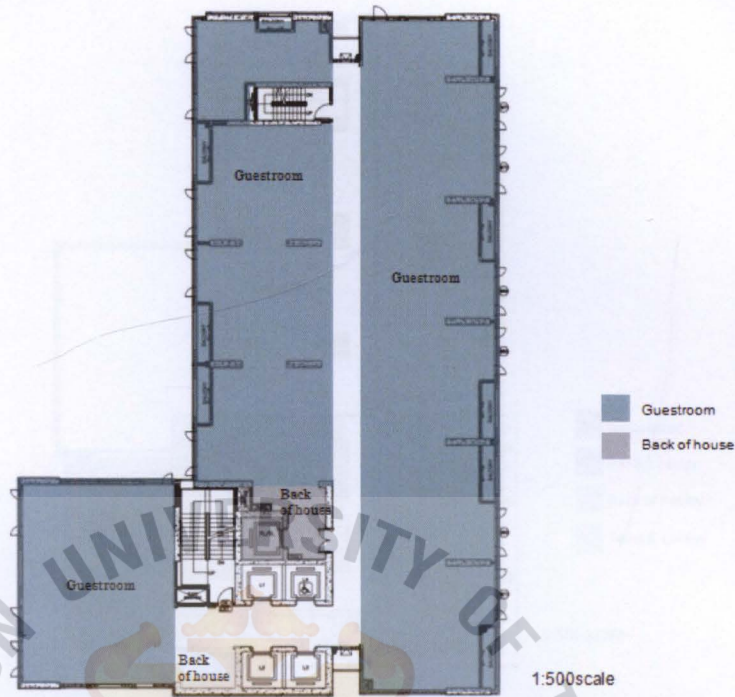


Figure 4.3.6 8th - 24th floor purposed zoning

● 25th floor purposed zoning

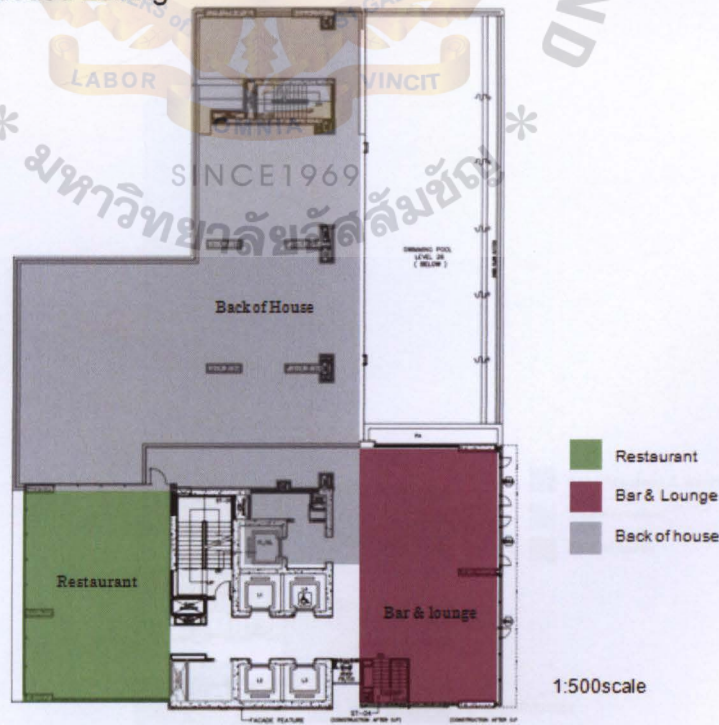


Figure 4.2.7 25th floor purposed zoning

• 26th floor proposed zoning

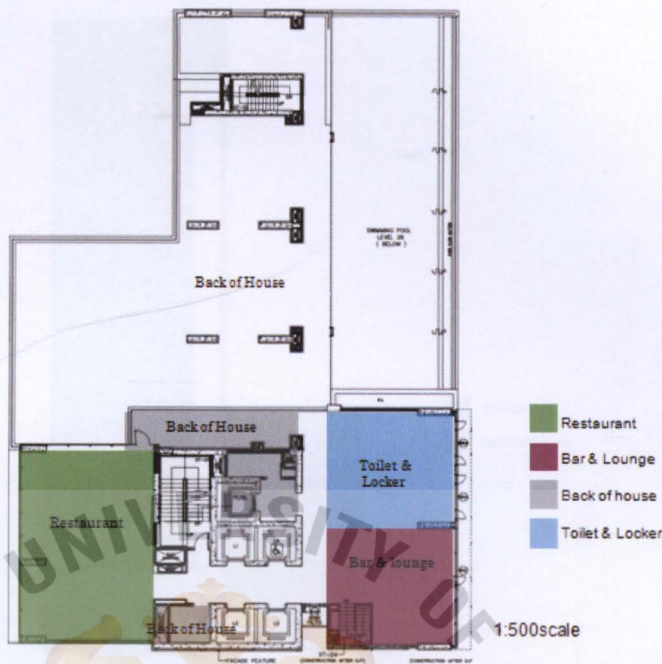


Figure 4.3.4 26th floor proposed zoning

• 27th floor proposed zoning

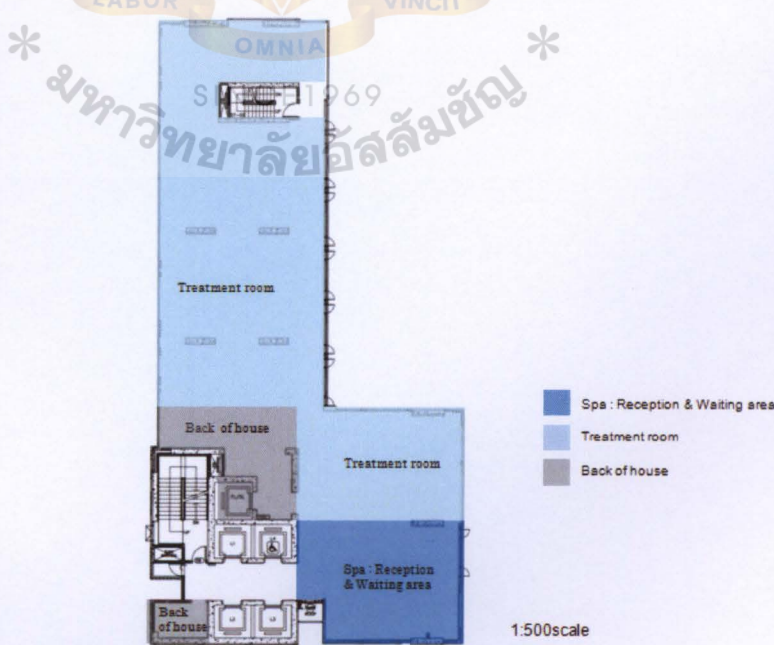


Figure 4.2.5 27th floor proposed zoning

- 28th - 31st floor purposed zoning

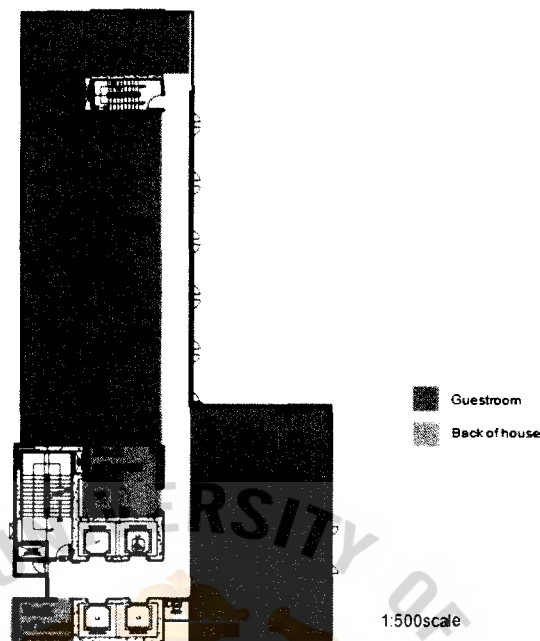


Figure 4.3.4 28th - 31st floor purposed zoning

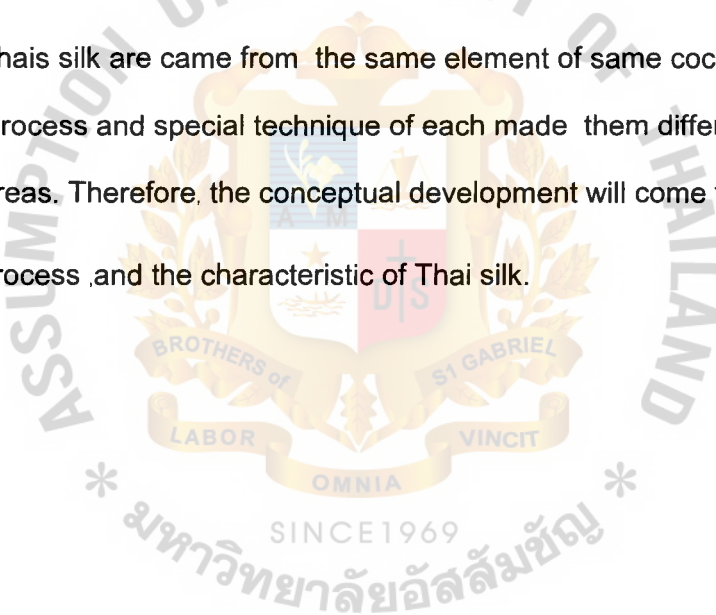
Chapter 5: Design Solution



Chapter 5: Design Solution

5.1 Concept Statement

Conceptual approach of design and decoration elements that will appears on the hotel area in both main area and sub area are come from Thai silk which is value ,esthetic, and unique. The kind of fabric has the variety of patterns and designs including of the complicated process of weaving and long time history. Additionally, the fabric is also represent the cultural and traditional of Thai in rural area , North and South-East of Thailand. Interesting issue is many patterns and designs of Thais silk are came from the same element of same cocoon and same silk but the process and special technique of each made them different and unique from other areas. Therefore, the conceptual development will come from the technique ,process ,and the characteristic of Thai silk.



5.1.2 Design Method

From the characteristic of Thai silk which made from the same material of cocoon but different with the process and technique. Thus, the concept of "Weaving with Volume" is use to represent the effect of character and lead the process of design method.

“Weaving With Volume”

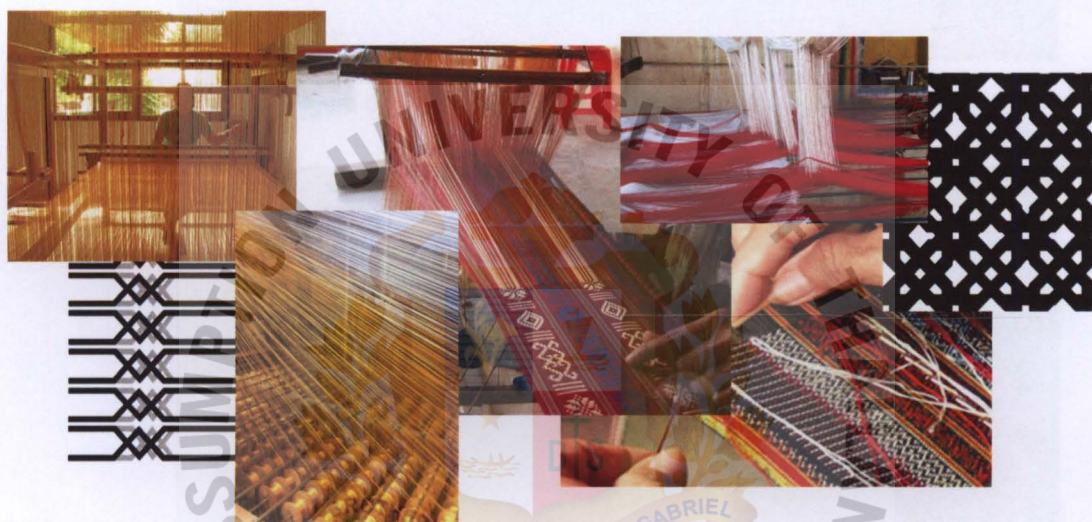


Figure 5.1.1 Conceptual approach "Weaving with Volume" diagram

"Weaving with Volume" is represent the effects that happened at the process of Thai silk weaving ,can be divide in to 3 characteristic which are

Interlacing; moments of each silk interlace each other in 90 degree and lock without glue or any stick solution

Repeating; moments after the interlacing process that the silk became the fabric by repeat the interlacing method.

Rhythm; moments of the repeating process repeat with high and low dynamic in order to create the variety of patterns and designs



Figure 5.1.2 Conceptual approach "Interlacing" effect



Figure 5.1.3 Conceptual approach "Repeat" effect



Figure 5.1.4 Conceptual approach "Rhythm" effect



Figure 5.1.5 Conceptual analysis of Weaving with Volume

Additionally, the conceptual collage also develop to the patterns from the effect that appears on the image both vertical and horizontal in to 9 shapes which can be develop into interior space at any hotel area. The shape is including of diagonal square shape (diamond shape), rectangle frame ,and interlacing rectangle shape in 90 degree.

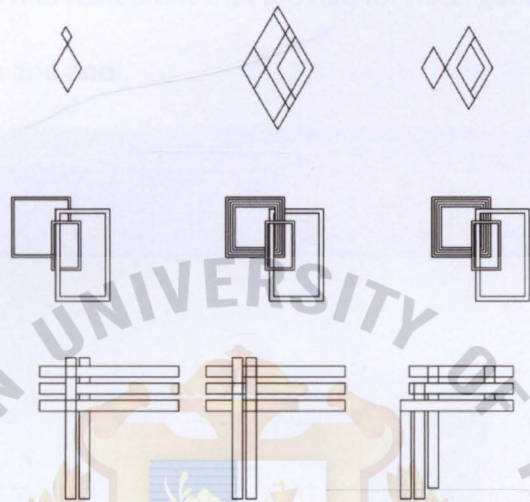


Figure 5.1.6 Conceptual pattern analysis

Moreover, conceptual approach also develop to the conceptual model by creating the combination of the conceptual analysis of shape and form from Thai silk characteristic and the weaving process that shows in the following conceptual analysis diagram in order to make more clear understanding about whole space and design development in 3 dimensional view. Conceptual model are made from 3 characters of Interlacing, Repeating ,and Rhythm.

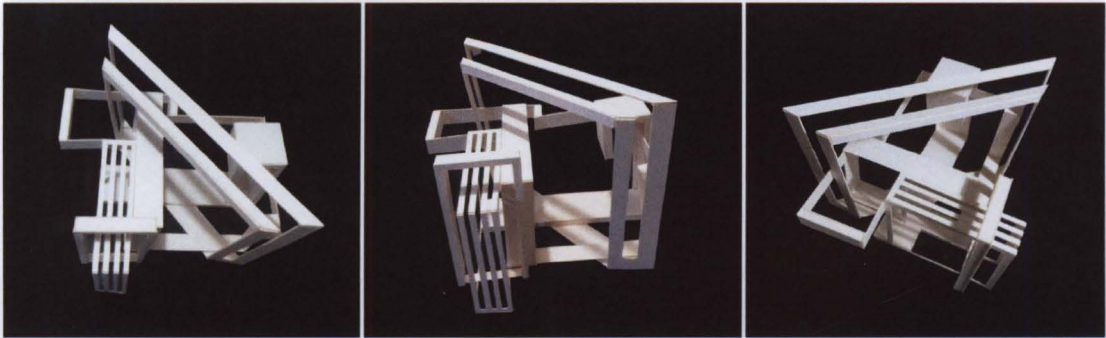


Figure 5.1.7 Conceptual model analysis

5.2 Design Development

The entrance is on the 1st floor which the first meet is waiting area with square repeating frame ceiling design to impress people. This area also provides as a concierge and reception counter. On the right side is also waiting area and the lift lobby hall. The left side of the hotel is Thai restaurant that provide for hotel guest and other customers attract with big garden and pool.



Figure 5.2.1 1st floor plan

Business center area is located on the 6th floor which first area of reception fully function of business services. This area provides as a service for business person. On the right side is seminar room which can be multi function area as well. The long corridor design with diagonal diamond shape leads to refreshment area and private meeting rooms .



Figure 5.2.2 6th floor plan

Guestroom is on the 7th - 25th floor and 29th - 31st floor with including of 244 deluxe and a suites, the deluxe is comes with king size bed and twin beds including of living area ,full function bathroom ,and service foyer .Moreover,Suites is offer a special function of two bed rooms,center of Jacuzzi and best view of Sukhumvit road at the highest floor of the building..

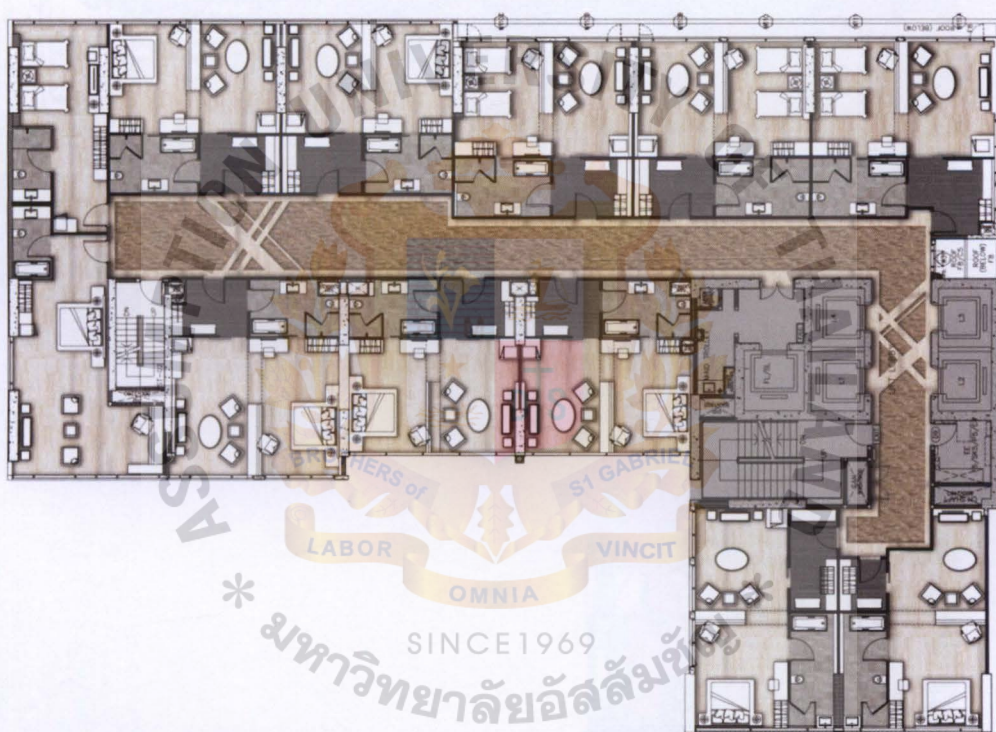


Figure 5.2.3 7th - 25th floor plan

The facility zone is at 25th and 27th floor which including a restaurant at front and Lounge at the back both of them are double space and including of 25th and 27th floor. The pool is on the 27 floor with outdoor seats and Jacuzzi.

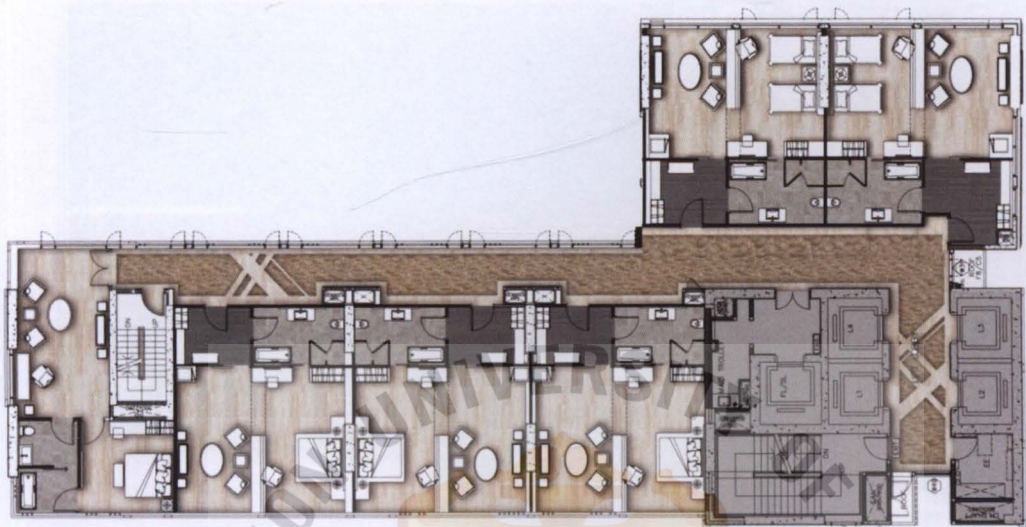


Figure 5.2.4 29th-30th floor plan

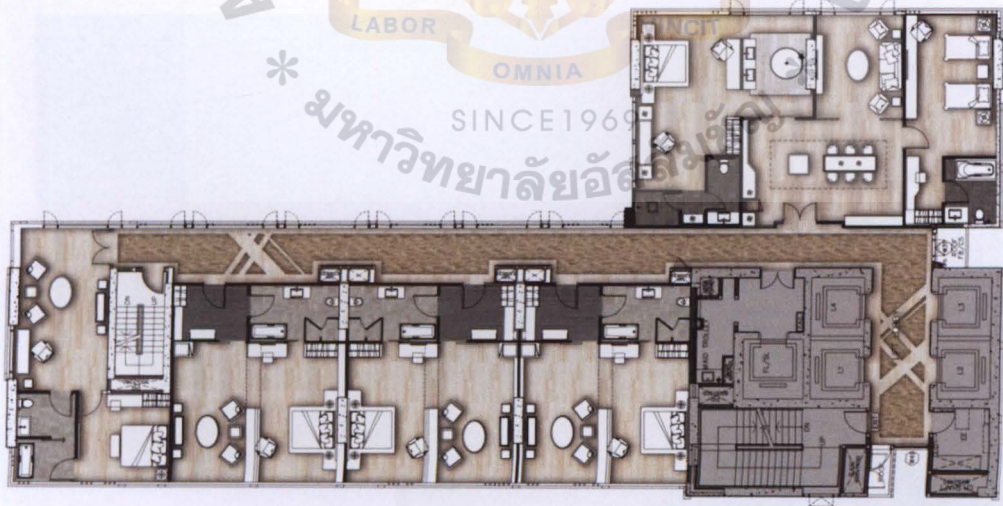


Figure 5.2.5 31st floor plan

The facility zone is on 26th and 27th floor which including of restaurant at front and Lounge at the back, both of them are double space that including of 26th and 27th floor. The pool is on the 27 floor with outdoor seats and Jacuzzi.



Figure 5.2.6 26th floor plan

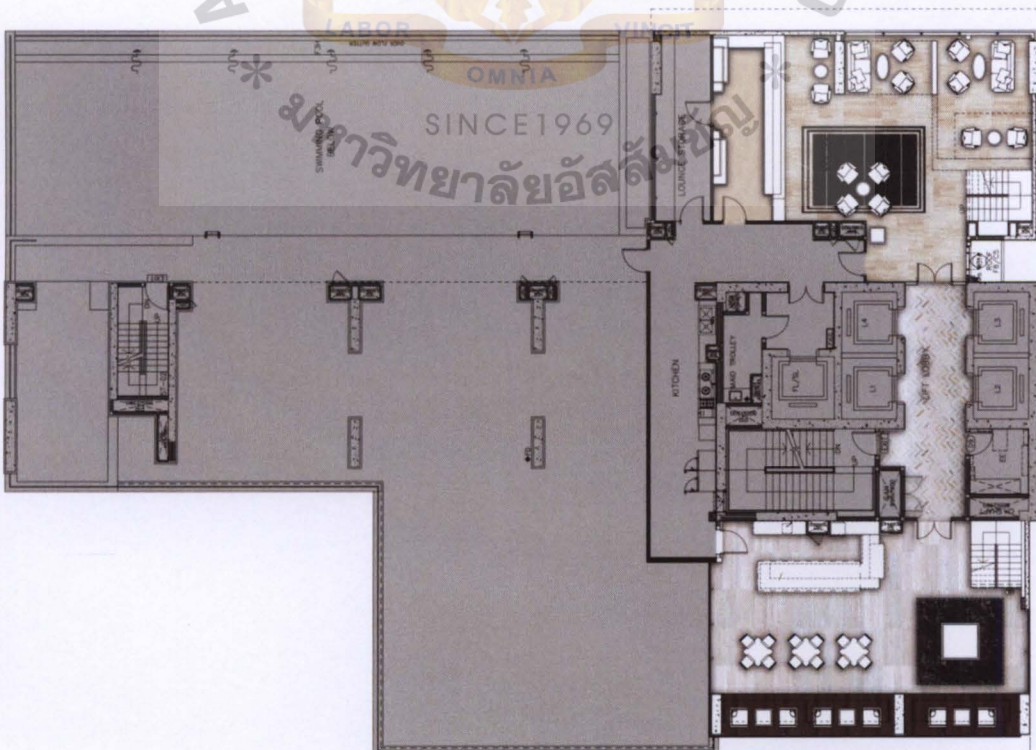


Figure 5.2.7 27th floor plan

Spa is located on 28th floor which including of spa reception ,treatment room,and a VIP treatment room. every treatment rooms have shower box ,massage tables ,and round Jacuzzis.

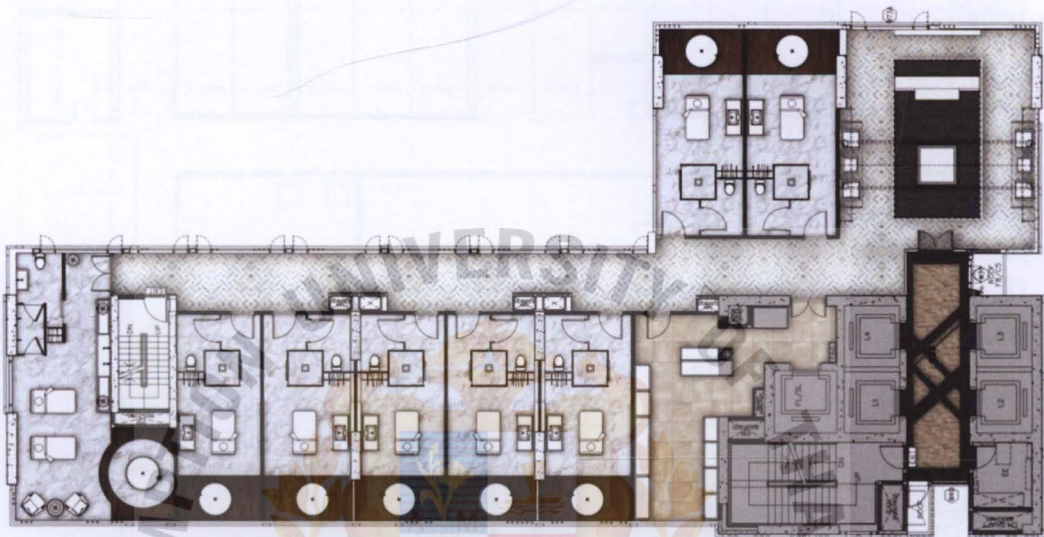


Figure 5.2.8 28th floor plan

* มหาวิทยาลัยอัสสัมชัญ *
SINCE 1969

Planning Design: Reflected Ceiling and Lighting Plan

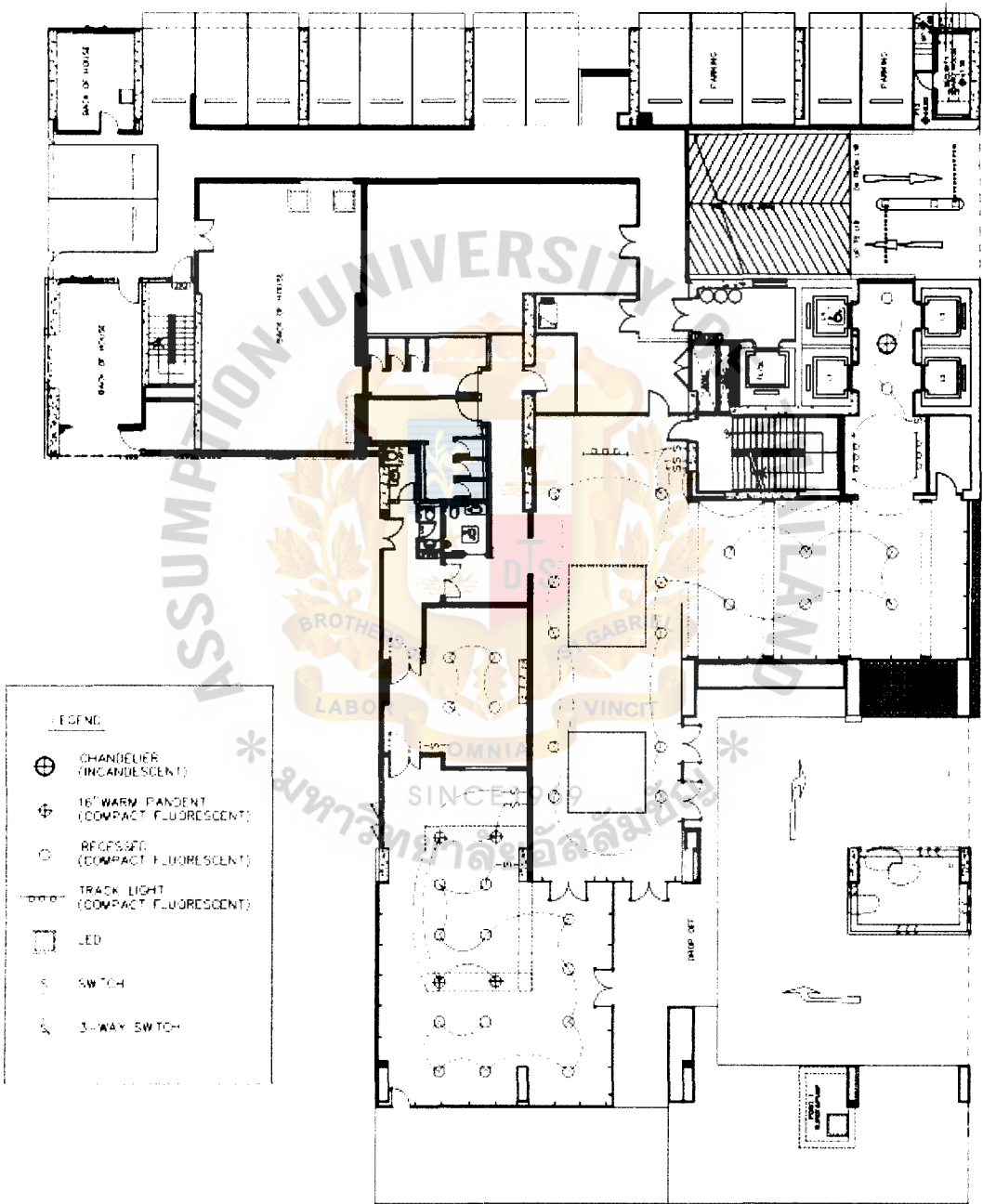


Figure 5.2.9 Reflected Ceiling and Lighting Plan of 1st floor plan

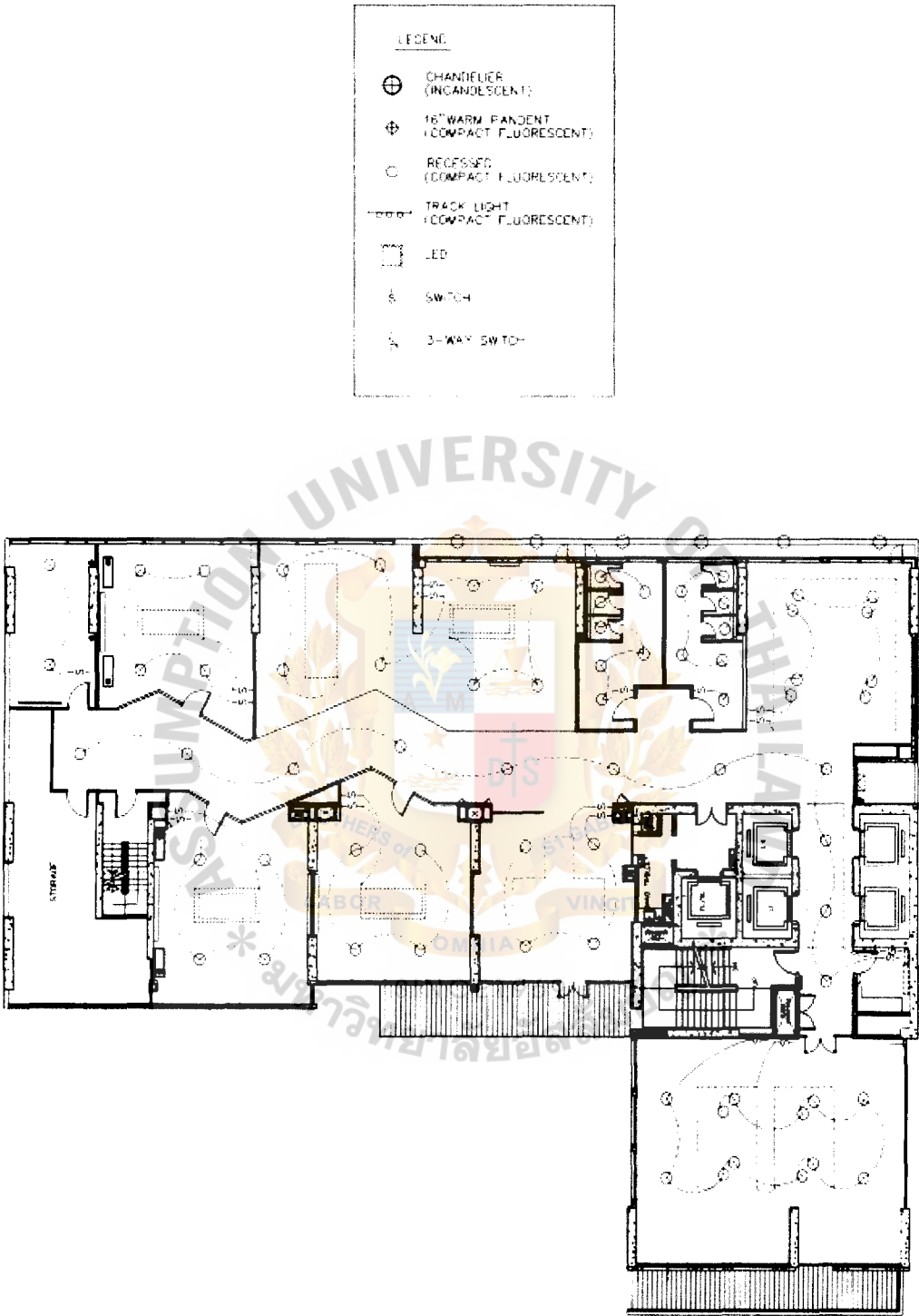


Figure 5.2.10 Reflected Ceiling and Lighting Plan of 6th floor plan

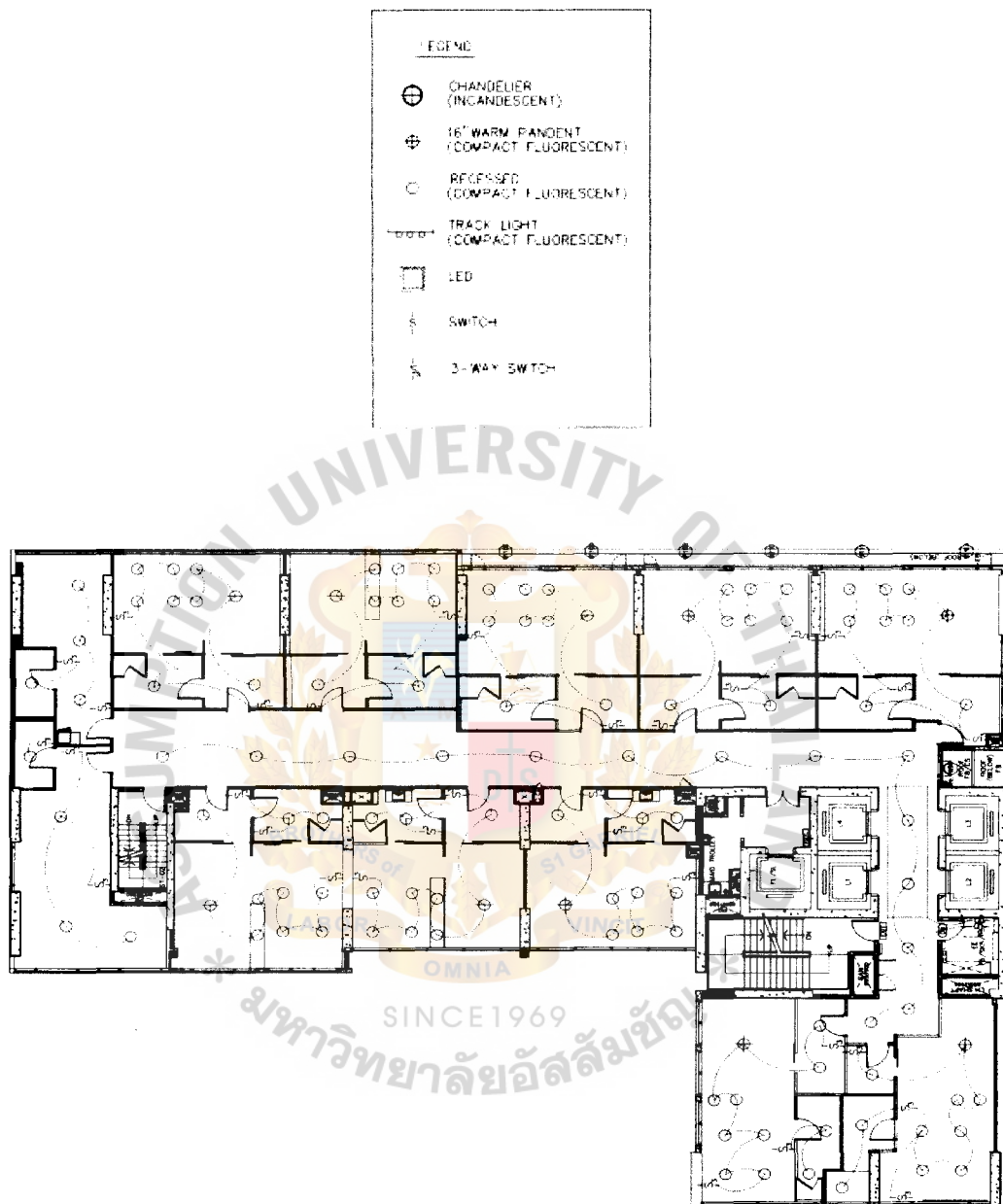


Figure 5.2.11 Reflected Ceiling and Lighting Plan of 7th - 25th floor plan

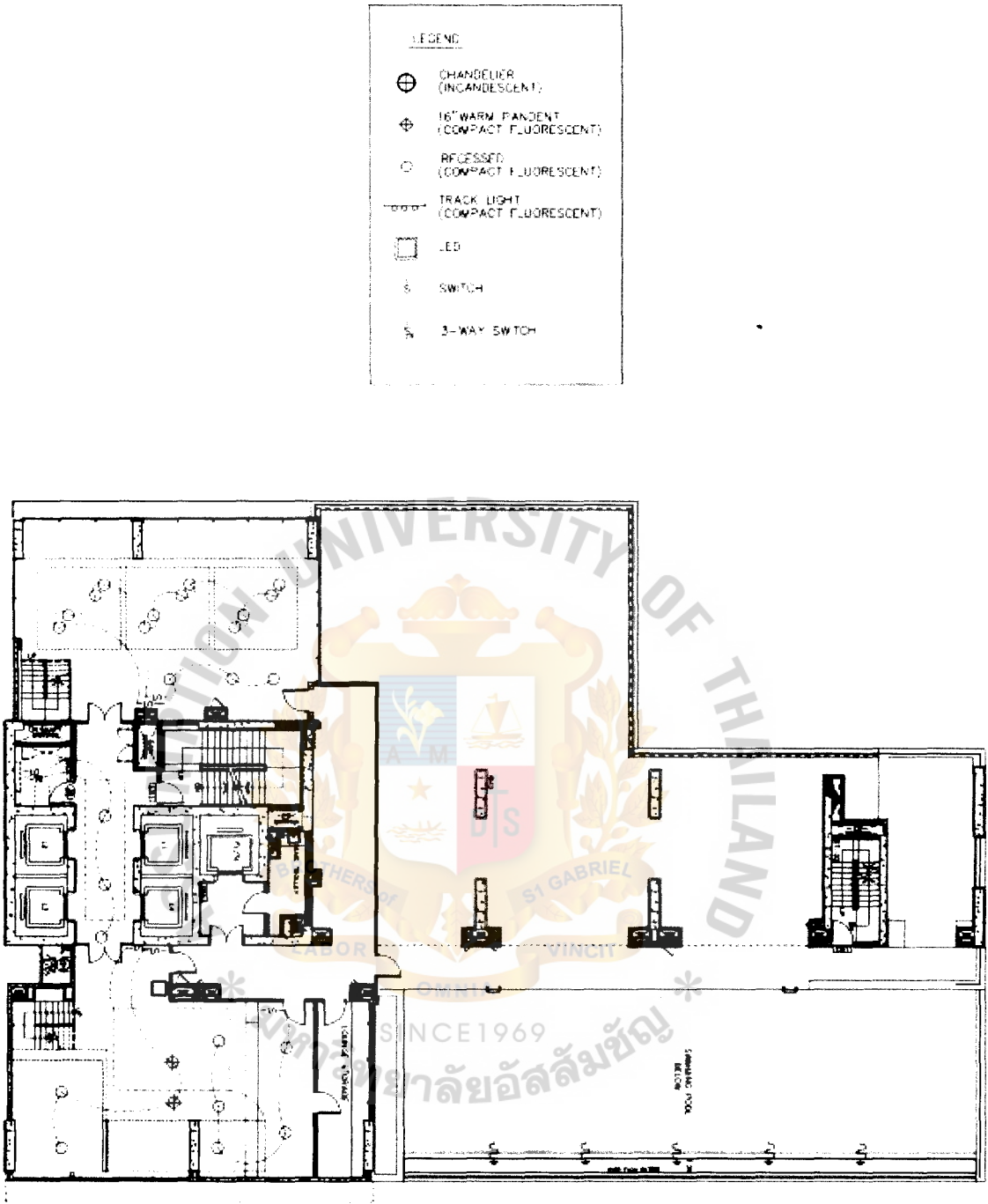


Figure 5.2.12 Reflected Ceiling and Lighting Plan of 26th floor plan

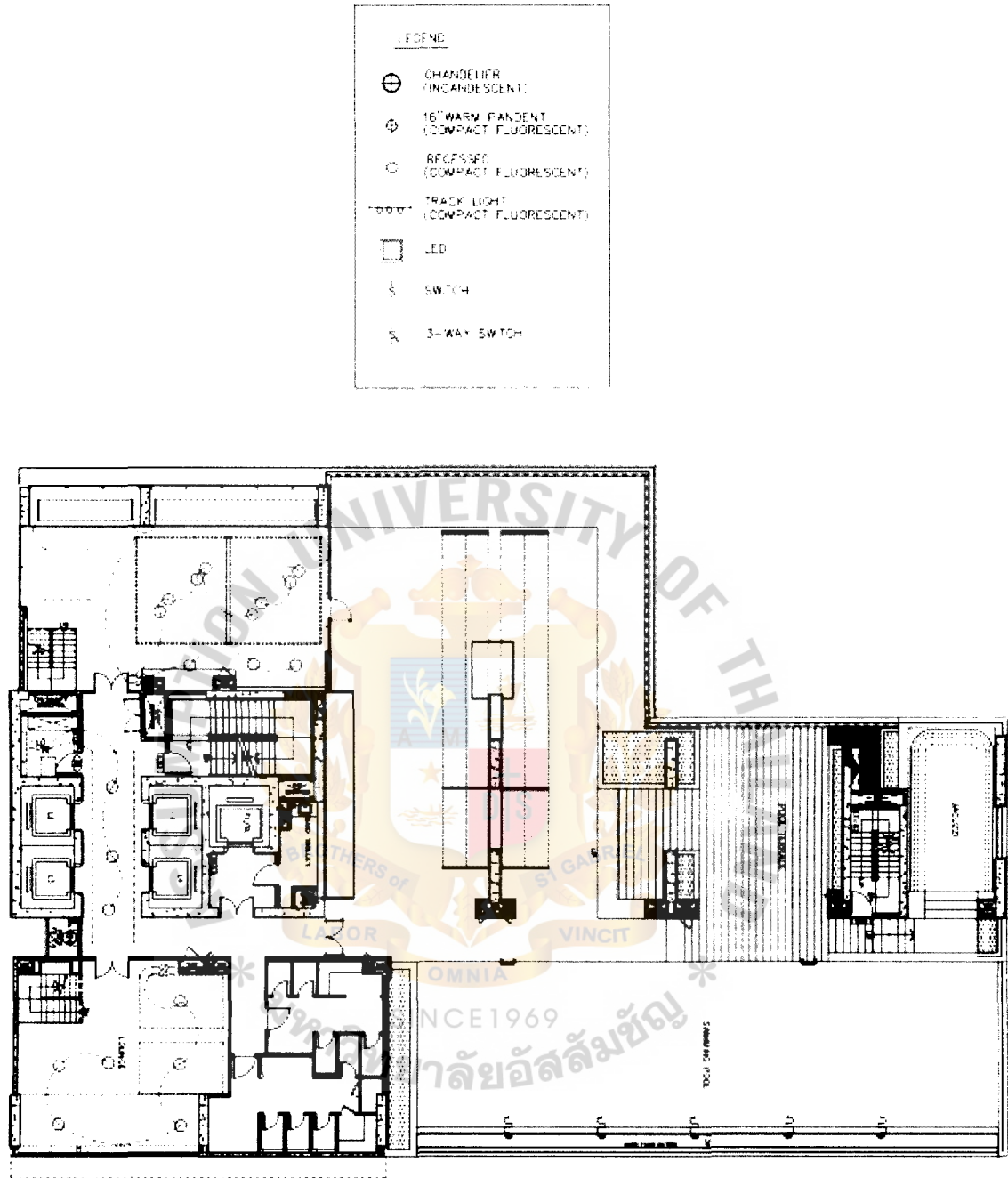


Figure 5.2.13 Reflected Ceiling and Lighting Plan of 27th floor plan

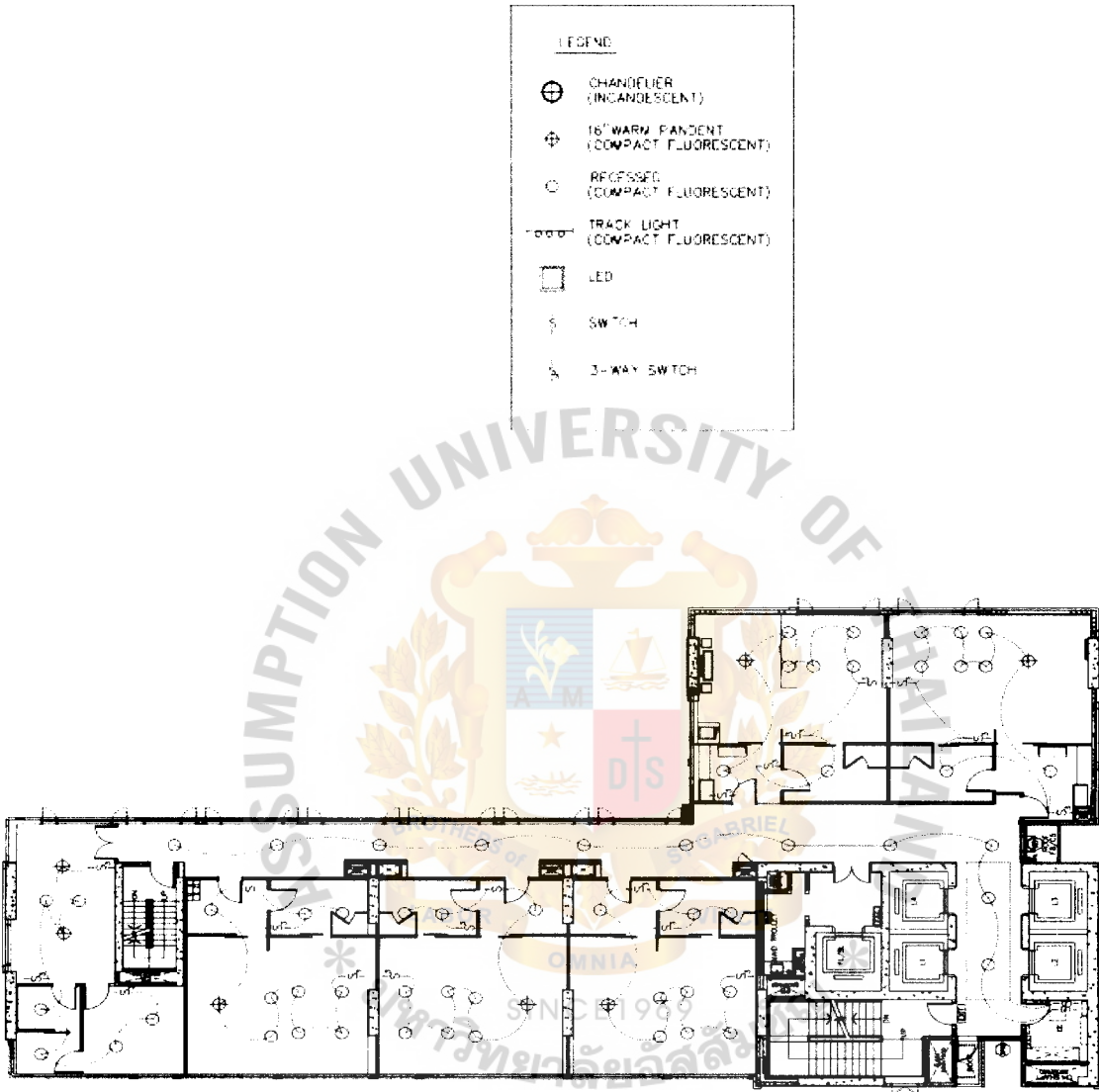


Figure 5.2.14 Reflected Ceiling and Lighting Plan of 29th-30th floor plan

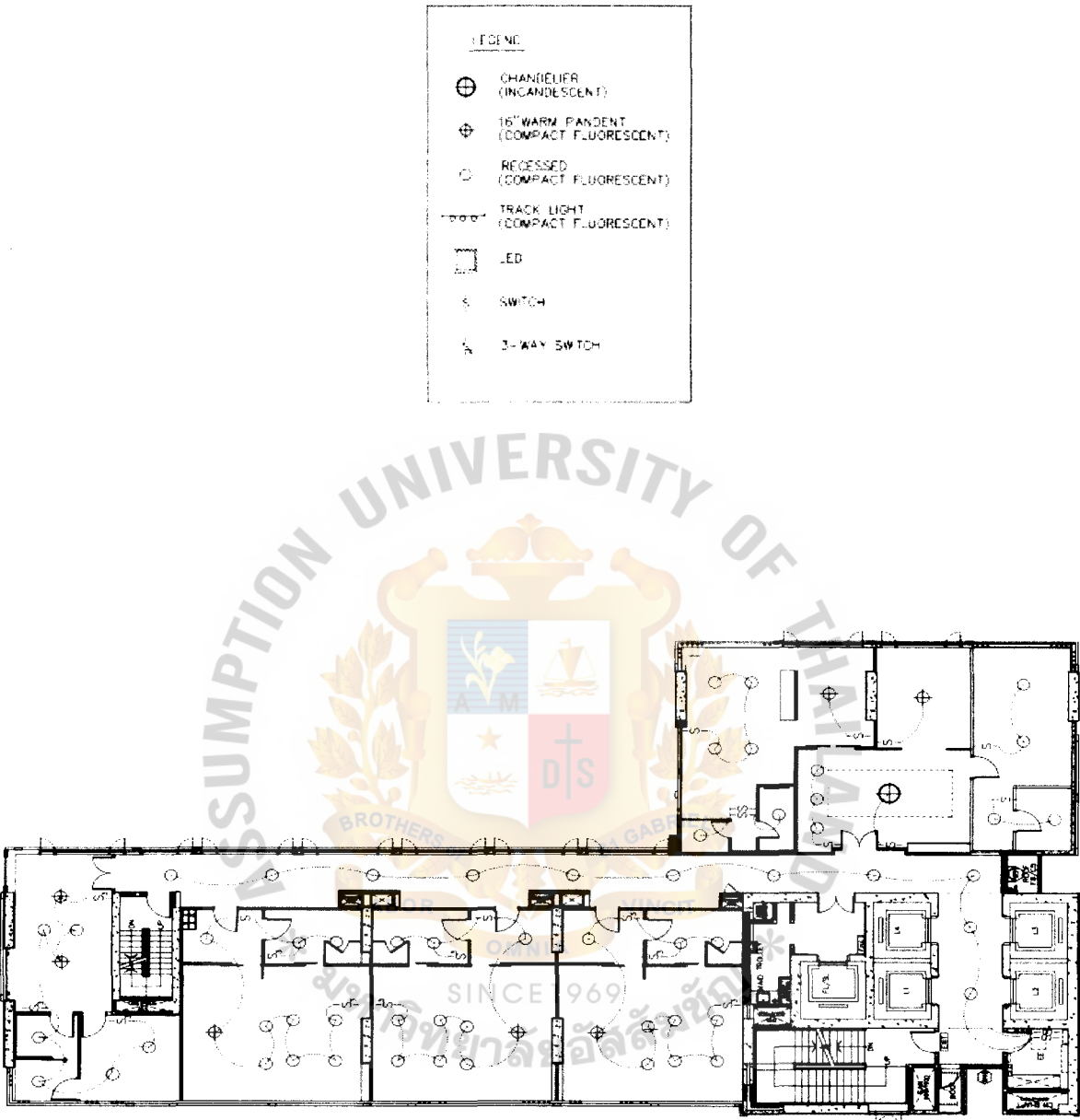


Figure 5.2.15 Reflected Ceiling and Lighting Plan of 31st floor plan

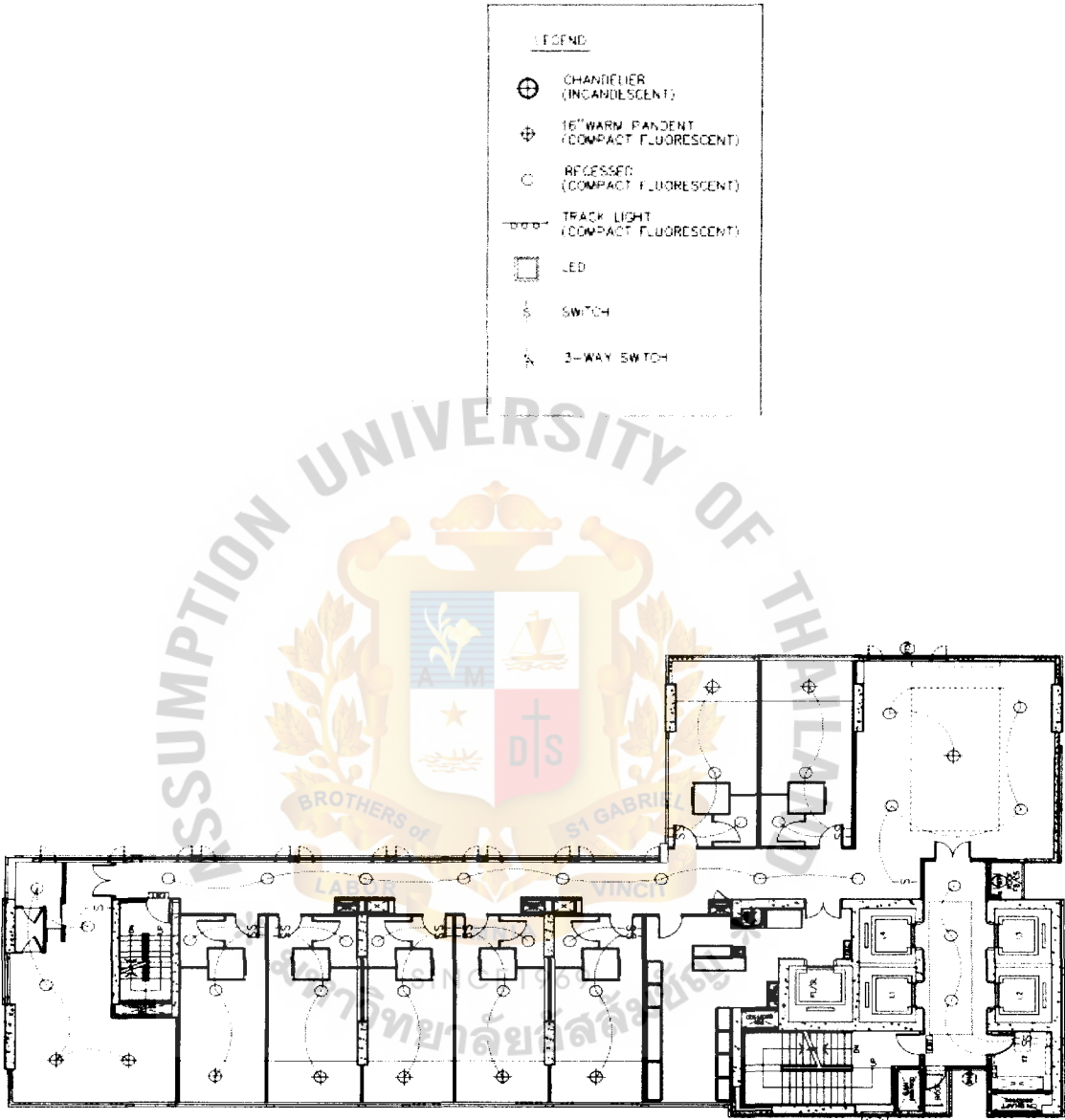


Figure 5.2.16 Reflected Ceiling and Lighting Plan of 28th floor plan

Section Design: Section color rendering



Figure 5.2.17 Section A color rendering

Section Design: Section color rendering



Figure 5.2.18 Section B color rendering

5.2.2 Design Scope Development

□ Lobby

Lobby of Siam Silk Hotel Bangkok located on the 1st floor of the building, Designed with rectangle elements in the effects of interlacing by connect each pieces to others by interlocking and dynamic weaving. Additionally ,the atmospheres of area are come with warm brown tone and warm accent light to reminding of the scheme of earth tone represent the warm hospitality and luxury space so well. Moreover, Most of materials selection are marble, dark wood and reflected metal frame.



Figure 5.2.19 Main Lobby Perspective

□ Business Center

● Business Center Reception

Business Center Reception located on the 6th floor of the building, Designed with rectangle frame in the effects of interlacing by connect each in 90 degree represent the effects of Thai silk weaving machine..Additionally ,the atmospheres of area are come with brown tone and warm accent light in order to reminding of the scheme of earth tone represent the warm hospitality and luxury living. Moreover, Most of materials selection are marble, dark wood and carpet flooring.



Figure 5.2.20 Business Center reception Perspective

● Meeting room

Meeting room located on the 6th floor in the business area zone, Divided into 2 types; seminar room and private meeting room, both designed with rectangle elements and diamond shape. Additionally, the atmospheres of area are come with brown tone and light gray light in order to reminding of the scheme of earth tone represent the formal atmospheres and go along with the whole vision of hotel interior

design. Moreover, Most of materials selection are decoration wall, dark wood, light gray fabric and brown pattern carpet flooring.



Figure 5.2.21 Seminar room Perspective



Figure 5.2.22 Meeting room Perspective

● Workstation

Workstation located on the 6th floor of the building in the area of business center, Providing full facility of business activities .Designed with brown tone with reflected gold trim . Additionally ,the atmospheres of area are come with brown tone and accent light. Therefore,Drop ceiling hiding the architecture lighting and pendant in order to create the appropriate lighting of working .Moreover, Most of materials selection are decoration wall,dark wood and marble.



Figure 5.2.23 Workstation Perspective

□ Restaurant

Restaurant of Siam Silk Hotel Bangkok located on the 26th and 27th floor of the building, the Thai restaurant designed with rectangle metal frame and fabric glass create sense of silk machine connected each frame in 90 degree and wrap the whole double-space in order to create the interlacing space both flooring. Additionally, the atmospheres of area are come with blue tone and warm accent light to remind the luxury space of blue and gold schematic. Moreover, Most of materials selection are marble, dark wood and metal frame.



Figure 5.2.24 Restaurant Perspective

□ Lounge

Lounge of Siam Silk Hotel Bangkok located on the 26th and 27th floor, the wine lounge designed from the characteristic of wine integrate with characteristic of silk. Additionally, the atmospheres of area are come with dark tone and warm accent light to create the space of private and luxury. Moreover, Most of materials selection are marble, dark wood and raw silk.



Figure 5.2.25 Lounge Perspective

□ Spa

● Spa Reception

Spa Reception located on the 28th floor. Designed with the color of gold and red purple to represent the characteristic of the wine spa which is luxury and premium from red wine. In addition, the atmospheres of area are come with red purple tone and warm accent light. Moreover, Most of materials selection are marble tile and metal.

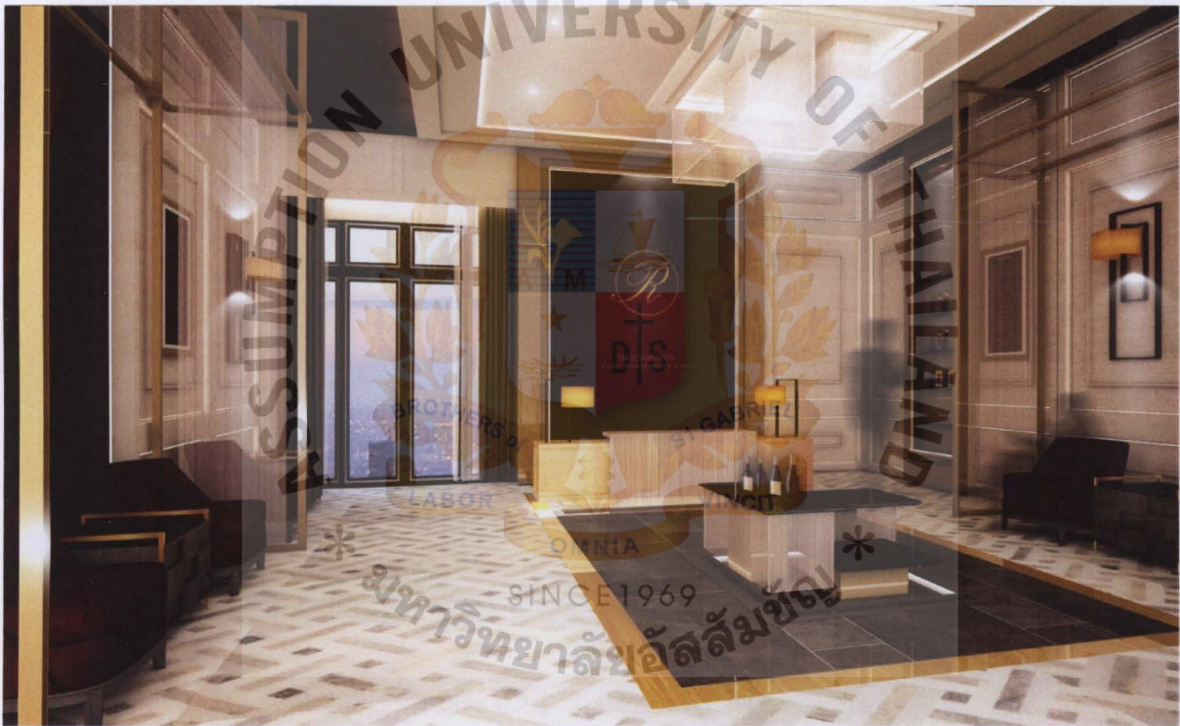


Figure 5.2.26 Spa reception Perspective

● Treatment room

Treatment room located on the spa area, Designed follow the main characteristic from the spa reception by using the dark red purple color for wall cladding and marble tile flooring. In addition, most lighting is in-direct lighting design and architecture lighting design. Moreover, Most of materials selection are metal and marble tile.



Figure 5.2.27 Treatment room Perspective

□ Guestroom

Guestroom of Siam Silk Hotel Bangkok designed from the characteristic of Lifted silk with Thai tone of blue and light brown scheme. The rectangle element create the line run through the space with 90 degree and create working table, head drop and ceiling. Additionally ,the atmospheres of area are come with light tone and warm accent light in order to create the luxury mood living, Loose furniture and build-in furniture are create to support activity of living and rest so well with upholster armchairs and king size bed. Moreover, Most of materials selection are marble, wood and carpet.



Figure 5.2.28 Deluxe guestroom Perspective

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