

4SENSE BOUTIQUE HOTEL

PHANVONG SAITHONG

A THESIS SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF

BACHELOR OF ARCHITECTURE

DEPARTMENT OF INTERIOR ARCHITECTURE
SCHOOL OF ARCHITECTURE AND DESIGN
ASSUMPTION UNIVERSITY

2016

4sense boutique hotel

phanvong saithong

**a thesis submitted in partial
fulfillment of the requirements
for the degree of**

bachelor of architecture

department of interior architecture

school of architecture and design

assumption university

2016



Thesis Approved:

Date Assoc. Prof. Dr. Pralong Phirananda, Dean

Date A. On-La-Or Homsettee, Chairperson

Date A. Nataporn Thipayavatna, Thesis Advisor

4SENSE BOUTIQUE HOTEL

Phanvong Saithong

175 pages

may 8, 2017

The purpose of this project might provide new idea of service to the community. Moreover, the local area life style & characteristics can be bringing into design direction, as it seems to be more potential to attract guest & visitor to get their own experience that they have done by themselves. In addition, Thainess is one of the most interested issues for foreigner visitor

The sense of 4 Thai architecture style will provide the atmosphere to the guests and visitor as well as facilities & function. Guest in Thailand will be perceived each local style in this hotel in many option and receive most comfortable from all facilities that will be given in this hotel.

Therefore, this dissertation describes the process of collecting the principle of design and all requirement toward analyzing, represent the sense of Thai architecture. From all over this research, it can be concluded the significant relationship between each sense of Thai architecture.

Acknowledgements

This is the end of the memorable journey. This project could not have been completed without the support of several important and special peoples. Firstly, thanks to all my family for support me with every help, courage, and lastly hope and love that always with me every single time

Furthermore, i would like to thank to all my thesis advisor, Ajarn Nataporn Thipayavatra for helping and encouraged, and all of her wise comments, knowledge and times. This project would not complete without her support.

Moreover, thanks to all my friend, brother and all of my supporter that helping me through this project.



Table Of Contents	Page
Acknowledgement	i
Table Of Contents	ii
List Of Figures	iii
List Of Tables	iv
Chapter 1: Thesis Introduction	1
1.1 Project Background And Contexts	1
1.2 Study Defined	2
1.3 Thesis Statement	4
1.4 Research Scopes	5
1.5 Design Scopes	6
1.6 Definition Of Terms	7
Chapter 2: Project Type Researches	
2.1 Design Theories And Principles	9
2.2 Literature Searches	19
2.3 Case Studies Analyses	22
2.4 Site Studies	68
2.5 Existing Building Studies	72
2.5.1 Existing Building Systems	74
2.5.2 Existing Building Problems And Solutions	79

Chapter 3: Data Collection

3.1	Human Factors	
3.1.1	Project Organization Chart	81
3.1.2	Target Users	82
3.2	Proposed User Behavior	
3.2.1	User Timing	85
3.2.2	User Behavior & Activities	86
3.2.3	User Circulations	90
3.3	User Physiological Needs And Physical Needs	
3.3.1	Additional Physical Needs	92
3.4	Function And Facility Studies	102
3.5	Aesthetic And Form Studies	110
3.6	Project Specific	118

Chapter 4: Data Syntheses And Programming

4.1	Programming And Area Requirements	
4.1.1	Analysis Programming And Area Requirements	112
4.1.2	Average Programming And Area Requirements	125
4.1.3	Estimated Programming And Area Requirements	126
4.2	Adjacency Studies	
4.2.1	Adjacency Charts	136
4.3	Functional Diagrams And Proposed Zonings	
4.3.1	Functional Diagrams	138
4.3.2	Proposed Zonings	139

Chapter: 5

5.1	Design Concept	
5.1.1	Concept Statement	144
5.1.2	Concept Design Methods	144
5.2	Design Development	
5.2.1	Planning Development	147
5.2.2	Design Scope Development	148
5.3	Final Thesis Presentation	

List Of Figures

Page

Chapter 1: Thesis Introduction

Figure 1.2.1 Ebina House 3

Figure 1.2.2 Ebina House 3

Chapter 2: Project Type Researches

Figure 2.1.4 Hotel Organization Structure 15

Figure 2.4.1 Novotel Marina Bayfront 25

Figure 2.4.2 Site Analysis 26

Figure 2.4.3 Concept 27

Figure 2.4.4 Dinning & Lobby Planning 28

Figure 2.4.5 Facilities Planning 29

Figure 2.4.6 Rooftop Bar Planning 30

Figure 2.4.7 Triple 2 31

Figure 2.4.8 Site Analysis 32

Figure 2.4.9 Nearby Attraction 33

Figure 2.4.10 Sun & Wind 33

Figures 2.4.11 Lobby Area 34

Figure 2.4.12 Circulation 34

Figure 2.4.13 Triple 2 Room Type 35

Figure 2.4.14 Triple 2 Restaurant & Bar 36

Figure 2.4.15 Triple 2 Space Analysis 36

Figure 2.4.16 Dusit D2 38

Figure 2.4.17 Dusit D2 Information's 39

Figure 2.4.18 Nearby Attraction 40

Figure 2.4.19 Sun & Wind Analysis 41

Figure 2.4.20 Deluxe Room 43

Figure 2.4.21 Deluxe Room 43

Figure 2.4.22 D'suite Room 44

Figure 2.4.24 Studio Room 44

Figure 2.4.23 Restaurant Facilities 46

Figure 2.4.26 Bar Facilities 46

Figure 2.4.27 Meeting Room Planning 47

Figure 2.4.28 Runaway Hotel 49

Figure 2.4.27 Runaway Site Analysis	50
Figure 2.4.28 Point Of Interested	51
Figure 2.4.29 Runaway Room Types	53
Figure 2.4.30 Panchalae Resort	55
Figure 2.4.31 Site Analysis	56
Figure 2.4.32 Varanda Suite	57
Figure 2.4.33 Premium Suite	57
Figure 2.4.36 Deluxe Varanda Suite	58
Figure 2.4.37 Owner's Suite	58
Figure 2.4.38 Facilities	60
Figure 2.5.1 Site Studies	62
Figure 2.5.2 Site Approach	62
Figure 2.5.3 Site Surrounding	63
Figure 2.5.4 Sun & Wind Analysis	63
Chapter 3: Data Collection	
Figure 3.6.1 Thai Food Specific	106
Figure 3.6.2 Thai Street Food Vendor	107
Figure 3.6.3 Thai Food Dish	108
Chapter 4: Data Syntheses And Programming	
Chapter 5: Design Solution	
Figure 5.1.2.1 Collage Of Inspiration	135
Figure 5.1.2.2 Concept Development	137
Figure 5.1.2.3 Conceptual Model Development	138
Figure 5.1.2.4 Conceptual Model Analysis	138
Figure 5.2.1.1 Site New Approach	139
Figure 5.2.1.2 1st Floor Layout Plan	140
Figure 5.2.1.3 2nd Floor Layout Plan	141
Figure 5.2.1.4 3rd Floor Layout Plan	141
Figure 5.2.1.5 4th Floor Layout Plan	142
Figure 5.2.1.6 5th Floor Layout Plan	142
Figure 5.2.1.6 5th Floor Layout Plan	143
Figure 5.2.1.8 7th To 14th Floor Layout Plan	143
Figure 5.2.1.9 15th Floor Layout Plan	144

Figure 5.3.1.1 Exterior Perspective	145
Figure 5.3.1.2 Market Area	145
Figure 5.3.1.3 Market Area	146
Figure 5.3.1.4 Drop Off Area	146
Figure 5.3.1.5 All Day Dining Area	147
Figure 5.3.1.6 All Day Dining Area	147
Figure 5.3.1.7 Lobby Area	148
Figure 5.3.1.8 Deluxe Room Type	148
Figure 5.3.1.9 Deluxe Room Toilet	149
Figure 5.3.1.10 Superior Room Type	150
Figure 5.3.1.11 Superior Room Toilet	150
Figure 5.3.1.12 Indoor Rooftop Bar	151
Figure 5.3.1.13 Semi Outdoor Rooftop Bar	151
Figure 5.3.1.14 Semi Outdoor Rooftop Bar	152
Figure 5.3.1.15 Semi Outdoor Rooftop Bar	152
Figure 5.3.2.1 Presentation Page 1	153
Figure 5.3.2.1 Presentation Page 2	154
Figure 5.3.2.3 Presentation Page 3	155
Figure 5.3.2.4 Presentation Page 4	156



List Of Tables

Page

Chapter 1: Thesis Introduction

Chapter 2: Project Type Researches

Table 2.5.1 First Floor Plan 64

Table 2.5.2 Guest Room 64

Table 2.5.3 Guest Room 65

Table 2.5.4 Room Type 65

Table 2.5.5 Room Type 65

Table 2.5.6 Room Type 66

Chapter 3: Data Collections

Table 3.1.1 Organization Charts 69

Table 3.1.2.1 Target User 70

Table 3.1.2.2 Target User 70

Table 3.2.1.1 User Timing 72

Table 3.2.2.1 User Behavior Lobby 73

Table 3.2.2.2 User Behavior Workshop 73

Table 3.2.2.3 User Behavior Multi-Function 73

Table 3.2.2.4 User Behavior All Day Dinning 74

Table 3.2.2.5 User Behavior Swimming Pool 74

Table 3.2.2.6 User Behavior Fitness & Spa 75

Table 3.2.2.7 User Behavior Guest Room 75

Table 3.2.2.8 User Behavior Rooftop Bar 76

Table 3.2.2.9 User Behavior Back Of House 76

Table 3.2.3.1 User Circulation Guest 79

Table 3.2.3.2 User Circulation Visitor 89

Table 3.2.3.3 User Circulation Administrative Officer 80

Table 3.2.3.4 User Circulation Service Staff 80

Table 3.3.1.1 Lobby & Lobby Lounge Physical Needs 81

Table 3.3.1.2 Workshop Physical Needs 82

Table 3.3.1.3 Multi-Functions Physical Needs 83

Table 3.3.1.4 Café Physical Needs 84

Table 3.3.1.5 All Day Dinning Physical Needs 85

Table 3.3.1.6 Spa & Fitness Physical Needs	86
Table 3.3.1.7 Accommodation Physical Needs	87
Table 3.3.1.8 Rooftop Bar Physical Needs	88
Table 3.3.1.9 Back Of House Physical Needs	89
Table 3.3.2.1 Psychological Needs	90
Table 3.3.2.3 Psychological Needs	91
Table 3.4.1 Lobby Facilities And Equipment Studies	92
Table 3.4.2 Workshop Facilities And Equipment Studies	93
Table 3.4.3 Multi-Function Facilities And Equipment Studies	94
Table 3.4.4 Café Facilities And Equipment Studies	95
Table 3.4.5 All Day Dining Facilities And Equipment Studies	96
Table 3.4.6 Swimming Pools Facilities And Equipment Studies	97
Table 3.4.7 Fitness Facilities And Equipment Studies	98
Table 3.4.8 Guest Room Facilities And Equipment Studies	98
Table 3.4.9 Rooftop Bar Facilities And Equipment Studies	99
Table 3.4.9 Back Of House Facilities And Equipment Studies	100
Table 3.6.1 Kitchen Dimension	109
Table 3.6.2 Kitchen Dimension	110
Table 3.6.3 Street Cart Vendor	110
Chapter 4: Data Syntheses And Programming	
Table 4.1.1.1 Case Study 1 Area Requirements	112
Table 4.1.1.2 Case Study 2 Area Requirements	113
Table 4.1.1.3 Case Study 3 Area Requirements	114
Table 4.1.2.1 Case Study 4 Area Requirements	115
Table 4.1.3.1 Estimated Programming And Area Requirements	116
Table 4.1.3.2 Lobby Area Requirements	117
Table 4.1.3.3 Workshop Area Requirements	118
Table 4.1.3.4 Multi-Function Area Requirements	119
Table 4.1.3.5 All Day Dining Area Requirements	120
Table 4.1.3.6 Swimming Pool Area Requirements	121
Table 4.1.3.7 Fitness Area Requirements	122
Table 4.1.3.8 Back Of House Area Requirements	123
Table 4.1.3.9 Guest Area Requirements	124
Table 4.1.3.10 Lounge & Café Area Requirements	125

Table 4.2.1.1 Adjacency Charts	126
Table 4.2.1.2 Bubble Diagram	127
Table 4.3.1.1 Functional Diagram	128
Table 4.3.2.1 1 st Floor Market Area & Drop Off	129
Table 4.3.2.2 2 nd Floor Market Area & Café	129
Table 4.3.2.3 3 rd Floor M&E & Back Of House	130
Table 4.3.2.4 4 th Floor Fitness Swimming & Playground	130
Table 4.3.2.5 5th Floor All Day Dinning	131
Table 4.3.2.6 6th Floor Lobby & Lobby Lounge	131
Table 4.3.2.7 7th Floor Guest Room	132
Table 4.3.2.8 8 th Floor Rooftop Bar	132
Chapter 5: Design Solution	





CHAPTER 1: THESIS INTRODUCTION

Chapter 1: Thesis introduction

- 1.1 Project Background
- 1.2 Study Defined
- 1.3 Thesis Statement
- 1.4 Research Scope
- 1.5 Design Scope
- 1.6 Definition of Terms



Chapter 1: Thesis Introduction

1.1 Project Backgrounds

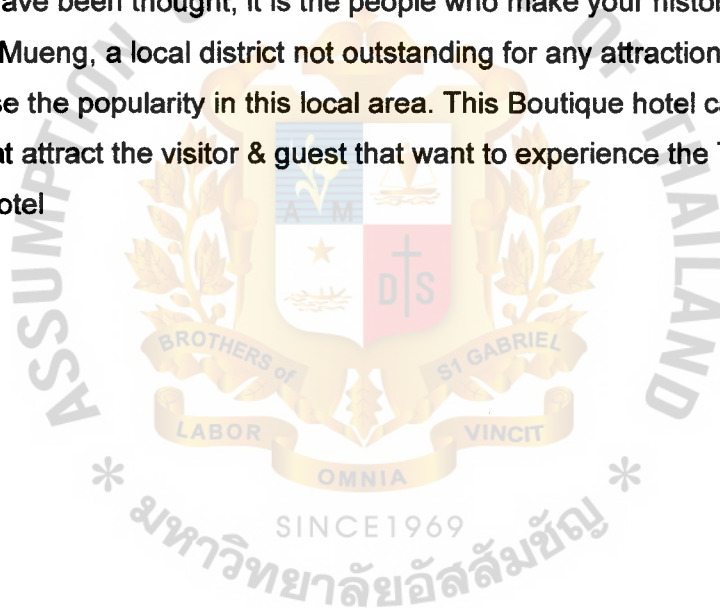
A boutique hotel is an intimate, design-led property which distinguishes itself from larger chain/branded hotels by providing guests with ultra-personalized service and accommodation. But more than that, there's a unique set of characteristics that define a boutique hotel.

This boutique hotel is an ivory high-rise building on a tranquil, tree-lined street; this boutique hotel is 4 km from the Wat Prasri temple, 9 km from the Museum of Contemporary Art Bangkok and 13 km from the Central Plaza Cahaengwattana shopping center.

"TIME DOES NOT MAKE HISTORY.... PEOPLE DO"

One of the quote from the boutique hotel, as it said time does not defined what you have been thought; it is the people who make your history worth.

Don Mueng, a local district not outstanding for any attraction but this project will increase the popularity in this local area. This Boutique hotel can be point of interest that attract the visitor & guest that want to experience the Thai region in this boutique hotel



1.2 Study Defined

Don Mueng currently seems not familiar with services called “BOUTIQUE HOTEL”. The purpose of this project might provide new idea of service to the community. Moreover, the local area life style & characteristics can be bringing into design direction, to attract guest & visitor to get their own experience that they have to done by themselves.



1. Site picture



Figure 1.2.1 Existing site



Figure 1.2.2 Existing Building

1.3 Thesis Statement

The sense of Thai local element will provide the atmosphere to the guests and visitor as well as facilities & function. Guest and visitor in Thailand will perceived the Thai local element in this boutique hotel as experience and receive most comfortable from all facilities that will be provide in this hotel.



1.4 Research Scope

The design has to meet the answer of the guests that prefer to experience of boutique hotel. This boutique hotel will provide the feeling and scent of Thai people and style.

1.4.1 To study the principle of boutique hotel function & design

1.4.2 To study the characteristic of hotel's user & guest

1.5 Design scope

1. Drop off
2. Workshop
3. Market Area
4. Café
5. All day dining
6. Swimming pool
7. Spa & fitness
8. Guest room
 - Suite room
 - Deluxe room
 - Superior room
9. Rooftop bar
10. Back of house

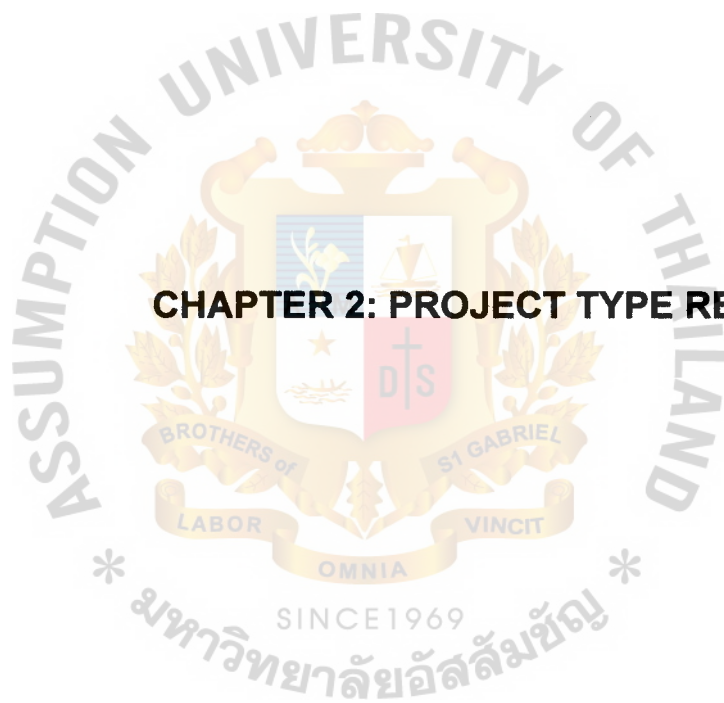


1.6 Definition of terms

- **Market Area:** To bring up the local market area into site
- **Workshop:** Teaching guest to know how to make local food, dessert, Est.
- **Boutique hotel:** Boutique hotels are characterized by their intimate atmosphere and idiosyncratic style. They distinguish themselves from larger chain hotels by offering personalized attention and styled accommodations which play on a motif. ¹



¹ <http://www.covingtontravel.com/2016/02/9-characteristics-of-boutique-hotels/>



CHAPTER 2: PROJECT TYPE RESEARCHES

Chapter 2: Review of Relevant Literatures

2.1 Literature Searches

2.2 Design Theories and Principles

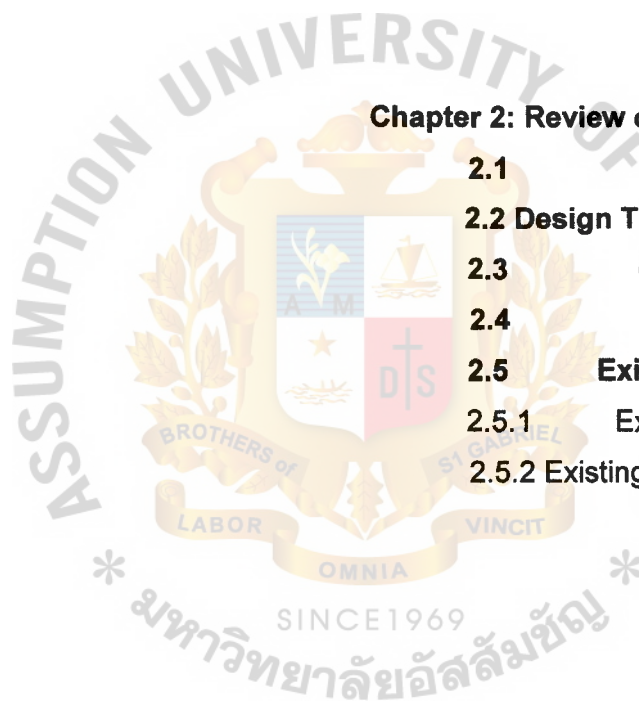
2.3 Case Studies Analysis

2.4 Site Studies

2.5 Existing Building Studies

2.5.1 Existing Building Systems

2.5.2 Existing Problem and Solutions



Chapter 2: Review of Relevant Literatures

2.1 Literature Searches

2.1.1 Thai region

Thailand is an enchanting Buddhist Kingdom with a unique past. As a more detailed background to your holiday in Thailand, this page aims to give further details on the Kingdom as a whole, and more specifically on the Northeast of the country, where Gecko Villa, your vacation house, is situated.

Thailand: facts

Area: 514,000 sq. km

Provinces: 77

Land boundaries: total: 4,863 km

Bordering countries: Burma 1,800 km, Cambodia 803 km, Laos 1,754 km, Malaysia 506 km

Languages: Thai, English (secondary language of the elite), ethnic and regional dialects

Ethnic groups: Thai 75%, Chinese 14%, other 11%

Religions: Buddhism 95%, Muslim 3.8%, Christianity 0.5%, Hinduism 0.1%, other 0.6% (1991)

Capital: Bangkok

Head of State: King Bhumibol Adulyadej (Rama IX)

Government type: Constitutional monarchy

Time zone: GMT/UTC + 7

The basic monetary unit in Thailand is the Baht which is divided into 100 satang. The following coins and notes are currently in use; coins: 1, 2, 5, and 10. Bill notes: 20, 50, 100, 500 and 1,000 Baht.

Thailand has a tropical climate with three seasons; hot (March to May), Green (June to October) and Cool (November to February). Average temperatures are 82 F, ranging, for example, in Bangkok, from 95 F in April, to 63 F in December.

2.2 Design Theory and Design principle

2.2.1 Characteristic of boutique hotels

"Boutique hotels are characterized by their intimate atmosphere and idiosyncratic style. They distinguish themselves from larger chain hotels by offering personalized attention and styled accommodations which play on a motif." – USA Today While there is no strict definition of a boutique hotel, the genre does tend to have some common features.

Here are nine characteristics of boutique hotels:

1. **Size** — Boutique hotels are typically, with 10 to 100 rooms. They are intimate in scale creating the ambiance of being a personal guest in a private home, rather than just a hotel occupant.
2. **Individuality** — Properties have a distinctive vibe and never the "cookie cutter" feel of being one in a series.
3. **Design** — The architecture and interior design of a boutique hotel is as unique as its operations, but always upscale and often combining historic details with chic elegance. The lines may be sleek and contemporary or quaint and homey – or even an artistic amalgamation. Boutique hotels convey a progressively forward style with fastidious décor.
4. **Character** — Boutique hotels usually have an eccentric personality. They are fun and funky, trendy and offbeat. Their quirky sense of humor might be exhibited through creative guest offerings.
5. **Location** — Again, there is no hard rule, but many boutique hotels are located in the most hip and fashionable urban areas. You'll find them in lively, up-and-coming sections – they may well be one of the factors in the area's rejuvenation – and high-end residential neighborhoods that are away from the crowds, but convenient to city highlights. Trendy boutique hotels are also found in resort areas, generally well hidden from the main tourist throng.
6. **Culture** — As an extension of the unique personality of each property, boutique hotels often celebrate the local flavor with a strong sense of place by incorporating locally-sourced materials and reflecting the locations heritage through color and art. Themed boutique hotels build the entire guest experience, from décor to services, around a particular subject such as art, fashion or sports.

7. **Service** – Highly personalized service is a hallmark of boutique hotels. Staff will know your name on the first day of your stay. Providing bespoke luxury amenities such as an extensive pillow menu and custom toiletries, as well as offering sumptuous spa services creates a very high-quality, individualized experience.
8. **Gastronomy** – Like everything else about boutique hotels, their restaurants and bars tend to be hip, trendy and locally-sourced. High quality, authentic cuisine, and comfortable cocktail atmospheres make these dining and drinking spots popular with locals as well as guests.
9. **Clientele** – The types of travelers who are attracted to boutique hotels are as individual as the hotels themselves and tend to be just as hip. Guests from Millennials to Boomers who enjoy creative design, quirky character, and luxurious service will be right at home in boutique hotels.

2.2.2 Boutique Types

Modern boutique hotel is uniquely themed rooms envelope guests in wonderfully weird decoration and memorable design touches such as levitating beds, bathtubs suspended in the air, and starlit skies.

Historic boutique hotels are combine old-world charm and unique period features with modern comforts, while still retaining the magic and grandeur of the past. True to their heritage, they typically have a strong sense of place and offer high-quality authentic cuisine and rooms that take you on a journey through history, coupled with the warmth and comfort of a private home.

Rustic boutique hotels have sprung up, giving a new meaning to rural accommodation.

low-cost boutique chic Boutique hotels can also be grouped into luxury, mid-range, and budget accommodation.

luxury boutique hotels welcome their guests with remarkable features such as haute couture styling, spectacular cave suites, skylights over the showers, or awe-inspiring infinity pools.

themed boutique hotels These establishments often choose one theme and build their services and décor around it, but they can also offer individually themed rooms in order to provide visitors with a distinct experience each time.

2.2.3 Boutique Room types

- Standard Room
- Superior Room
- Deluxe Room
- Executive Room

2.2.4 Hotel Organization Structure

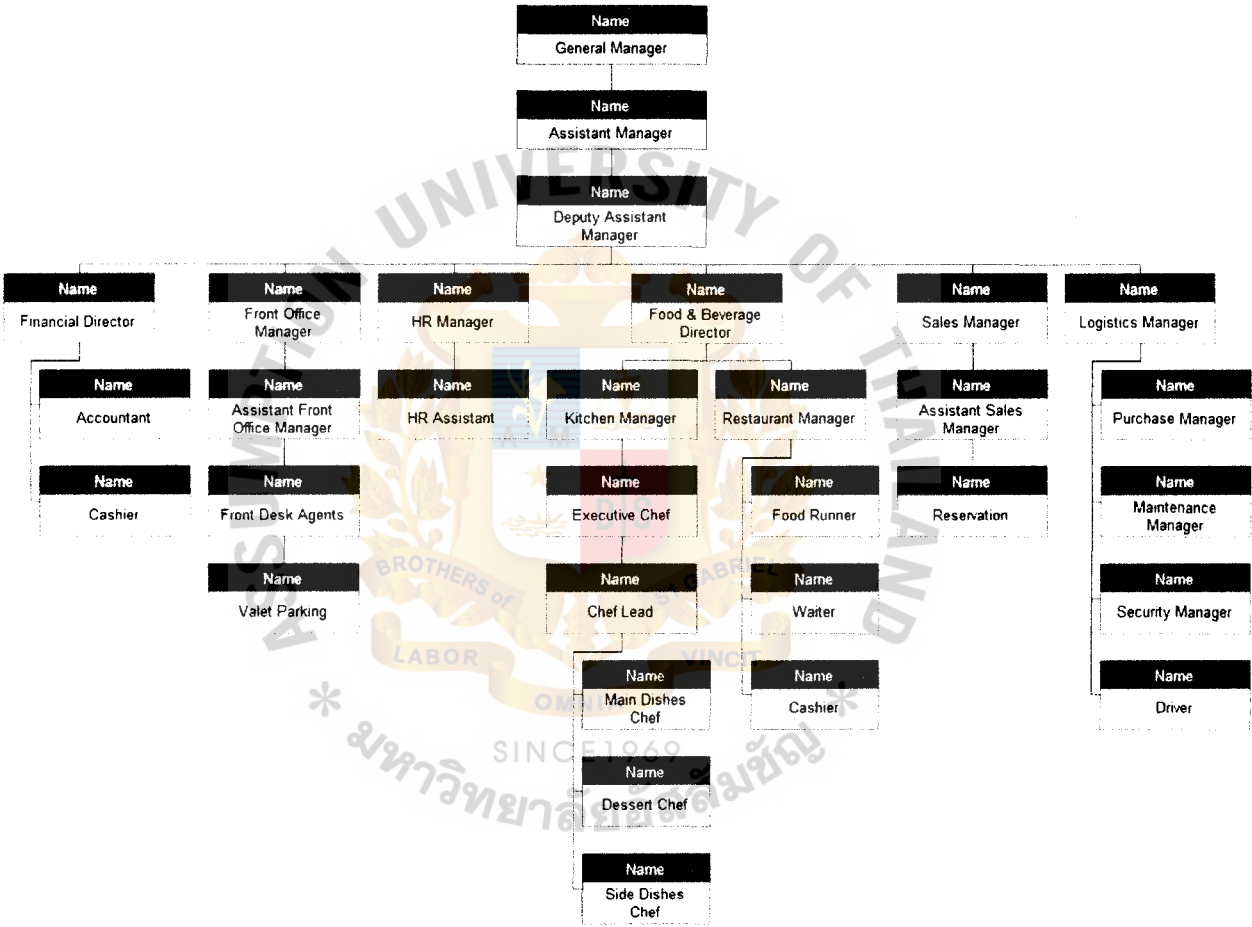


Figure 2.1.4 Hotel Organization Structure

^{2 3} Siemens. Hotel and restaurant lighting. Retrieve from <http://w3.siemens.com/market-specific/global/en/hospitality/turnkey-solutions/lighting/pages/lighting.aspx>

Financial

The financial department's role is to record financial transactions, prepare and interpret financial statements, and deal with cost accounting and cost control.

Front Office

The front office (room management) department handles customer service including front desk service, reservation, laundry, concierge, telephone, and housekeeping service. A hotel's front office is where guests are greeted when they arrive, where they get registered and assigned to a room, and where they check out. It's almost the most important department as it often offers contact with customers.

Human Resources

The human resources department is given the responsibility to handle employee recruitment, arrange staff training, make promotion and disciplinary decisions, and check staff attendance.



Food & Beverage

The food and beverage department is responsible for all of the dining rooms, restaurants, bars, kitchen, clean up services, etc. Here we basically divide F/B department into two parts: kitchen and restaurant. Kitchen department is responsible for food preparation including main food, dessert, side food, and beverage. Restaurant department 's role is to provide dining room operation, waiter service, food runner, and clean up service.

Sales

The responsibility for sales department is to sell the hotel facilities and services to individuals and groups. They sell rooms, food, beverage or special service such as massage and laundry to potential customers through advertising or direct contacts.

Logistics

The logistics department is responsible for tracking for daily supplies, purchasing appliances, and keeping security.³

³ ² orgcharting. hotel organizational chart. retrieve from <http://www.orgcharting.com/hotel-organizational-chart/>

2.2.5 Hotel Lighting⁴

Benefit from greater satisfaction among your guests, lower lighting costs and reduced maintenance. Hotels need different types of lighting to create the right atmosphere for various purposes: Inviting reception areas, restaurants with an intimate atmosphere, warm but functional bedrooms, professionally equipped conference rooms, sophisticated bars, relaxing wellness areas and energizing fitness suites. OSRAM can provide you with a complete range of products to meet all your lighting needs – right down to the finest detail.

Individualized lighting solutions

Individual choice of mood is the new trend in lighting. Hotels are looking to use lighting to create a pleasant atmosphere but need guidance so they can find the right lamps among the many offered. OSRAM has translated the lighting desires into different solutions.

Mood / Atmosphere Lighting

Functional lighting needs to make guests feel both comfortable and relaxed, by providing good visibility without glare. Lighting should help give structure to a foyer or entrance hall, and distinguish active zones from rest areas. Prevent direct glare by positioning lamps out of natural sight-lines and avoid reflected glare from shiny surfaces such as glass tables with diffusers. The pin-based compact fluorescent OSRAM DULUX ® is well-suited to these large areas, providing good energy efficiency and a lamp life of up to 10,000 hours.

Mood / Atmosphere Lighting

A guest's personal space needs to convey ambience and comfort, avoiding glare from excessively bright lights or any deep shadows. Achieving this requires an illumination with warm light colors, such as those in the new halogen energy saver range LED lamps and modules with tier fresh and saturated colors play an important role to create atmospheric lighting. A new trend is emerging by using DALI control systems to enable guests to control the lighting within different zones to suit individual needs when watching TV,

⁴ ³ Siemens. Hotel and restaurant lighting. Retrieve from <http://w3.siemens.com/market-specific/global/en/hospitality/turnkey-solutions/lighting/pages/lighting.aspx>

reading, dressing or resting. Generally, restaurant lighting should be low-key but note that the 'observer principle' applies; that is, people prefer active areas to be cast in a brighter light than themselves. This means that the surface of the table should be lit more brightly than the surroundings, although people should still be able to see each other clearly.

Conference Lighting

In meeting and conference rooms, light needs to be variable, catering for a range of different activities. At the same time, avoid too much light falling in one plane – which can happen where narrow angle ceiling luminaires produce intense light. Care needs to be taken that the entire room is illuminated, including the walls and ceiling. Create professionally equipped, versatile conference suites with pre-programmable lighting effects, made possible with DALI control systems, such as the easy to control.

Feature lighting

Intensify the effect of underwater lighting by lowering the brightness of the surroundings, using the surface of the water to produce decorative reflections. Pools with glass walls appear more spacious at night if the garden areas outdoors are illuminated. LED with integrated lens optics enable you to create a kaleidoscope of directional color: Splashing patterns and textures of flooding color across large surfaces such as walls, columns or arches, either internally or externally.

LINEARLIGHT DRAGON n white or RGB wall washing effects is a perfect match for this purpose.

Outdoor lighting

The façade is the business card of a building. Accurate lighting is essential for the ambient of a hotel or restaurant at night – whether grievous or small, modern or ancient, glamorous or indigenous. There's a challenge to excite the attention and interests of potential guests and to differ from the other buildings, particularly other "houses" at your location. Individual low energy consuming LED solutions combine extraordinary lighting effects with energy saving. Adjust your façade-lighting to the various styles of architecture.

Emergency Lighting⁵

Emergency lighting is part of the fire safety provision of a building and cannot be ignored: as noted by the Industry Committee for Emergency Lighting (ICEL), which is the foremost UK authority on emergency lighting and provides third party accreditation for components and products for emergency light fittings under the auspices of the Lighting Industry Association (LIA)



^{5 4} Safelincs. Introduction to Emergency Lighting. Retrieve from <http://www.safelincs.co.uk/introduction-to-emergency-lighting/>

2.2.6 Technical Specification of the Room

Electrical sockets

Sockets should be located so as to allow the most appropriate positioning of equipment and lighting using the shortest possible electrical wired length. Wiring cables of connected devices will be discretely and nearly arranged. Some easily accessible sockets should be available permanently for use by guests. The corresponding voltage should be indicated next to each plug. The protection in all room against direct and indirect contact in the mains will be in phases, so that a failure in one phase won't affect more than one third of the mains. The bathrooms must have waterproof outlet.

Air-conditioning

Air-conditioning is mandatory. Depending on local climate, free-cooling pretreated air must be installed.

The fan-coils will be installed above the false ceiling in the corridor and flow of air will be transmitted through its panels. The mechanism should be fitted so as to allow the installation of a silencing imposing system. It should have a 3-way valve. Room temperature and ventilation control will preferably be regulated with an individual thermostat easily reachable (height 150 cm)

The switching on/off will not be connected to the general mains switch. It is advisable that the temperature is programmed and controlled by Front Desk with a Room Management System.

Windows and doors will be fitted with a sensor which will disconnect the heating/air-conditioning when they opened.

To save energy, room temperatures should range between: winter 21-24°C, and summer 22-25°C Unoccupied rooms with automatic control system should raise/lower temperatures by approximately 3°C (18°C winter and 28°C in summer)

Glass windows and Doors

A minimum glass surface of 1.5 m² recommended. Windows and doors will have blocking mechanism at 1.5 m, out of the reach of children (except handicap bedrooms).

The will be made of anodized, aluminums, or wood, reinforced with double glazing 10/6/8 mm. The glass will be non-splinter able, Tempered Glass type (Breaks into small pieces) The glass on doors will be indicated to prevent people from running into them.

Inflammable curtain materials are required for all sliding windows in rooms. Opening and Closing system with guiderail and double closure completely covering the surface and preventing a light entering room.

Noise and soundproofing

All audio apparatus installed in rooms (public address system, television, piped music, telephone, etc.) should have a maximum noise production level of 50db. All partitions and wall-covering should provide minimum sound reduction capabilities of 50 db.





CASE STUDY

2.3 Case Studies Analyses

CASE STUDY

STUDY PURPOSE

- | | |
|--------------------|--|
| 1. Marina Bayfront | To understand the function of Business hotel and facilities in each type of room separately in each type. |
| 2. Triple 2 Silom | To understand the planning, function, facilities that converting from apartment to Boutique hotel that has limited space |
| 3. D2 DUSIT | To Understand the idea and function of each guest room in that boutique hotel that support guest satisfies |
| 4. Runway Station | To Understand the idea of using what already provide in the space |
| 5. Panchalae | To Understand the idea of using local element to blend in with the surrounding and to give a character into hotel |

2.3.2 SECONDARY CASE STUDY 1



Figure 2.4.1 Novotel Marina Bayfront

NOVOTEL MARINA BAYFRONT
SRIRACHA WATERFRONT
CENTER OF SRIRACHA CHONBURI



Figure 2.4.2 Site Analysis

Site Analysis

- 3 mins to Robinson department store, Samitivej Sriracha Hospital and Koh Loy public park
- 10 mins to Bangpra Golf Club and Japanese International School
- 10 mins to Laem Chabang port
- 30 mins to the industrial estates along Thailand's eastern seaboard
- 30 mins to Pattaya
- 60 mins to Bangkok



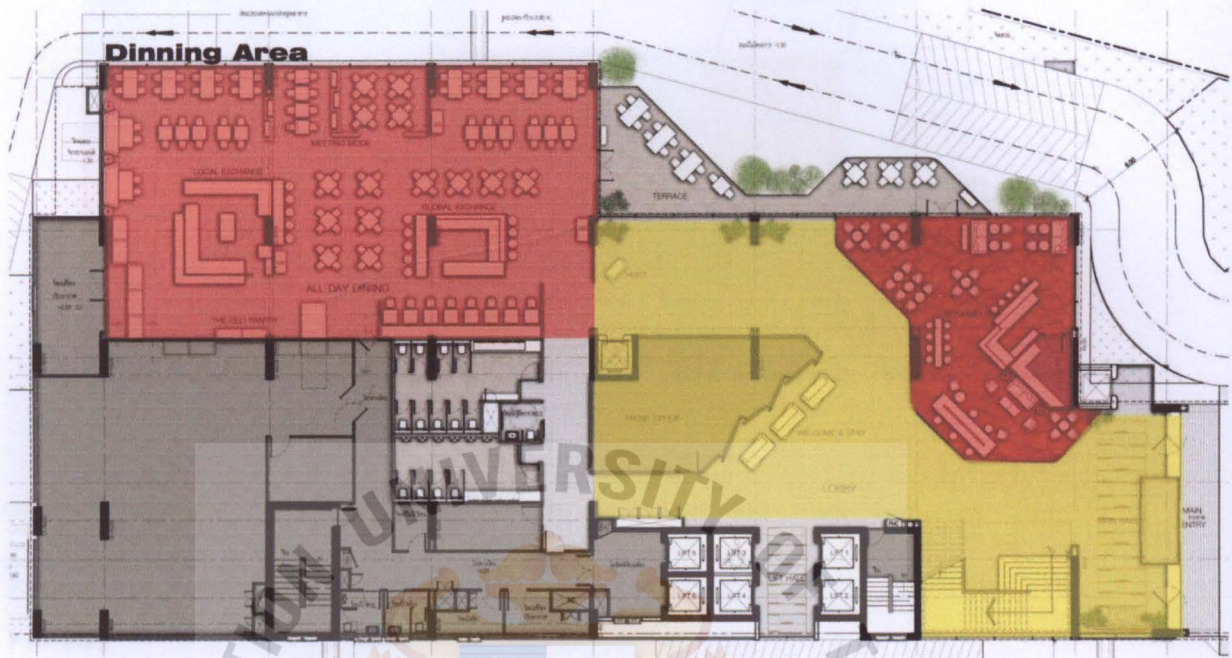
Figure 2.4.3 Concept

CONCEPT

Iconic architectural design

Set to become a new landmark in town, the distinctive architectural design of Marina Bayfront was inspired by the Golden Lustre of Champagne, reflecting the past and future splendor of Sriracha. The building's beauty is further enhanced at night by lighting design that captures its exceptional elegance.

Planning Analysis

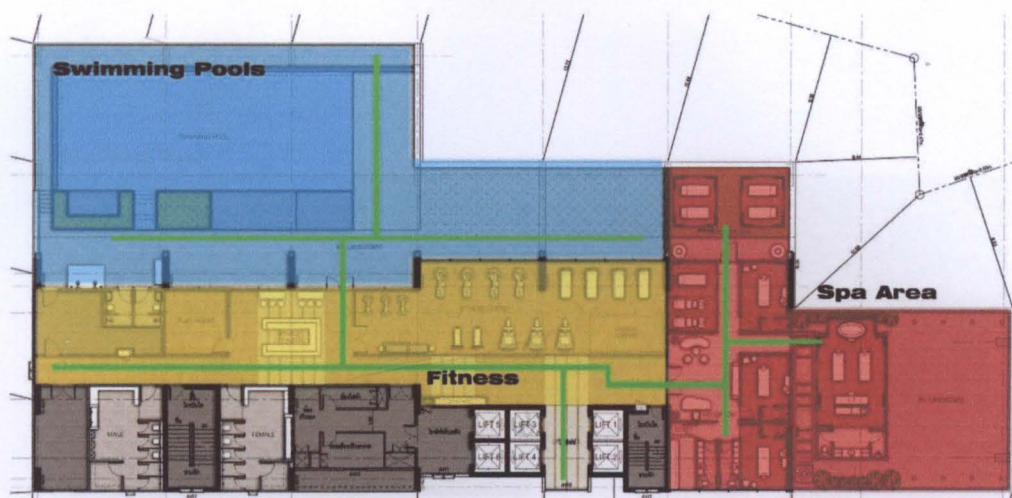


Lobby area
All day dinning

Figure 2.4.4 Dinning & Lobby Planning

This lobby plan represents the design that how they have combine the space between lobby and all day dinning and also gourmet café





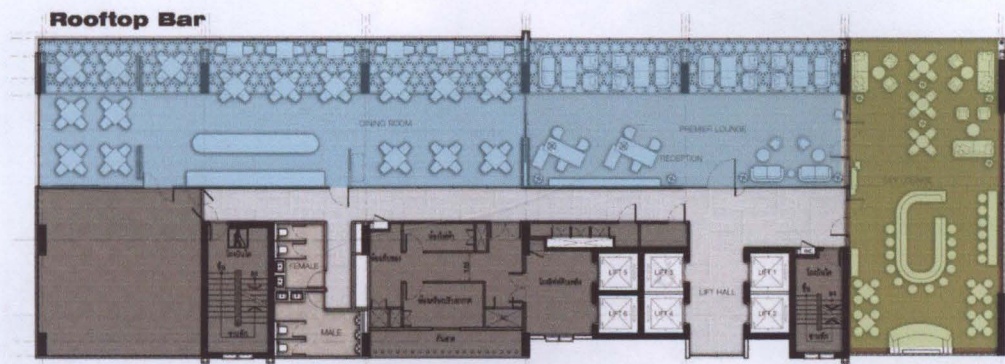
Circulation
 Swimming Pool
 Fitness
 Spa

Figure 2.4.5 Facilities Planning

This floor plan represents the circulation that combine between 3 facilities. How they create the view from inside the building such as spa area that need atmosphere that can relax the user, so they design the spa area to set as seaside

* มหาวิทยาลัยอัสสัมชัญ *
 SINCE 1969

2.3 Secondary Concept Study



Dining Room

Sky Lounge

Figure 2.4.6 Rooftop Bar Planning

This rooftop plan was design to combine all same facilities type such as lounge or dinning. Show how circulation was made to easiest way to access to each area.

Moreover, all area is accessible to each area.

This rooftop represents the what is needed for business hotel need.



2.3.1 Secondary 1 CASE STUDY

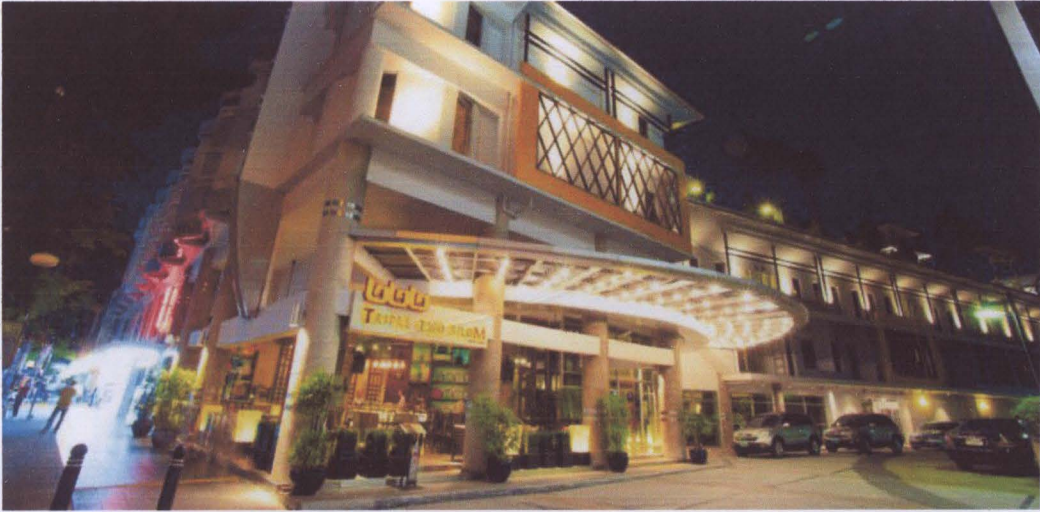


Figure 2.4.7 triple 2

TRIPLE TWO SILOM
222 Silom Rd,
Silom,
Khet Bang Rak,
Krung Thep Maha Nakhon
10500,
Thailand

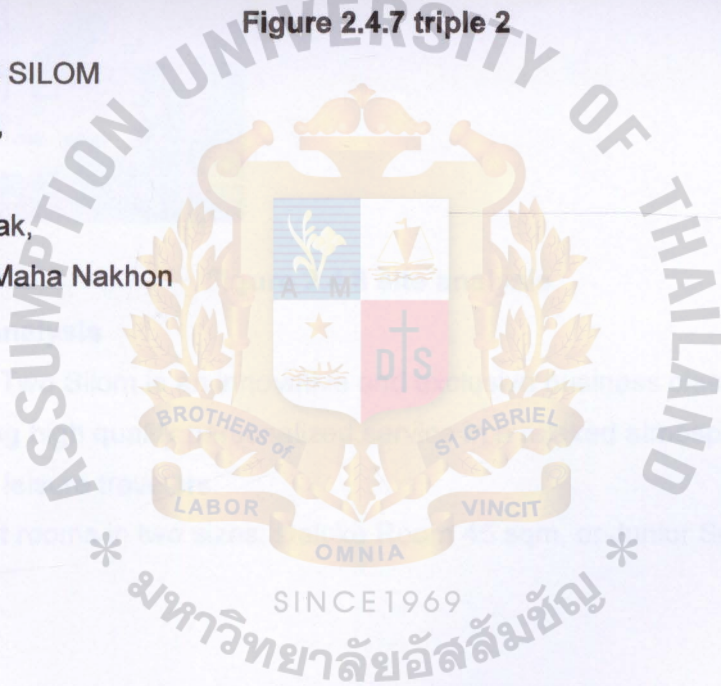




Figure 2.4.8 site analysis

2.3.2.2 Site Analysis

Triple Two Silom is an innovative and exclusive business class boutique hotel, providing high quality personalized service in a relaxed atmosphere for both business and leisure travelers.

With 75 Guest rooms in two sizes: Deluxe Room 45 sqm. or Junior Suite Room 60 sqm.

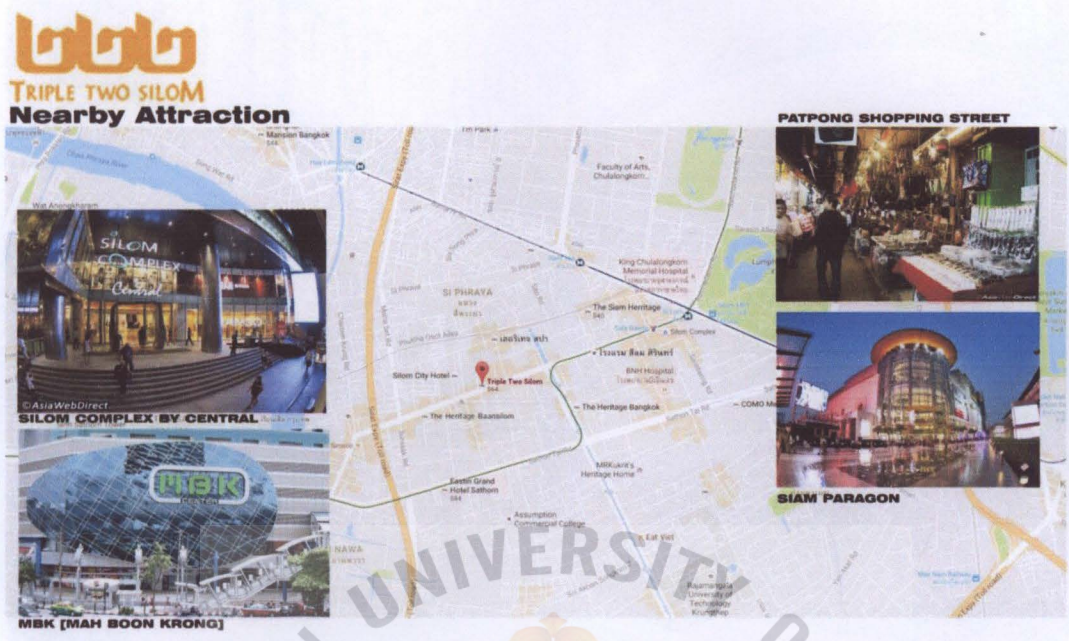


Figure 2.4.9 Nearby attraction

2.3.2.2 Nearby Attraction

Around the site is surrounded by many landmarks that guest can visit or hangout by walking or public transportation. Such as sirom complex by central, guest can walk to this site that only take 10 minutes from the hotel.

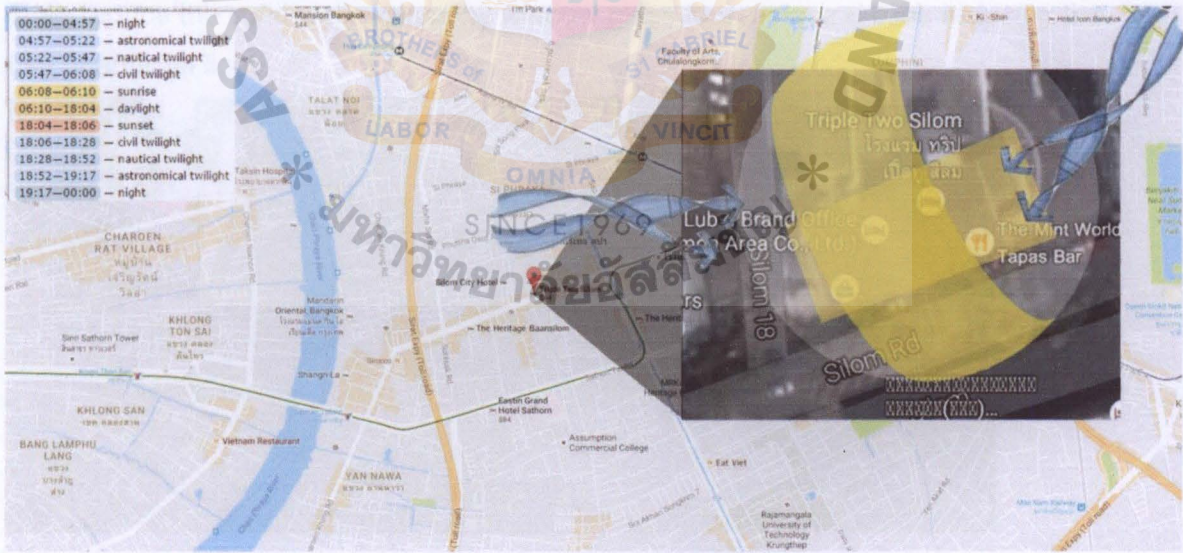
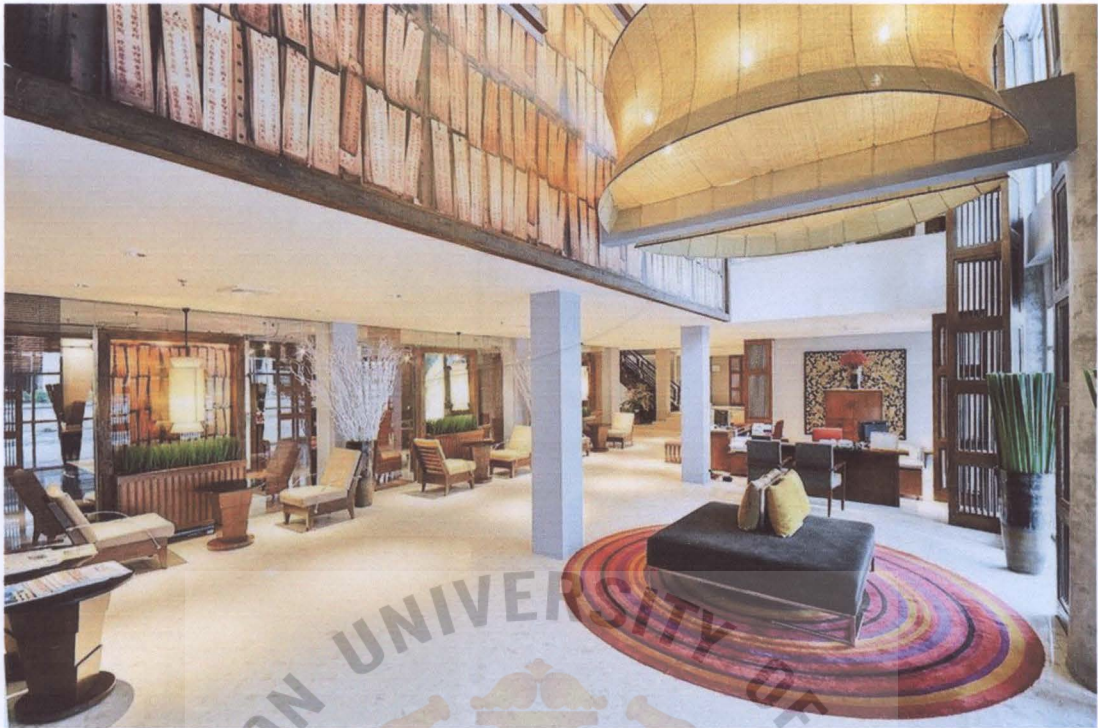


Figure 2.4.10 Sun & wind

2.3.2.3 Sun & Wind analysis

Thought-out the space the sun directly hit at front of the building between 06.00 am – 14.00 pm. Otherwise, inside the hotel did not seem to affect much effect from the sunlight because all around the building is surround high-rise building.



Figures 2.4.11 Lobby Area

Lobby area

Lobby area use the combination between lobby and waiting area. The lobby area use the double volume of ceiling to increase the flow of the space. They reduce the solid wall replace by window glass to use natural light, reducing the use of artificial light.

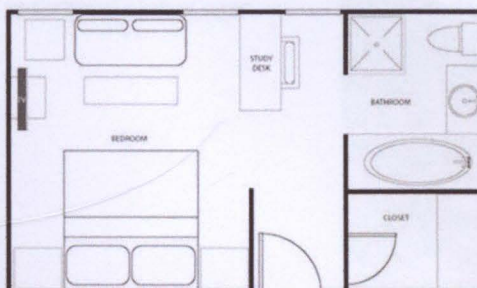


Figure 2.4.12 Circulation

The circulation in this hotel use spiral shape to deal with the limited space. Between both of the building the hotel they create the garden that can be seen from the room to create more relaxation for guest. Open space above the garden use it natural light to increase the lighting in the walk way and corridor inside the building to reduce the use of artificial light.



TRIPLE TWO SILOM TYPE OF ROOMS DULUXE ROOM



DELUXE ROOM

JUNIOR SUITE



JUNIOR SUITE

Figure 2.4.13 Triple 2 Room Type

Type of room

Triple Two Silom is an innovative and exclusive business class boutique hotel. This space is converted from apartment to Boutique that have limited space that use a limited space to design a room that combine between business hotel and boutique hotel together. This planning can be helpful with the design. Between two side of the building that separated.

Two type of room that the hotel provides for guest separated into deluxe and junior suite. The difference between two room is the area of the room. Moreover, the function inside is combine the business and rest. The hotel treats the limited space with open space inside the room that every function area in the same area.

Space analysis

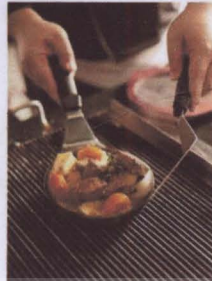
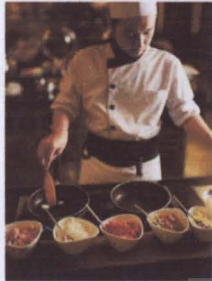
They double up the space to make a more functional space that they show the structure to increase the point of sale.



TRIPLE TWO SIROM RESTAURANT & BAR



TRIPLE 2 RESTAURANT



THE MINT

Figure 2.4.14 Triple 2 Restaurant & Bar

Restaurant & Bar

In this part of the triple 2 they have share half of the space to build up a restaurant & bar together at front side near the street. They treat the space with double volume to create more space to.



Figure 2.4.15 Triple 2 Space Analysis

Space analysis

They double up the space to increase more space. On some part, they show the structure to increase the point of interest.

ADVANTAGES

1. The space that has been convert from apartment to hotel and use its most benefit to satisfy the guest.
2. The design that dealing with the limited space
3. The open space that give guest the most comfort
4. Study how to convert from boring space to be interesting space

DISADVANGES

1. Facilities not cover all function such as pool and fitness
2. Only 2 type of guest room to select



2.3.3 Secondary Case Study 2 Dusit D 2



Figure 2.4.16 Dusit D2

Address: 100 Chang Klan Road Amphur Muang, 50100

Phone: 053 999 999

DUSIT D2 CHAING MAI CHAING MAI FUNCTION & FACILITIES



Figure 2.4.17 Dusit D2 Informations

Just off the famous Chang Klan Road in the heart of Chiang Mai's city Centre, dusitD2 Chiang Mai is surrounded by the city's bustling night bazaar, restaurants and entertainment. The casual atmosphere throughout this boutique hotel extends from the modern vibe of Moxie restaurant to the laid-back attitudes at Mix Bar and poolside. For those looking to wind down, Devarana Spa is the hotel's multi-award-winning spa, while those looking to wind up can do so at DFit, one of the best-equipped health clubs in Chiang Mai.

dusitD2
chiang mai



Figure 2.4.18 Nearby Attraction

Nearby Attraction

This hotel surround by famous tourist attraction. From hotel to each attraction can be visit by walking to each on

* มหาวิทยาลัยอัสสัมชัญ *

SINCE 1969

ASSUMPTIONSA

BROTHERS of

LABOR OMNIA VINCIT

SI GABRIEL

THAILAND

• All day •
• Concierge •
• Parking lots •
• Airport / Transfer / Shuttle van •
• Laundry / Dry Cleaning Services •
• Babysitting Services •
• Currency Exchange •



Figure 2.4.19 Sun & wind Analysis

FUNCTION & FACILITIES

- Spa
- Fitness Centre
- Outdoor Swimming pool
- Wireless internet
- All day dining
- Concierge Service
- Parking lots
- Airport / Transfer / Shuttle van
- Laundry / Dry Cleaning Services
- Babysitting Services
- Currency Exchange

CLUB PRIVILLAGE

- Access to Club Lounge
- Private check-in and check-out: In Room / Club Lounge
- Breakfast from 06:30 to 10:30
- All day refreshments served at the Club Lounge from 06:30 – 23:00
- Evening sun downer drinks and snacks from 17:30 – 19:30
- 10% food discount at our outlets
- 20% laundry discount (excluding dry cleaning)
- Local landline calls
- Dedicated Business Centre with computer stations
- Welcome seasonal fresh fruits
- Selection of daily international and local newspapers and magazines



Room Types

CLUB DELUXE ROOM

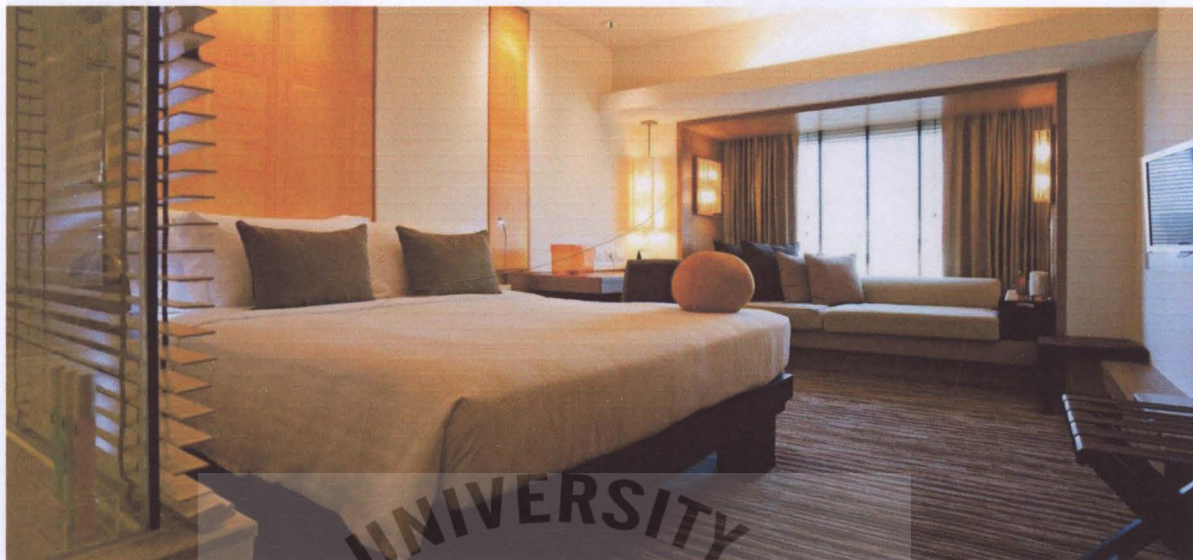


Figure 2.4.20 Deluxe room

With an urbane sense of cool, Club Deluxe Rooms provide havens of tranquility. Guests are also entitled to the full range of Club Privileges.

Room size: 32 sq. m

DELUXE ROOM



Figure 2.4.21 Deluxe Room

Deluxe Rooms incorporate natural materials and textures in a stylish, functional living environment where the emphasis is on spaciousness and serenity.

Room size: 32 sq. m

NO CLUB PRIVILLAGE

D'SUITE**Figure 2.4.22 D'suite Room**

D'Suites feature a unique layout that breaks up the large rectangular space into a series of smaller areas that adds to the spacious feel and functionality of the suite. D'Suite's layout comprises a separate living and dining room for added convenience. Guests are also entitled to the full range of Club Privileges.

Suite size: 128 sq. m

STUDIO SUITE**Figure 2.4.24 Studio Room**

Studio Suites comprise a living area and a bedroom which convert to an expansive single room, courtesy of a full-length sliding door, offering maximum flexibility with a sense of style.

Guests are also entitled to the full range of Club Privileges. Suite size: 64 sq.

Inside Facilities

- Complimentary wired and wireless high-speed internet access available
- Complimentary daily replenishment of bottled water
- Mini bar and coffee/tea making facilities
- Welcome Herbal welcome drink and delight box with souvenir in room
- Spacious work desk with ergonomic chair
- Satellite television
- Complete bath amenities (hair dryer, bathrobes, bedroom slippers and toiletry set)
- In-room safe
- Bedside control panel with pilot reading lights
- Selection of daily international and local newspapers and magazines
- Pillow menu
- Connecting rooms available upon request



Facilities



Figure 2.4.23 Restaurant Facilities

Moxie

dusitD2's signature restaurant in Chiang Mai

The restaurant serves an eclectic selection of world cuisines prepared by experienced and celebrated chefs and specialties include Spaghetti with Chiang Mai Sausage, Baked Baby Pork Ribs and Crispy Wonton Pad Thai.

Benefit:

dealing with limited space combining two type of restaurant such as bar and restaurant together
and bar itself has a gallery inside that can attract more customer into hotel

Hours: Daily, 06:30 to 22:30

Mix Bar

Mix Bar at dusitd2 Chiang Mai is a stylish gallery space where Chiang Mai nightlife

patrons come to see and be seen. A mélange of furniture and unique lighting arrangements give Mix Bar an otherworldly, hip feel that transforms the idea of a conventional cocktail bar.

Hours: Daily, 11:00 to 01:00



Meetings & Events

dusitD2 Chiang Mai's function rooms are ideal for any type of social or business function.

Function rooms can flexibly accommodate any event and are all located in the hotel's spacious lower lobby area.

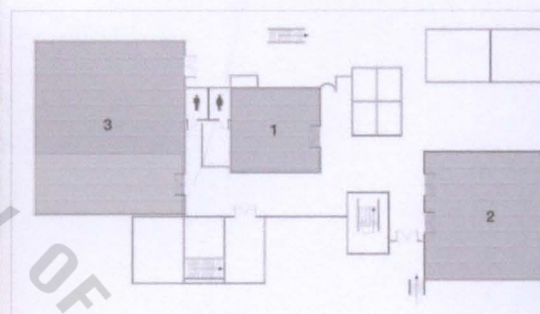


Figure 2.4.27 Meeting Room planning

L Room

L Room contains state of the art technologies combined with stylish interior design. It can be used as one or separate rooms when the partitions are drawn.

Perfect for smaller banquets accommodating up to 100 people for a sit-down dinner or up to 148 persons for cocktails. Size: 12 x 16 x 2.8 meters.

M Room

M room can be used as one or separate rooms when the partitions are drawn.

Perfect for smaller banquets accommodating up to 50 people for a sit-down dinner or up to 80 persons for cocktails. Size: 9.35 x 10 x 2.8 meters.

S Room

S room accommodates up to 18 people for boardroom-style meetings.

Size: 7 x 9 x 2.8 meters.

ADVANTAGES

1. The space that give it most comfort from the natural atmosphere.
2. Many types of room that can support many group of guests.
3. Function that cover all the guest needs such as meeting or spa to relax

DISADVANTAGES

1. Lacks character and the pool is small and shuts at 7.
2. Not that attractive.



2.3.4 SECONDARY CASE STUDY 3

RUNWAY STATION RESORT

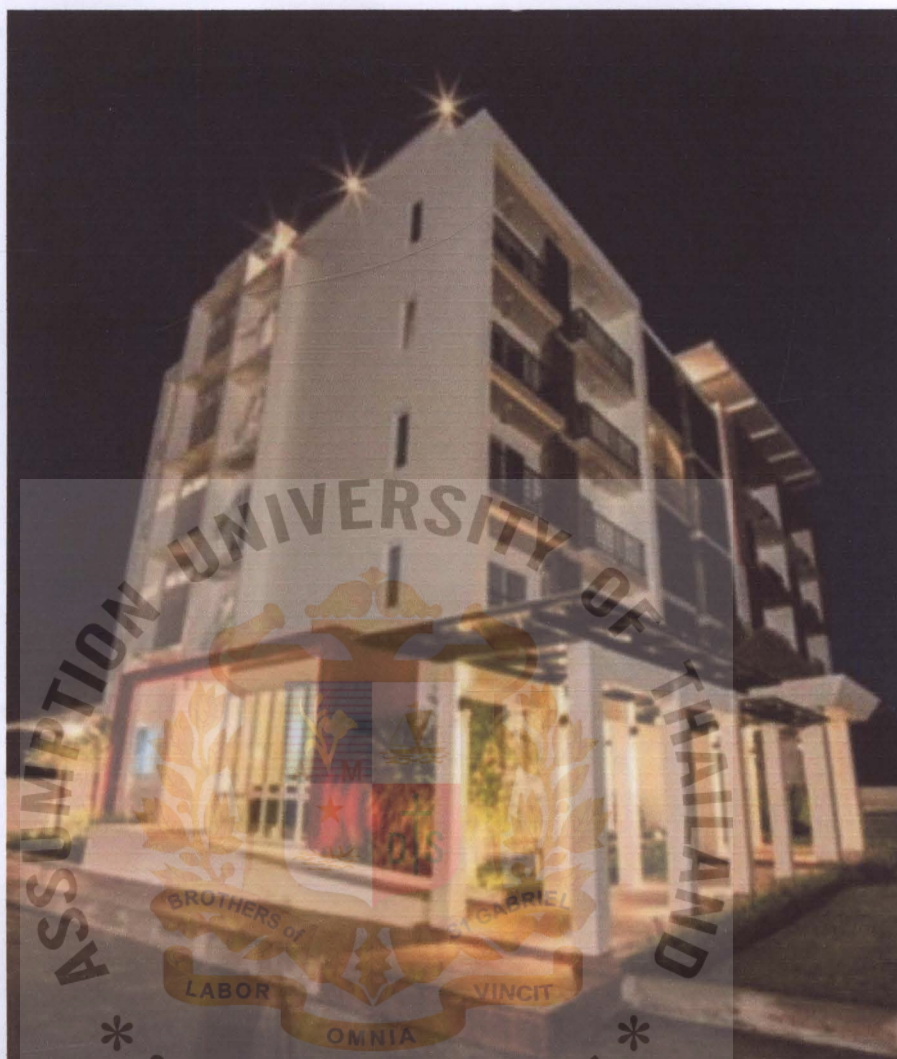


Figure 2.4.28 Runaway hotel

CHAING MAI

Address: 71 Moo 7 Chiang Mai - Hang Dong Road., T. Suthep, A. Muang 50000

Site Analysis

71 Moo 7
 Chiang Mai -
 Hang Dong
 Road., T. Suthep
 , A. Muang
 50000,
 Thailand



Figure 2.4.27 Runaway site analysis

Runaway Resort located near the Chiang Mai Airport that can easily access to site. At the airport there will be bus that deliver guest of Runaway Resort from Airport to resort for free

POINTED OF INTEREST

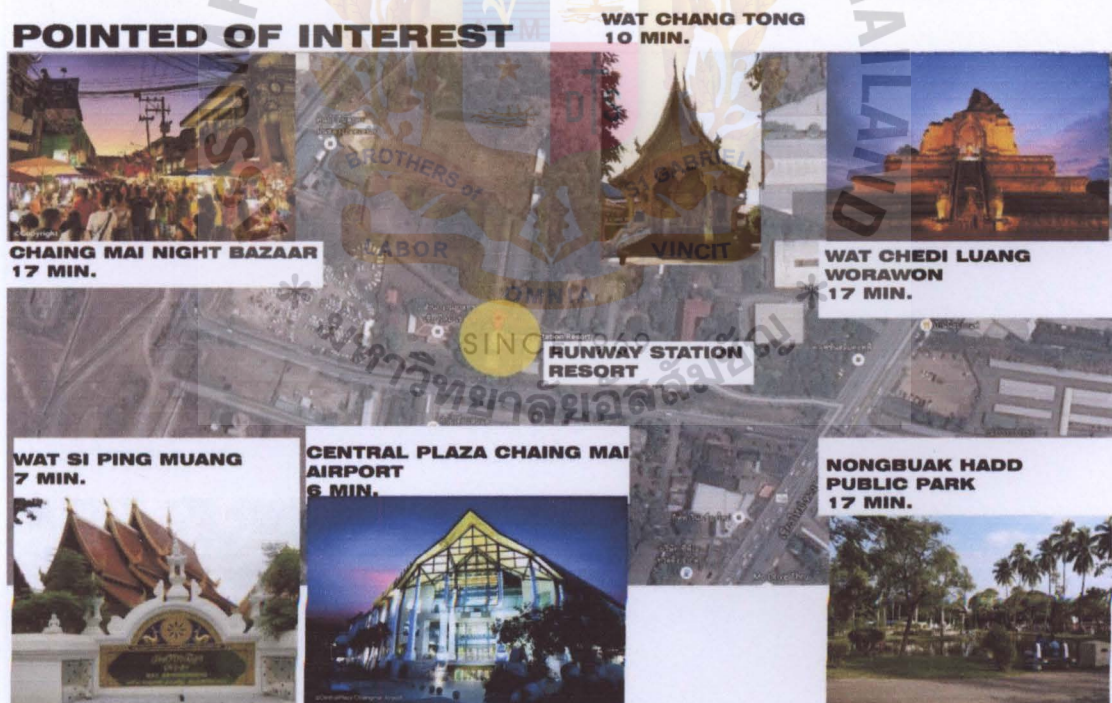


Figure 2.4.28 Point of interested

Runaway Resort located near most of Chiang Mai point of interested such as night bazar, Chedi Luang temple, Si ping Muang temple, or even Central Plaza Chiang mai.

Function & facilities

- Satisfactory standard
- Free high-speed WIFI in guest room
- Free WIFI in public area
- Bicycle rent
- Tourist point
- Parking lot
- Room service
- Restaurant
- Laundry
- Smoking area
- Transportation from hotel to airport or other way around
- Non-smoke guest room
- Air-condition
- Working desk
- Public park



TYPE OF ROOM

SUPERIOR ROOM.



This Hotel provide only one type of room that call superior room

Fully standard function for every guest room

Moreover, this hotel attract a guest by view and atmosphere of the site

So many area in each guest room provide a semi-outdoor use less of solid wall to give more light and atmosphere



Figure 2.4.29 Runaway Room types

Room Types

This Hotel provide only one type of room that call superior room Fully standard function for every guest room. Moreover, this hotel attracts a guest by view and atmosphere of the site. So many area in each guest room provide a semi-outdoor use less of solid wall to give more light and atmosphere.

ADVANTAGES

1. Function that support group of tourists that located near the airport.
2. To study some of the function that they provide to guest such as bicycle rent for guest to borrow to use for attend to nearby attraction

DISADVANGES

1. Only 1 type of room to provide not many option.
2. Only 9 guest room to support tourist.



2.3.4 SECONDARY CASE STUDY 4

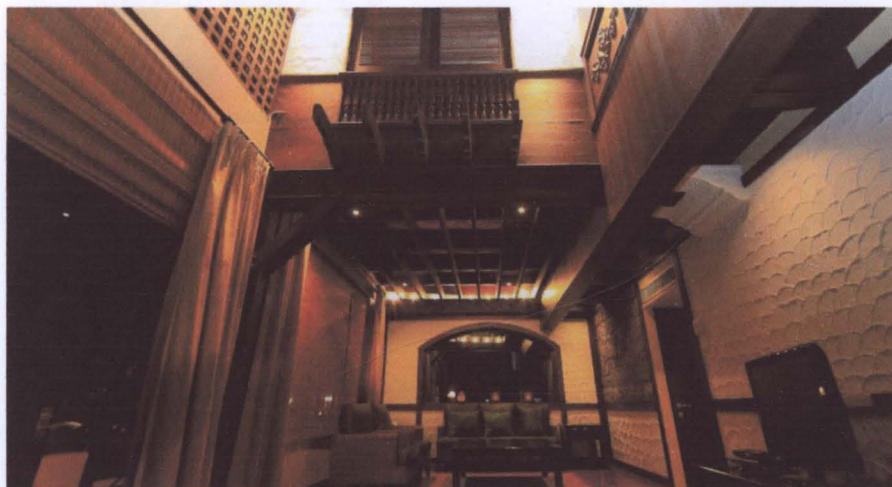


Figure 2.4.30 Panchalae Resort

Panchalae Boutique Resident

46/1-75

Jomtien Beach Road,

Pattaya,

CB,Thailand

Panchalae BOUTIQUE RESIDENCES

**PANCHALAE
BOUTIQUE RESIDENCES**
46 Jomtien Beach
Road Nongprue
Banglamung
Choiburi
Thailand 20150



Figure 2.4.31 Site Analysis

The property is 3.6 km from Pattaya Floating Market and 7.2 km from Mimosa Pattaya. Suvarnabhumi Airport is 125 km away. On-site parking is possible.

Premium Suite

The suite size is 142 square meters, various decorations and architecture on luxury, security style and specially consider to occupants' convenience. There are 2 bedrooms, large room, including private bathroom each. Residents will set up furniture, LCD 32" TV on the living room for your convenient use. The private balcony is also wide and the kitchen room has completely set up by full set of appliances and dining table. The room type is really suited for family or couple who are looking for a personal space for relaxation.

TYPE OF ROOMS



ROOM TYPES



Figure 2.4.32 Varanda Suite

Varanda Suite

With the room size 126 square meters, classic and modern style decorations, including 2 bed rooms, 2 bathrooms. Our rooms are large and have contained airy and freshen private bathrooms. In addition, there is spacious of living room, included with LCD 32' TV, and private balcony. The kitchen room is completely set up by full set of kitchenware and dining table. Therefore, there is no hesitation of your choice who are looking for such a cozy and comfortable one.



Figure 2.4.33 Premium Suite

Premium Suite

The room size is 142 square meters, various decorations and emphasize on luxury, beauty style and specially consider to occupants' convenience. There are 2 bedrooms, large rooms, including private bathroom each. Besides, we have well set up furniture, LCD 32" TV on the living room for your convenient use. The private balcony is also wide and the kitchen room has completely set up by full set of kitchenware and dining table. This room type is really suited for lovers or couple who are looking for a personal space for relaxation.



Figure 2.4.36 Deluxe Varanda Suite

Deluxe Varanda Suite

Suite with 2 bedrooms' size 162 square meters, propositional classify, simply decoration but focus on utility space. This room type suits for family or coming as group. The room size is wide and the roof is high that makes it look bright and airy. The living room is broadening, decorated by LCD 32" TV and wide private balcony. Kitchen is also completely set up by full set of kitchenware and dining table

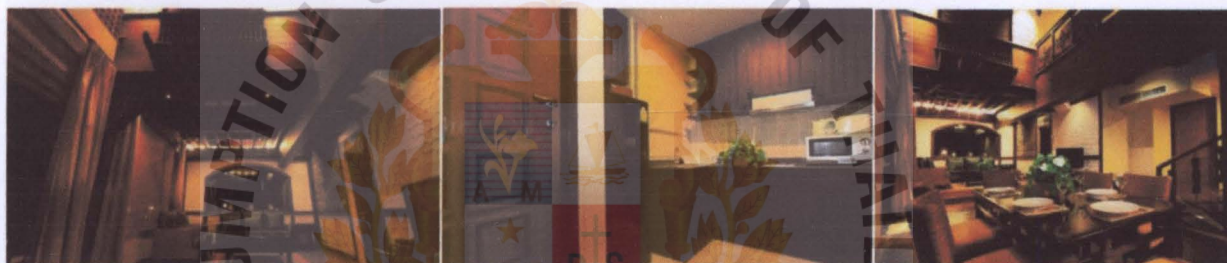


Figure 2.4.37 Owner's Suite

Owner's Suite

The highlight of this room type is 2 stories with 3 bedrooms, luxury classic decoration style. Inside the rooms are spacious, and there is a small room in the 1st floor. The living area has two levels; the first level is covered by matte black cement and the second level is parquet floor. We have decorated by rattan furniture, LCD 32" TV which main considering to the convenient of occupants' uses. Besides, the kitchen room has also completely set up by full set of kitchenware and large dining table. There are 2 large rooms and 1 bathroom in 2nd floor. The balcony is very wide which you can enjoy the beautiful sea view of Jomtien Beach from your room.

ADVANTAGES

1. Use of local material
2. Function in each room that satisfy the guest
3. Atmosphere of the space that sense the local context

DISADVANTAGES

1. Too far from Pattaya airport
2. The price is too high for normally person





Figure 2.4.38 Facilities

Facility

This hotel convert from condominium that use to be left over and convert them into boutique hotel that magnificent with the local material and atmosphere that receive the sense of the surrounding

Benefits:

To study the benefits of the material that can change the atmosphere from non-interested building to very luxury building that attract most of the guest at pattaya beach and also the how they blending with local community that stand surround the building



SITE STUDY

2.4 Site Studies



Figure 2.5.1 Site Studies

In an ivory high-rise building on a tranquil, tree-lined street, this hotel is 4 km from the Wat Prasri temple, 9 km from the Museum of Contemporary Art Bangkok and 13 km from the Central Plaza Cahaengwattana shopping center.



Figure 2.5.2 Site Approach

This hotel located on community area that very crowd people. This area in one of the most interconnect between space to space. Around the site locate many transportation hubs such as domestic airport, railway at Luk-si, Bus line.

Site Analysis



Figure 2.5.3 Site Surrounding

Around the site, guest can visit many landmark of Don mueng area that cover all needed such as MOCA Museum of contemporary art, shopping center “central festival” and Jatujak market.

Sun & wind analyze

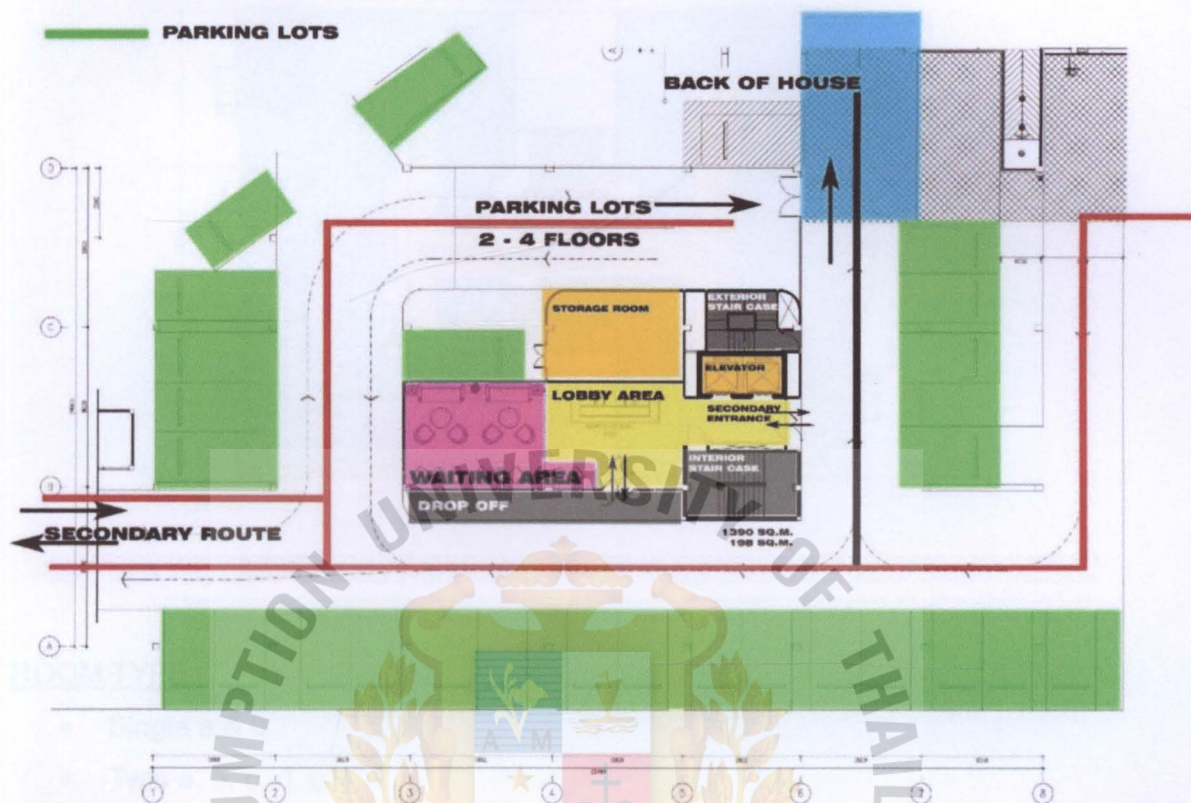


Figure 2.5.4 Sun & wind Analysis

This site gets the direct hit by the sun all day, the wind did not go thought the area. The site is surround by house of local people so the wind was block by surrounding

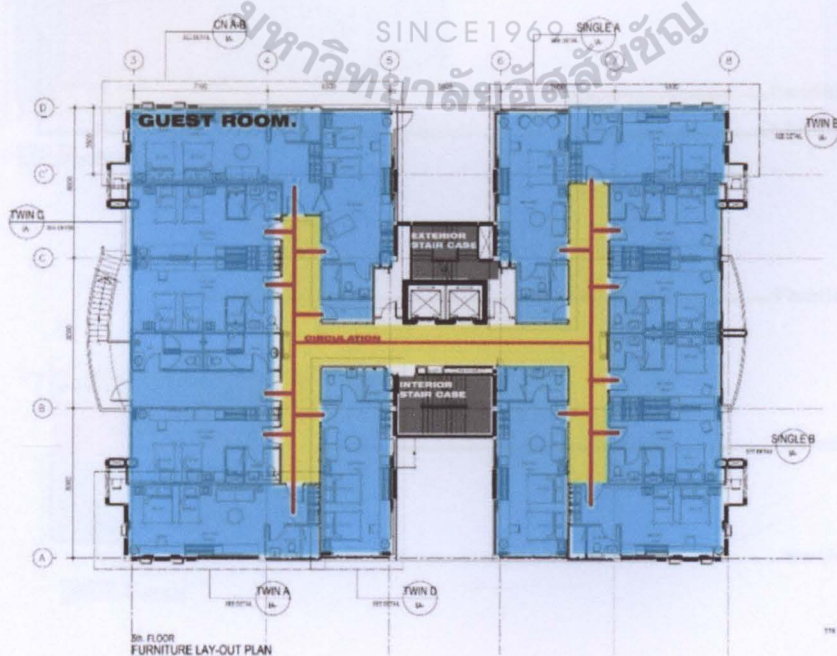
2.5 Existing Building Studies

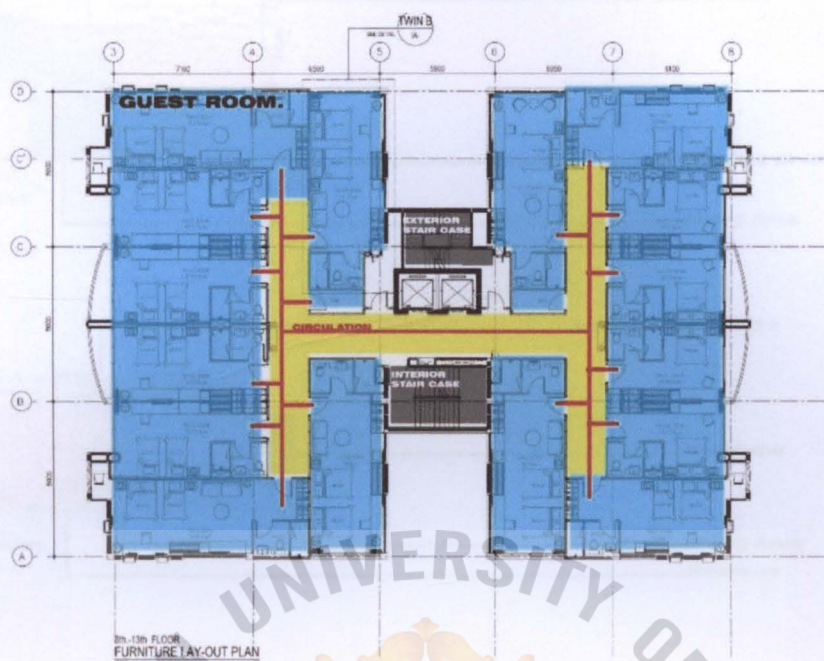
2.5.1 Existing Building Systems



Ground Floor

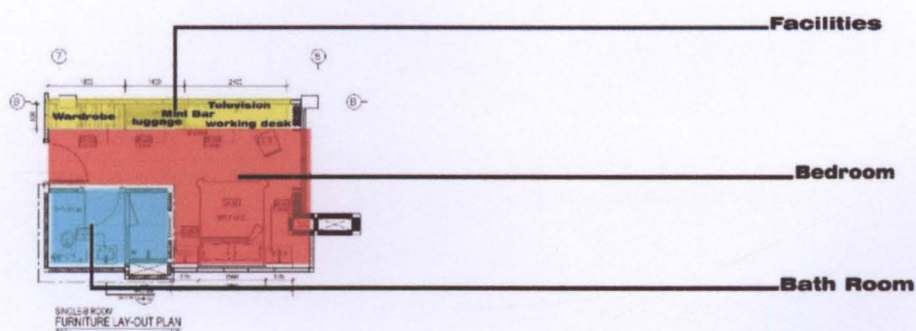
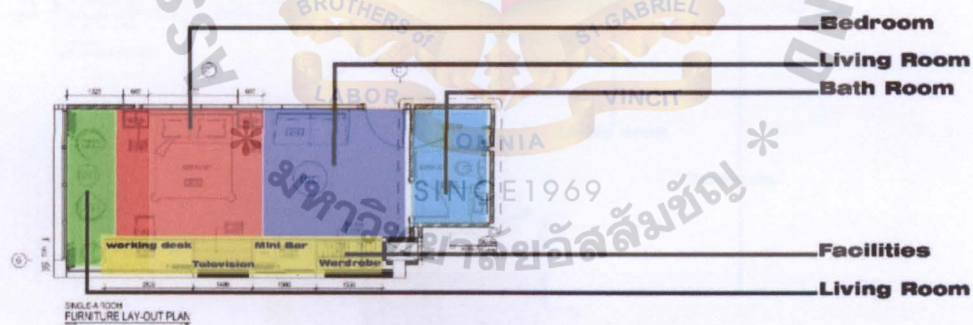
In this floor, the hotel use for transportation and also parking. This floor will be only drop of before going into building.

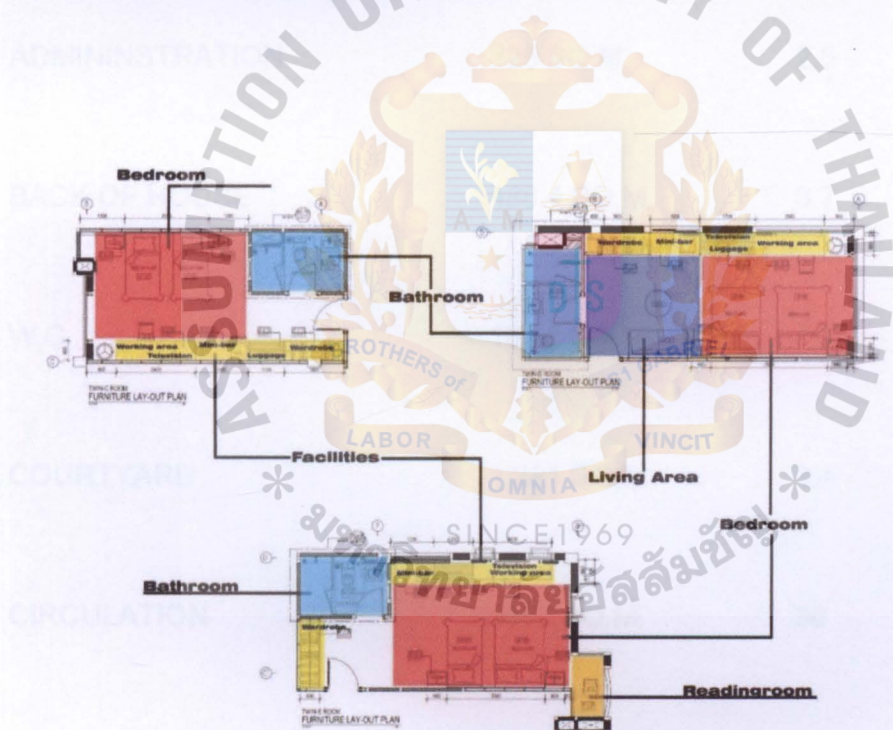
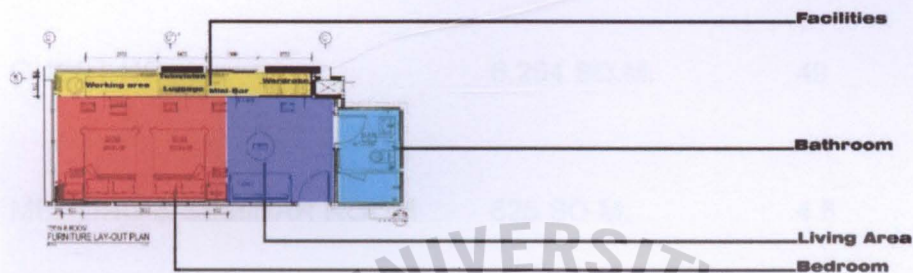
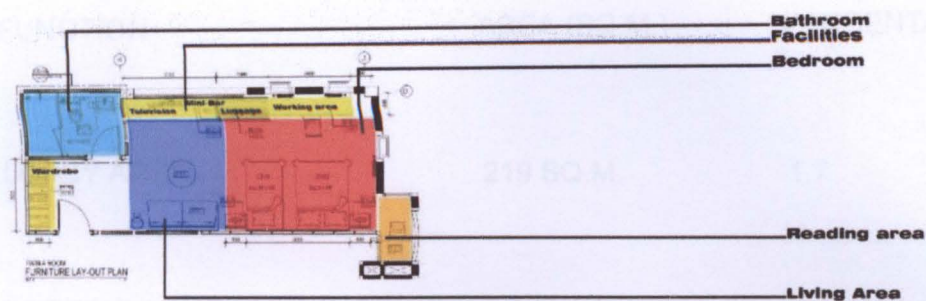




ROOM TYPE

- Single a & b
- Twin a, b, c, d, e





FUNCTION	AREA (SQ.M.)	PERCENTAGE (%)
LOBBY AREA	219 SQ.M.	1.7
PARKING LOTS	2,349 SQ.M.	18.2
GUEST ROOM	6,264 SQ.M.	49
MEETING & SEMINAR ROOM	625 SQ.M.	4.8
ADMINISTRATION	325 SQ.M.	2.5
BACK OF HOUSE	488.4 SQ.M.	3.7
W.C.	162.8 SQ.M.	1.2
COURTYARD	1,221 SQ.M.	9.4
CIRCULATION	3862 SQ.M.	30

2.5.2 Existing Problems and Solutions

PROBLEMS

SOLUTIONS

- | | |
|--|--|
| 1. No unique character of the building that attract the tourist. | 1. To design and find the most suitable to attract for guest to prefer this hotel than other around. |
| 2. Not enough ventilation flow in the building. | 2. To resolve by designing the building to be open and suitable with a concept. |
| 3. No common area of the space that can support the guest need. | 3. Design the building and provide the function that suitable for that place. |





CHAPTER 3: DATA COLLECTION

Chapter 3: Data collection

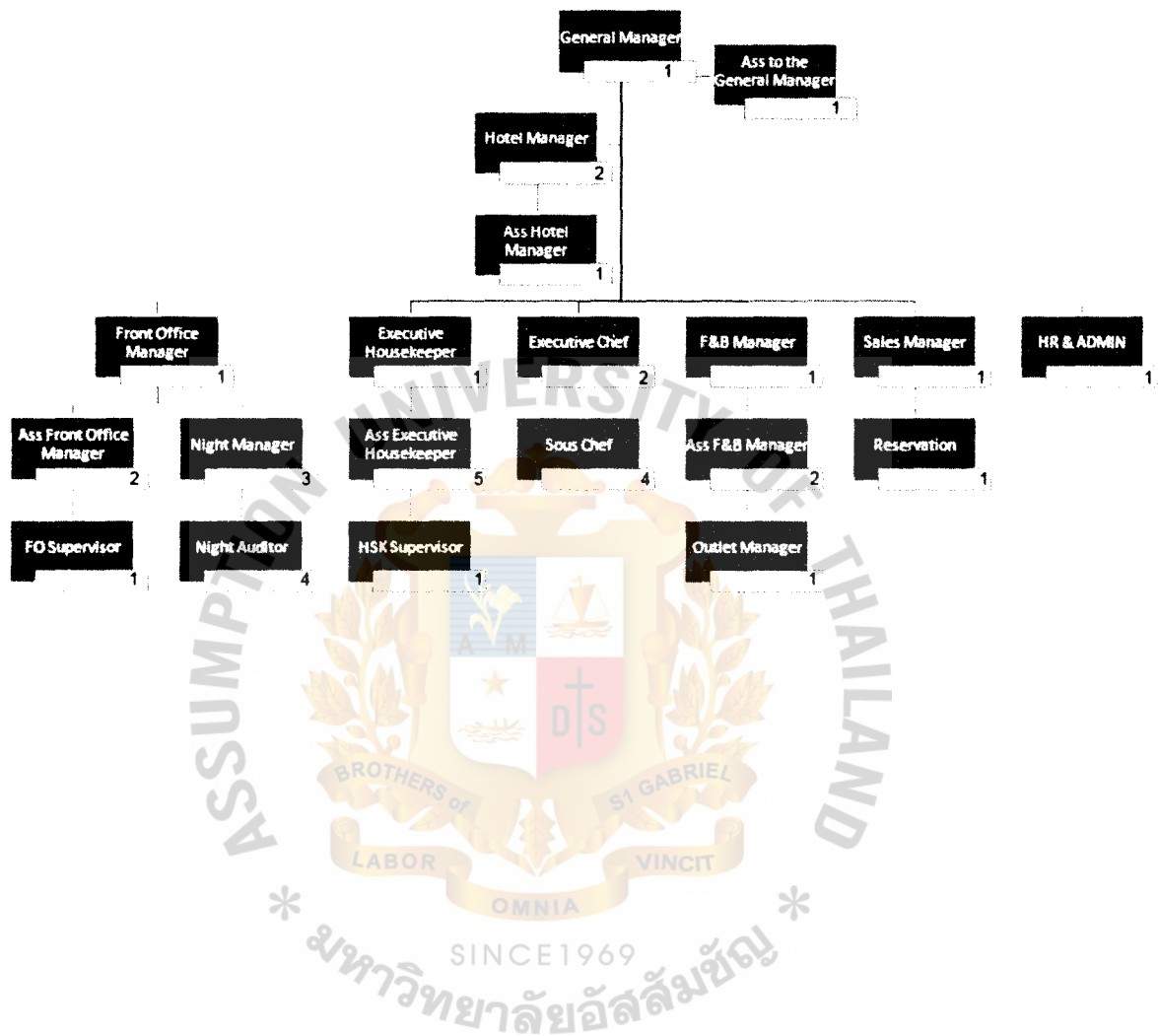
3.1	Target User Studies
3.1.1	Organizational Background with Chart
3.1.2	Target user Identifies
3.2	Proposed User Behavior
3.2.1	User Timing
3.2.2	User Behavior & Activities
3.2.3	User Circulations
3.3	Human Factor
3.3.1	Physical Needs
3.3.2	Physiological Needs
3.4	Function and Facility Studies
3.5	Aesthetic and Form Studies
3.6	Project Specific

Chapter 3: Data collection

3.1 Target User Studies

3.1.1 Organizational Background with Chart

Staff (the organization chart reference from case study)

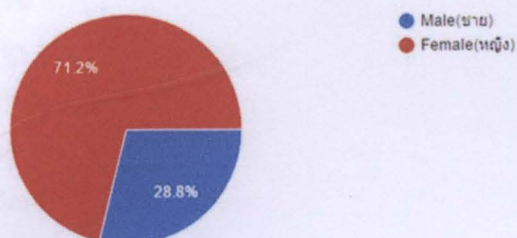


3.1.2 Target Users Identifies

1. The user can be provided mainly into 2 types

- Business Travelers
- Family

SEX (เพศ)*

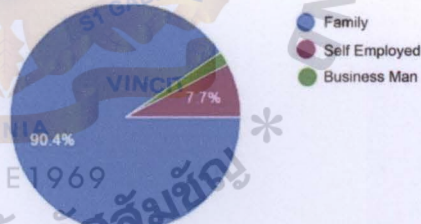


Age (อายุ)*

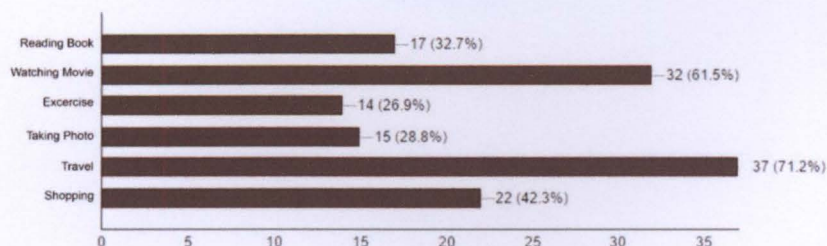


TARGET USERS

OCCUPATION



HOBBY



User Types

1. Guest

- Business Traveler
- Family Guest

2. Staff

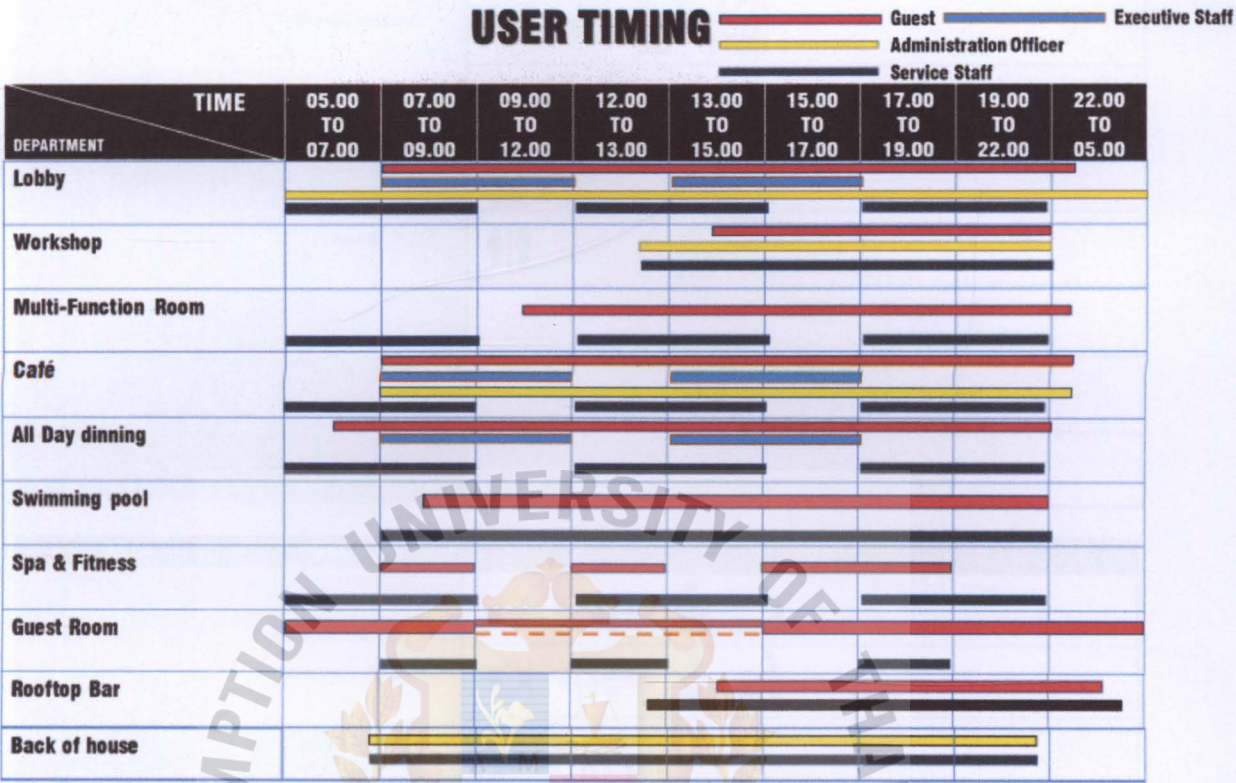
- Administrative
 - Marketing and Advertising
 - Accounting
 - Purchasing
 - Event Planer
 - Assistant Hotel Manager
 - Hotel Manager
- Guest Services
 - Front Desk Clerks
 - Porters(bellhop)
 - Concierges
 - House Keeping
 - Room service
 - Waiter / Waitress
 - Kitchen Staff

3. Support Staff





















3.2 Proposed User Behavior









3.2.1 User Timing




















3.2.2 User Behavior and Activities






AREA	FUNCTIONS	ACTIVITIES
	INFORMATION DESK	   
	WAITING AREA	 
	FRONT OFFICE	
	TOILETS	




AREA	FUNCTIONS	ACTIVITIES
	THAI FOOD WORKSHOP	   
	THAI DESSERT WORKSHOP	   
	MEETING ROOM	 









AREA	FUNCTIONS	ACTIVITIES
	MEETING AREA	 
	SEMINAR ROOM	
	OUTDOOR BAR	
	CHILDREN PLAYGROUND	   













AREA	FUNCTIONS	ACTIVITIES
	COUNTER BAR	
	WAITING AREA	 
	DINING AREA	 
	KITCHEN	 
	W.C.	

AREA	FUNCTIONS	ACTIVITIES
	CHECK-IN COUNTER	
	Swimming pool	 
	LOCKER ROOM	 
	BATHROOM	
	SUNBA ROOM	 
	W.C.	

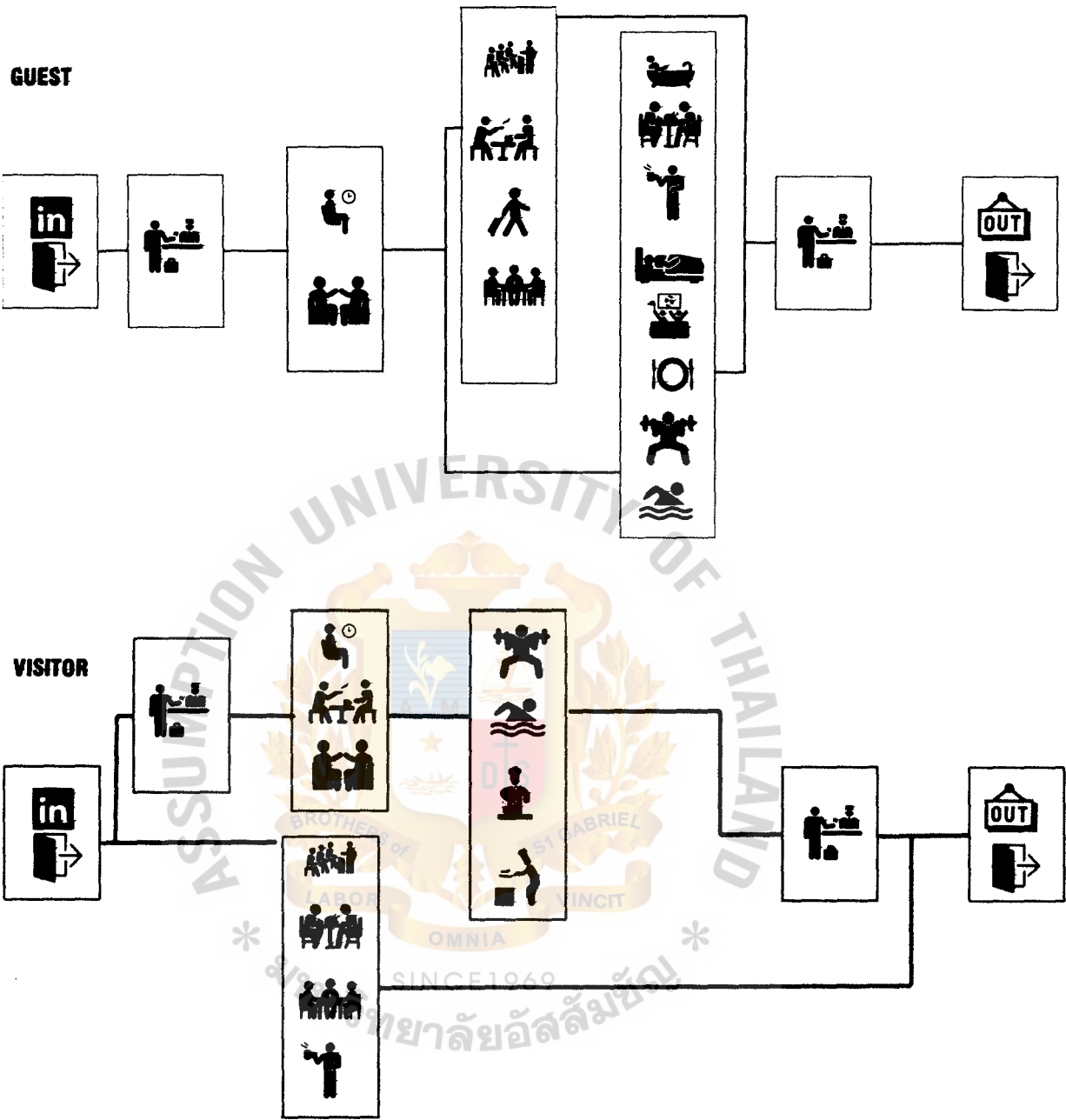
AREA	FUNCTIONS	ACTIVITIES
	CHECK-IN COUNTER	
	LOCKER AREA	
	WAITING AREA	
	FITNESS AREA	
	BATHROOM	

AREA	FUNCTIONS	ACTIVITIES
	SUITE ROOM	
	DELUXE ROOM	
	SUPERIOR ROOM	

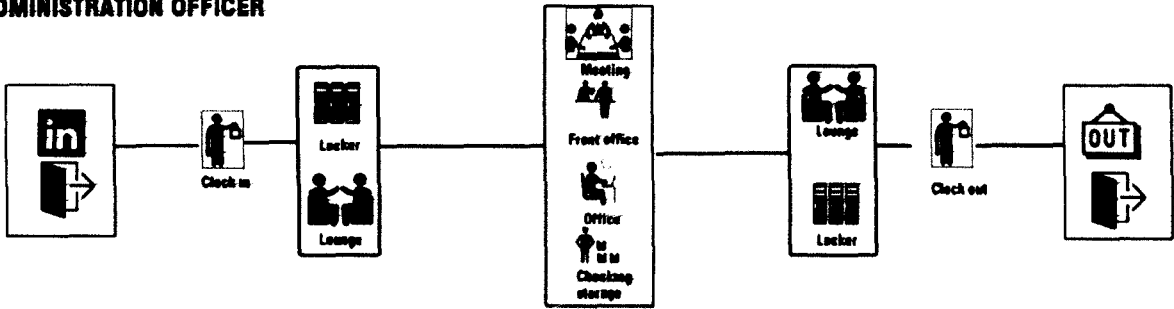
AREA	FUNCTIONS	ACTIVITIES
	COUNTER BAR	
	WAITING AREA	 
	DINING AREA	 
	KITCHEN	 
	W.C.	

AREA	FUNCTIONS	ACTIVITIES
	ADMINISTRATIVE OFFICE	 
	STAFF LOUNGE	   
	STORAGE & LINEN STORAGE	    
	MAINTENANCE	

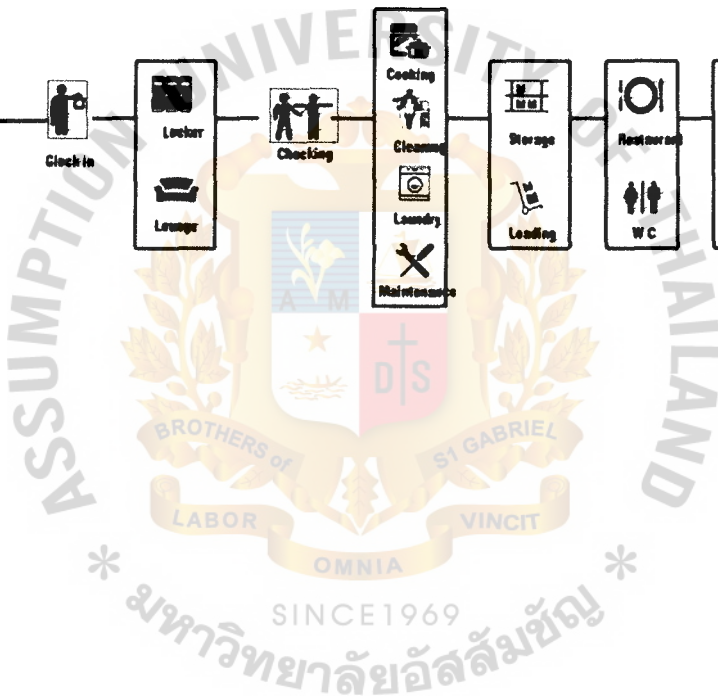
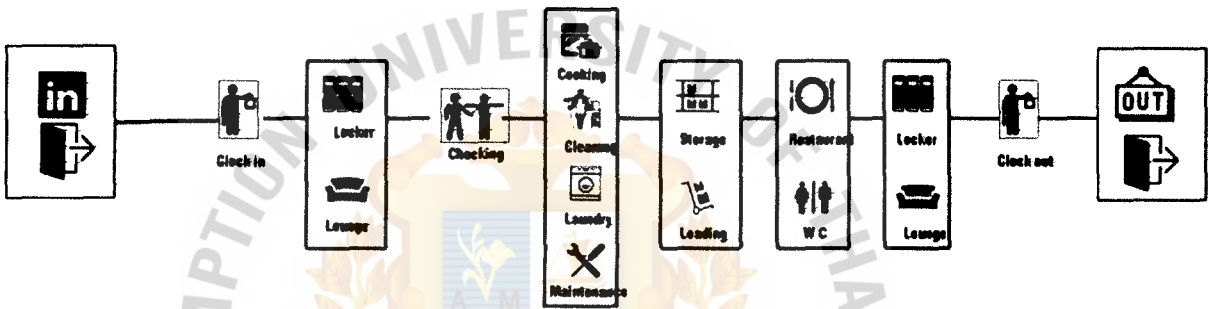
3.2.3 User Circulation



ADMINISTRATION OFFICER



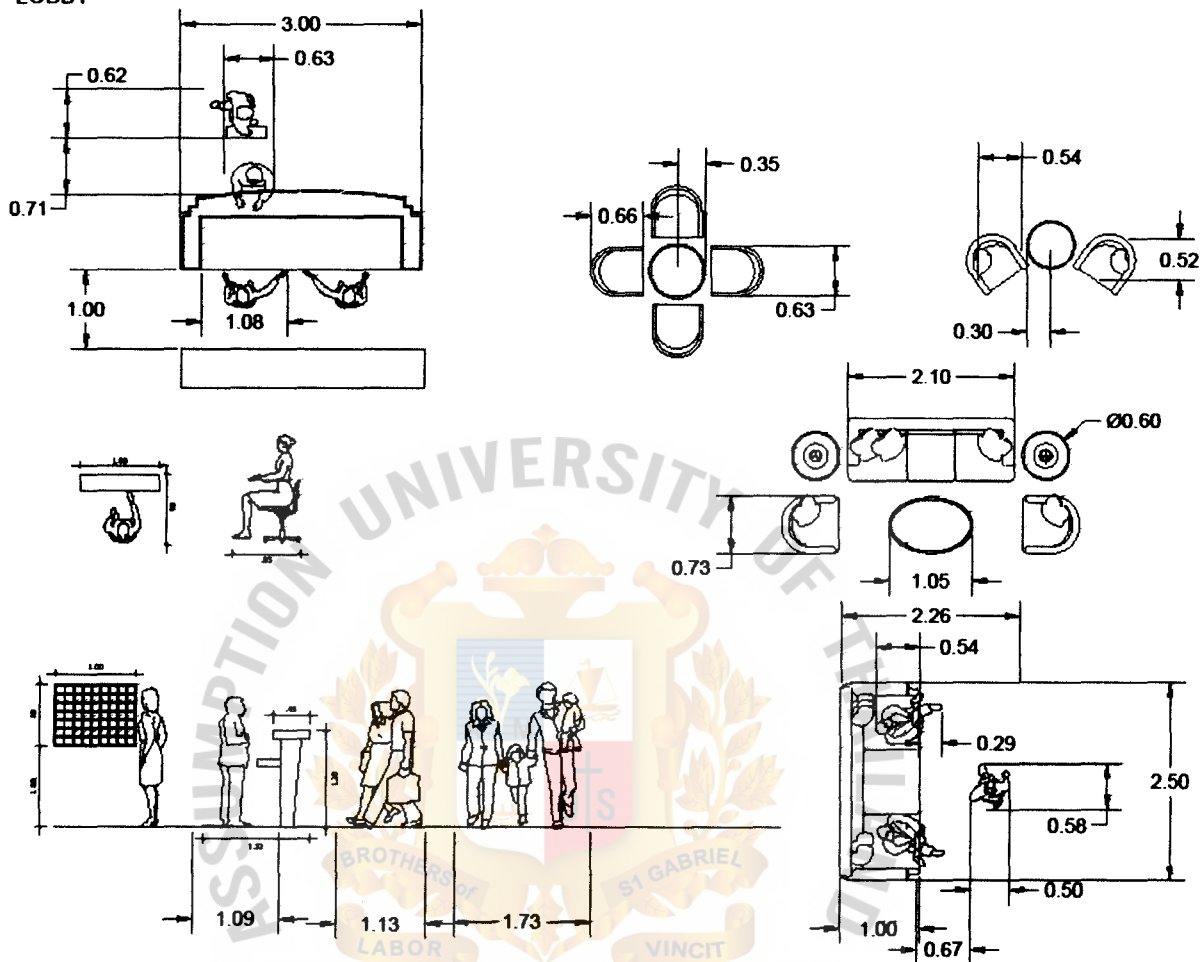
SERVICE STAFF



3.3 Human Factors

3.3.1 Physical Needs

LOBBY

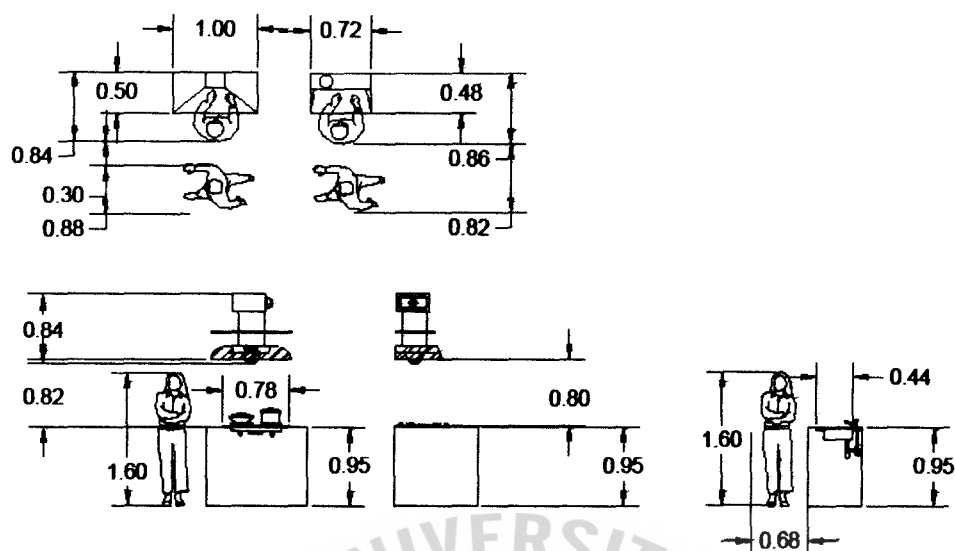


Lobby & Lobby Lounge

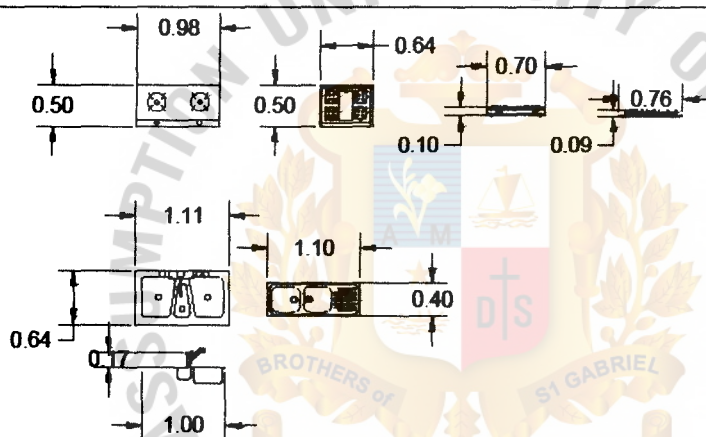
Functions:

- Front Desk
- Front Office
- Waiting Area

WORKSHOP



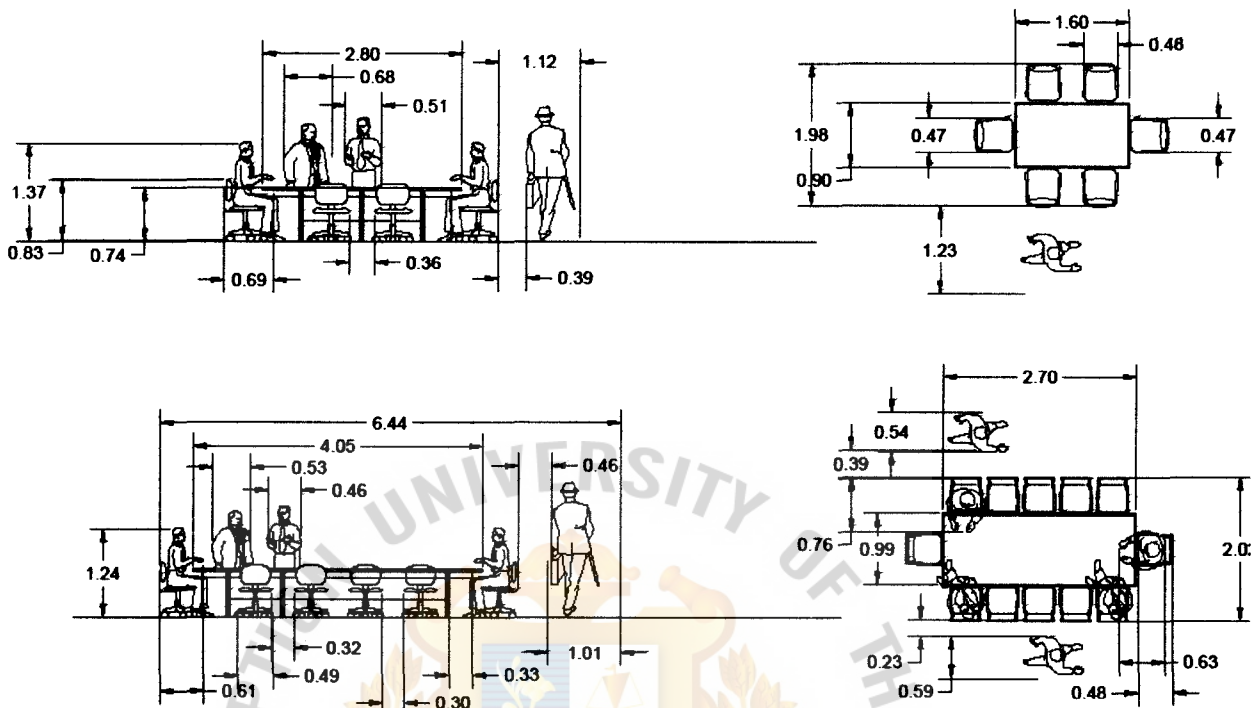
APPLIANCE



Workshop

Functions:

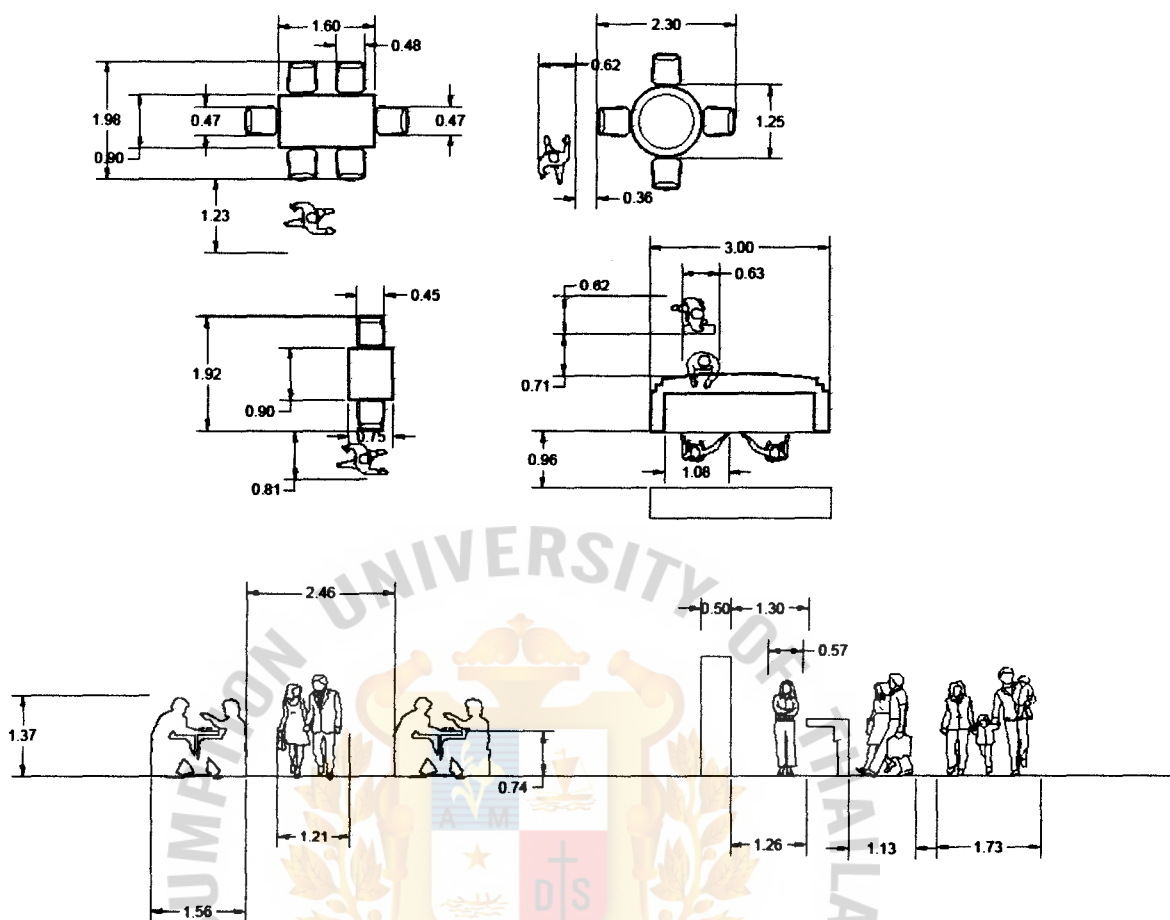
- Counter Check-in
- Waiting Area
- Locker Room
- Demonstration Area
- Washing Area



Multi-Function Area

Functions:

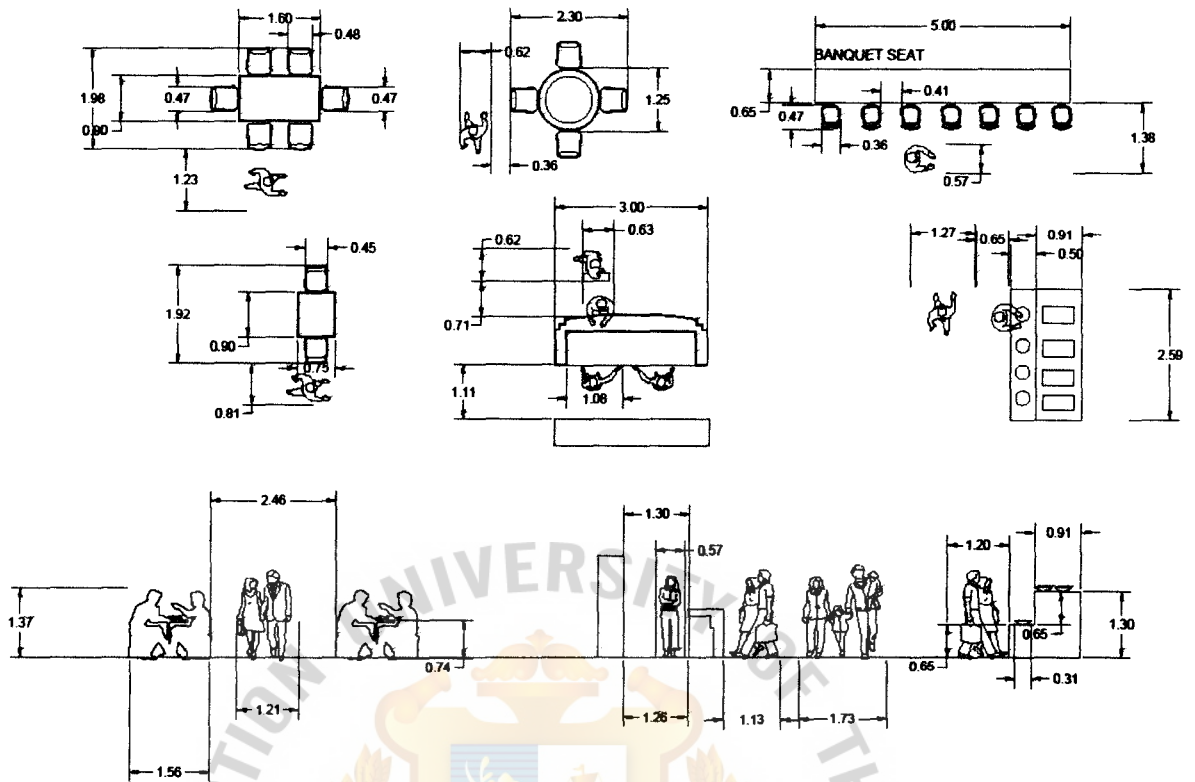
- Meeting Room
- Seminar Room
- Children Playground
- Dining Area
- Counter Bar
- Kitchen
- Toilet



Café

Functions:

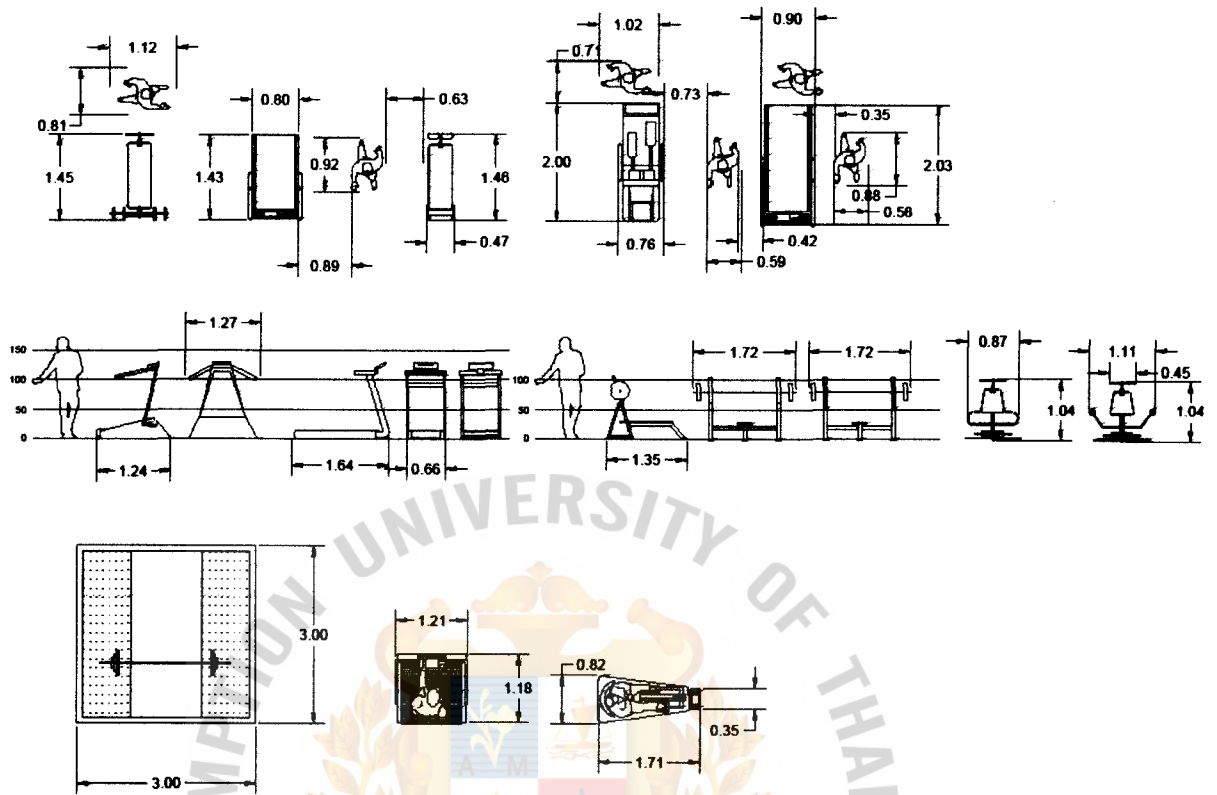
- Dining Area
- Counter Bar
- Kitchen
- Toilet



All day dining

Functions:

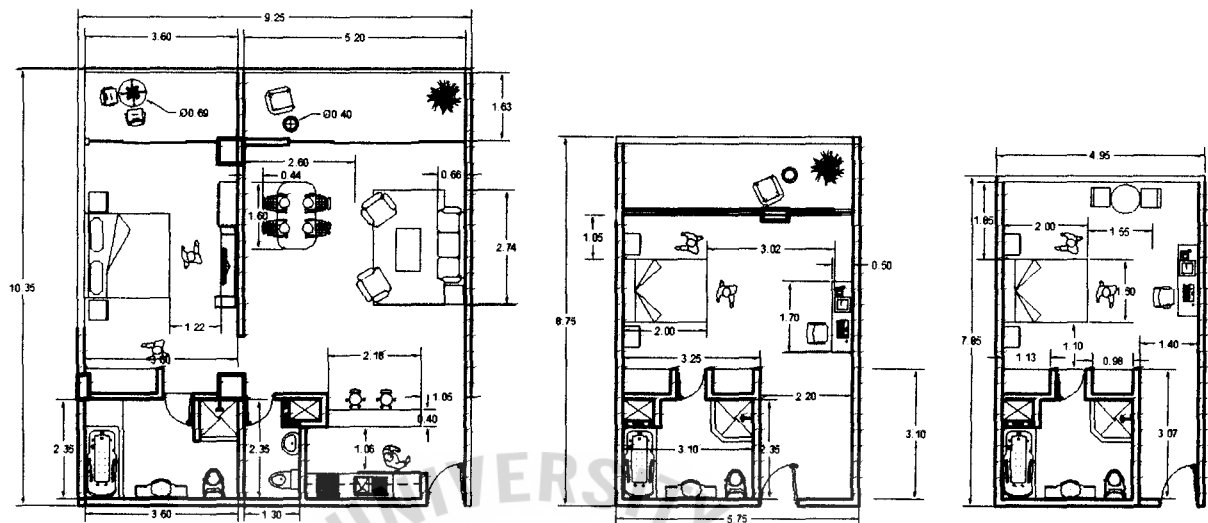
- Dining Area
- Counter Bar
- Buffet Table
- Banquet Seat
- Kitchen
- Toilet



Spa & fitness

Functions:

- Counter check in
- Exercise area
- Bathroom
- Locker room
- Steam room
- Sauna room

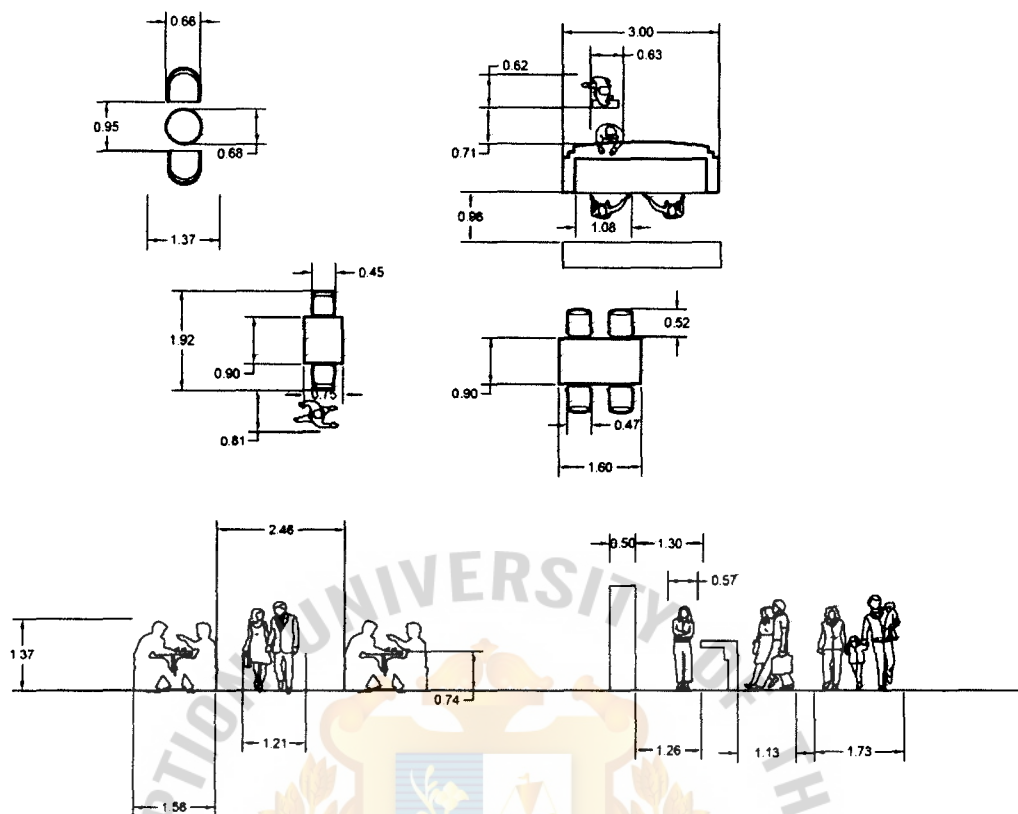


Accommodations Room

Functions:

- Bedroom
- Walk-in closet
- Bathroom
- Living area
- Reading are

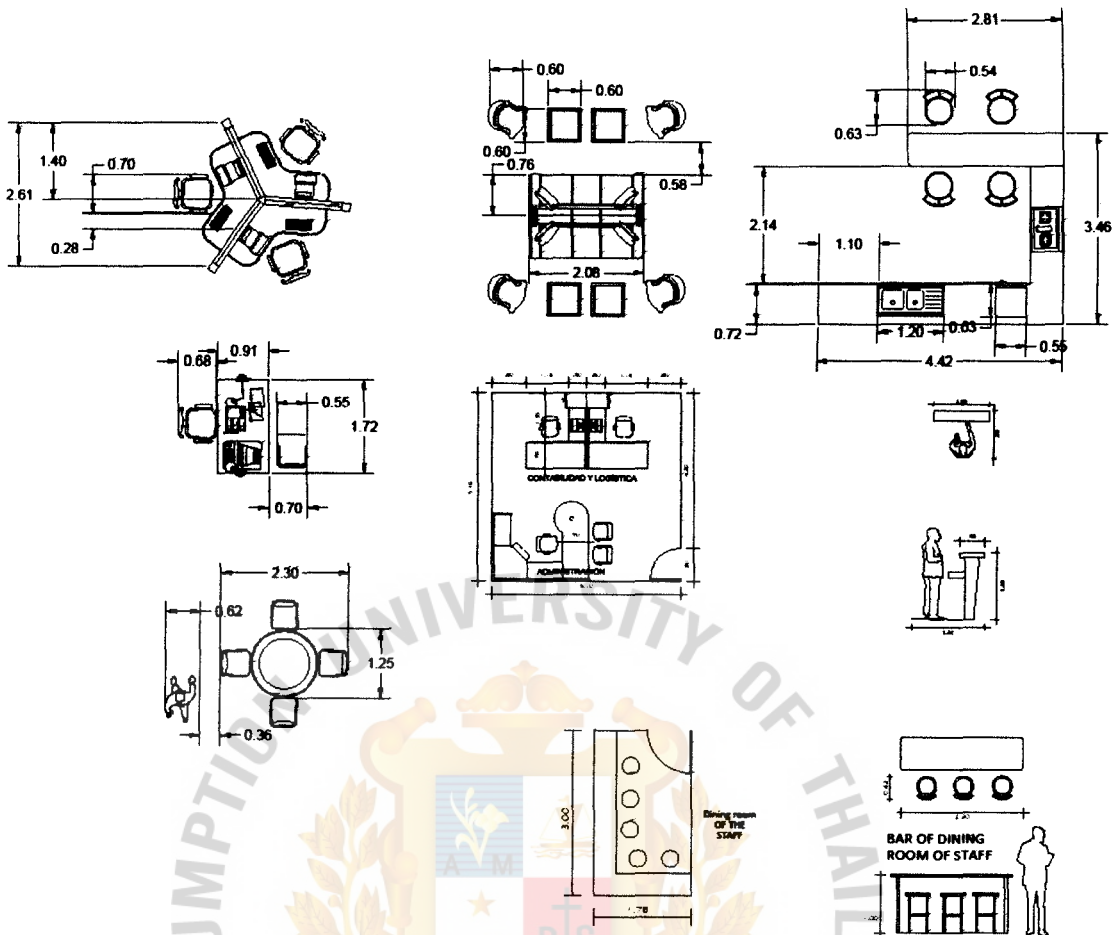




Rooftop Bar

Functions:

- Dining Area
- Counter Bar
- Buffet Table
- Banquet Seat
- Kitchen
- Toilet










Back of house

Functions:

- Office area
- Director room
- Meeting room
- Data room
- House keeping
- Storage room

3.3.2 Psychological Needs

VISITORS	CHARACTERISTIC	PSYCHOLOGICAL NEEDS
	- Family	<ul style="list-style-type: none">- Safety and Security- Cleanness- Good service- Welcoming- Convenience- Enjoyable
VISITOR	CHARACTERISTIC	PSYCHOLOGICAL NEEDS
	- Business man	<ul style="list-style-type: none">- Good Facilities- Convenience- Relaxation
STAFFS	CHARACTERISTIC	PSYCHOLOGICAL NEEDS
	- Administration officer	<ul style="list-style-type: none">- Safety and Security- Understanding their own duty- Good service- Convenience
STAFFS	CHARACTERISTIC	PSYCHOLOGICAL NEEDS
	<ul style="list-style-type: none">- Support Staff(Specialist)- Thai Chief (dessert / food)	<ul style="list-style-type: none">- Safety and Security- Understanding their own duty- Good service- Convenience- Enjoyable

STAFFS	CHARACTERISTIC	PSYCHOLOGICAL NEEDS
	<ul style="list-style-type: none">- House keeper- Chef- Maintenance	<ul style="list-style-type: none">- Safety and Security- Understanding their own duty- Good service
		
		



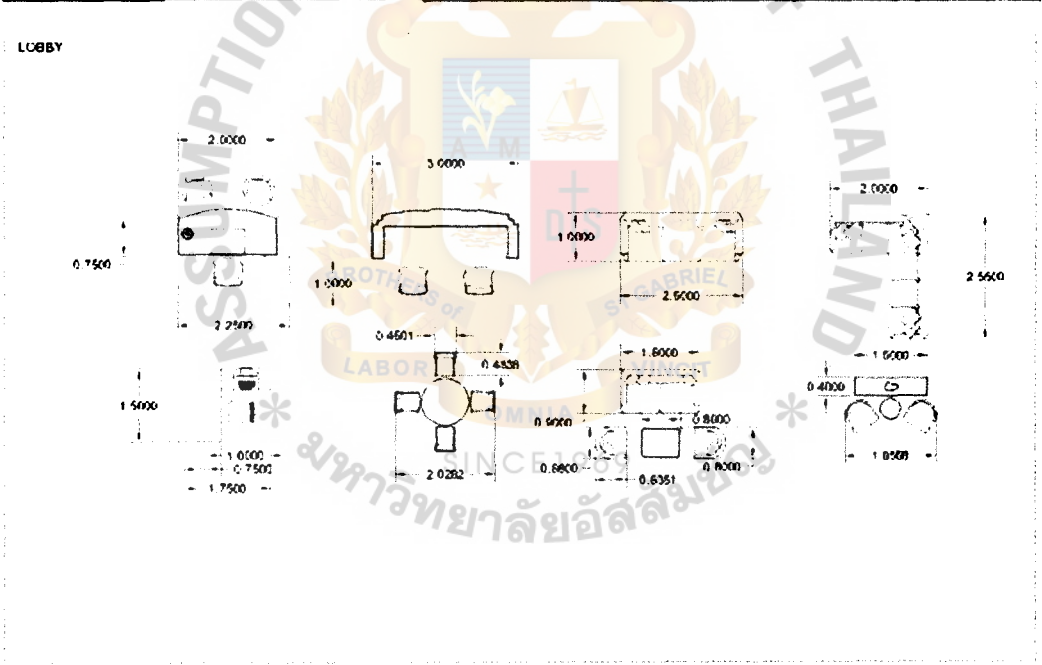
3.4 Functions and Facilities Studies

3.4.1 Functional Studies

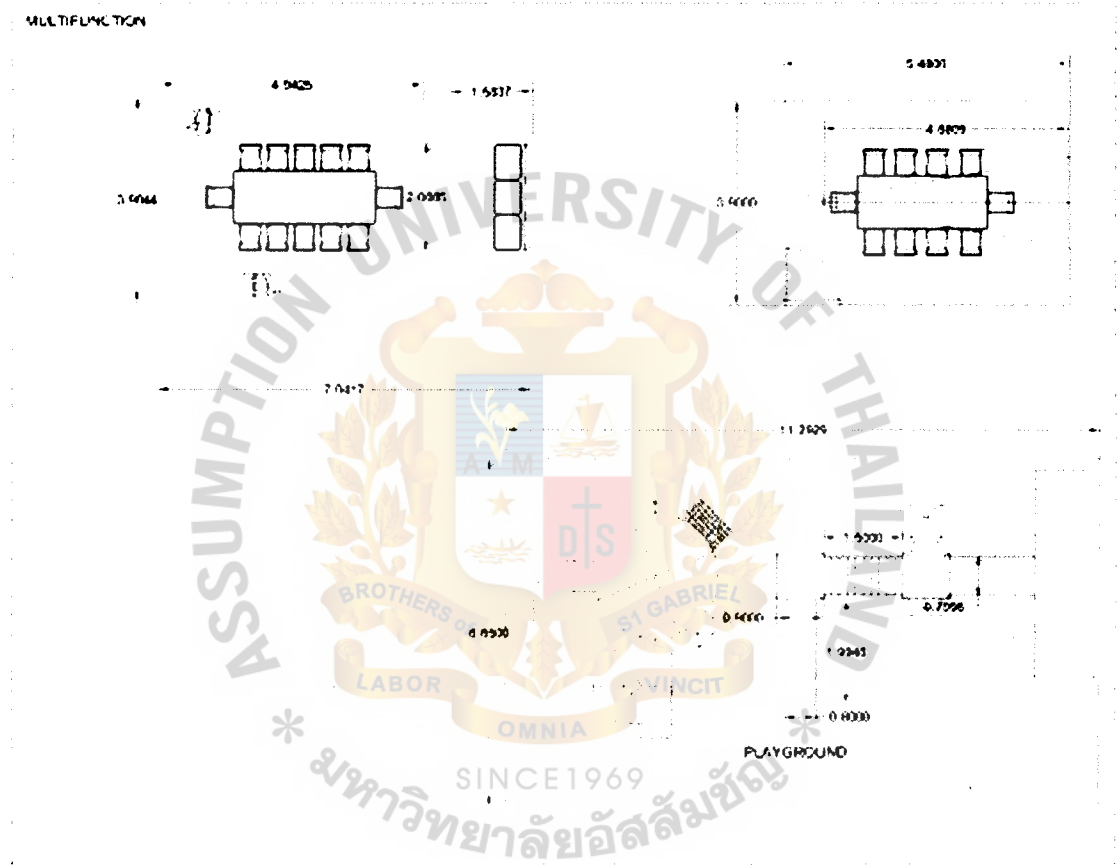
3.4.2 Facilities and Equipment Studies

- GUEST
- VISITOR
- SPECIALIST
- ADMINISTRATIVE
- STAFF

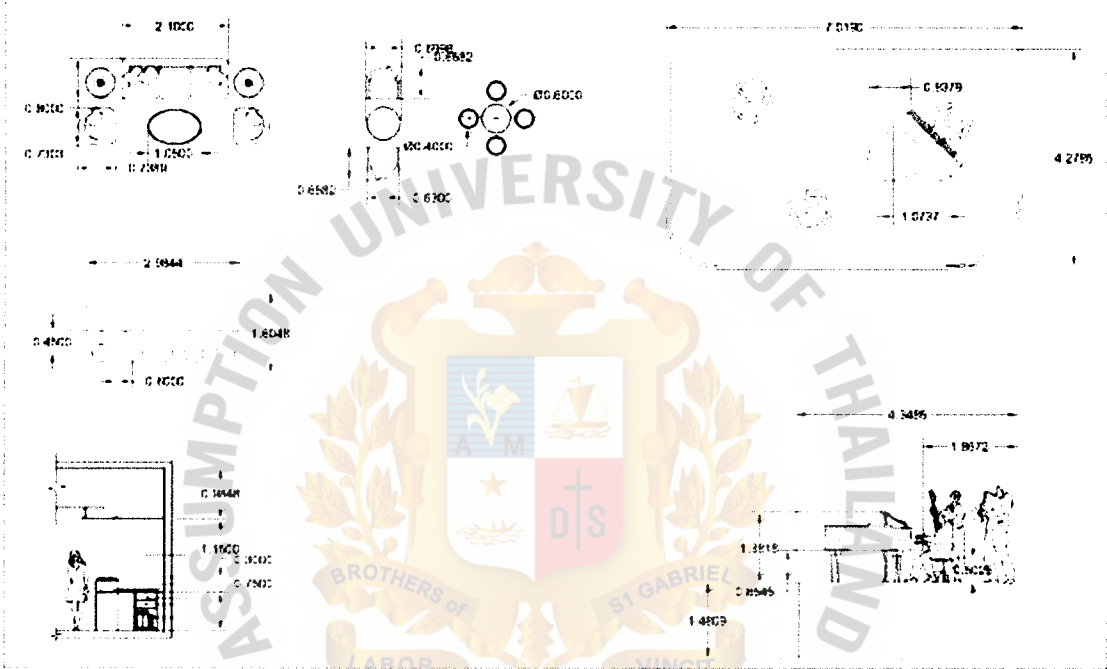
AREA	FUNCTION	TYPE OF USER				
		GUEST	VISITOR	SPECIALIST	ADMINISTRATIVE	STAFF
LOBBY	RECEPTION & INFORMATION AREA	●	●			●
	WAITING AREA	●	●			
	FRONT OFFICE				●	●
	CAFE	●	●			●
	TOILET	●	●			



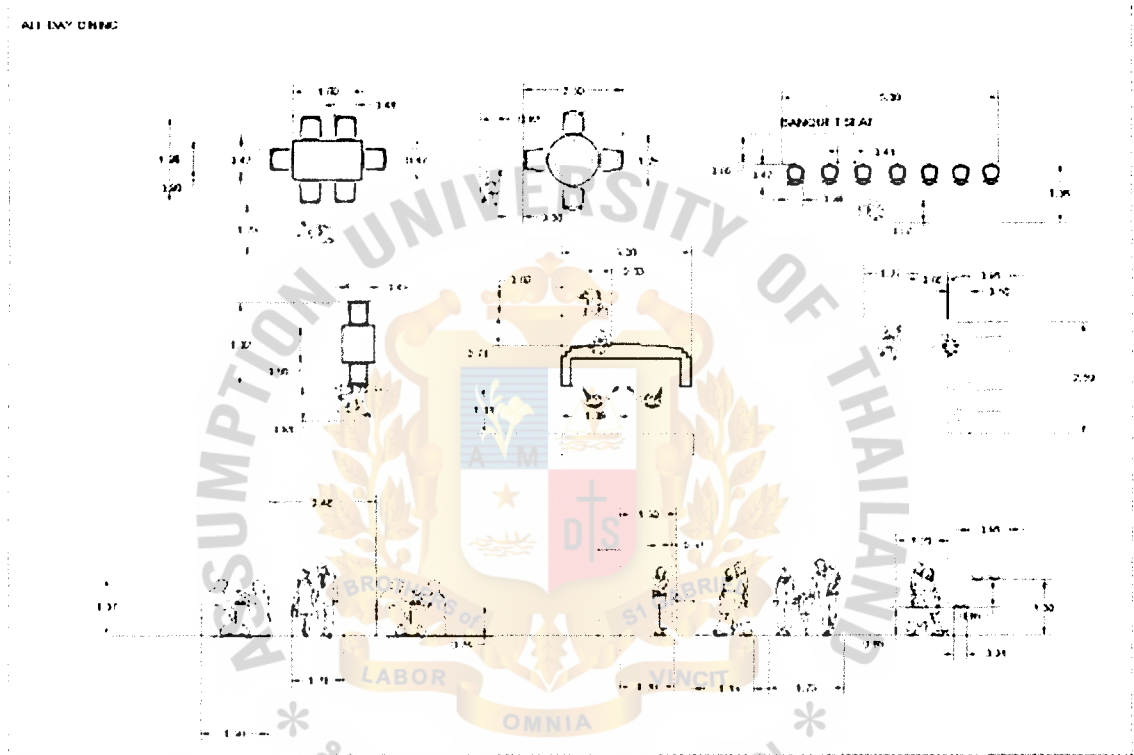
AREA	FUNCTION	TYPE OF USER				
		QUEST	VISITOR	SPECIALIST	ADMINISTRATIVE	STAFF
MULTI-FUNCTION ROOM	MEETING AREA/SEMINAR AREA	●	●			
	DINNING AREA	●	●			
	COUNTER BAR	●	●			
	TOILET	●	●			●
						●
		●	●			●



AREA	FUNCTION	TYPE OF USER				
		GUEST	VISITOR	SPECIALIST	ADMINISTRATIVE	STAFF
CAFÉ & LOUNGE	Reception Desk	●	●		●	●
	Waiting Area	●	●		●	●
	Counter Bar					●
	Lounge Area	●	●		●	●
	Playground					
	Toilet					

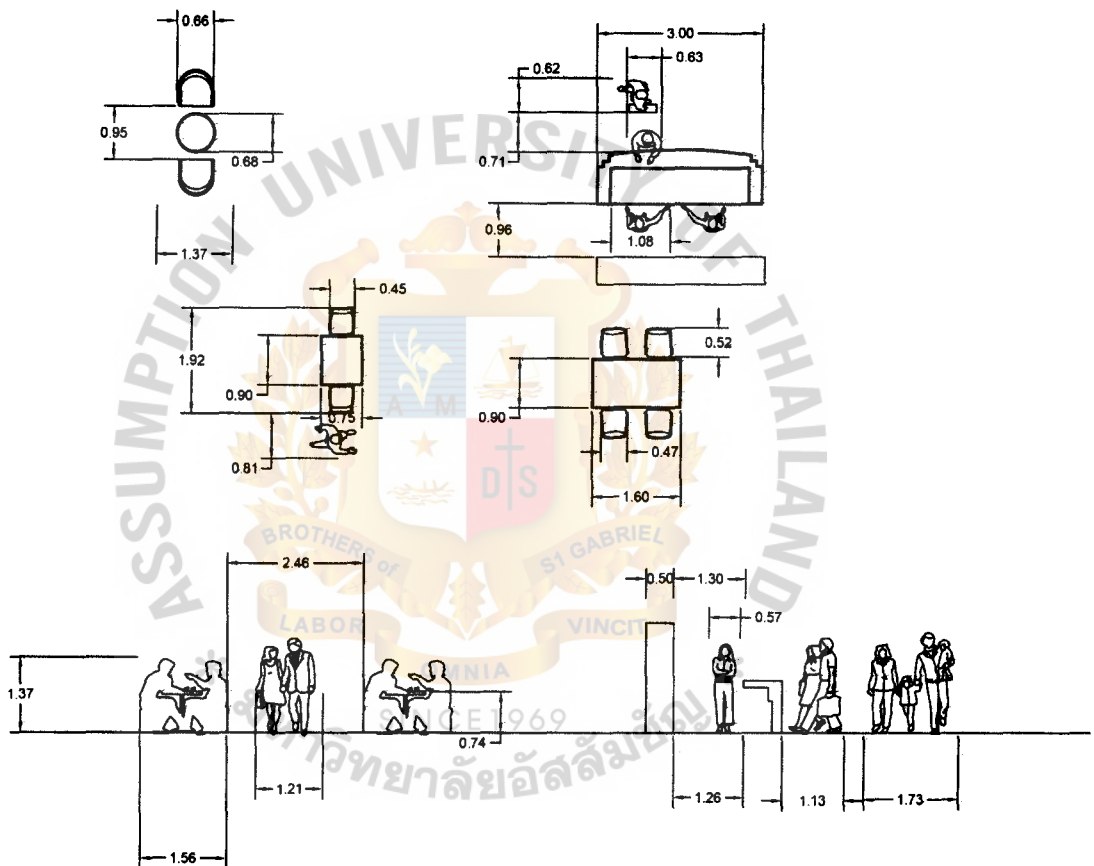


AREA	FUNCTION	TYPE OF USER				
		GUEST	VISITOR	SPECIALIST	ADMINISTRATIVE	STAFF
CAFÉ & LOUNGE	Reception Desk	●	●		●	●
	Waiting Area	●	●		●	●
	Counter Bar					●
	Lounge Area	●	●		●	●
	Playground					
	Toilet					



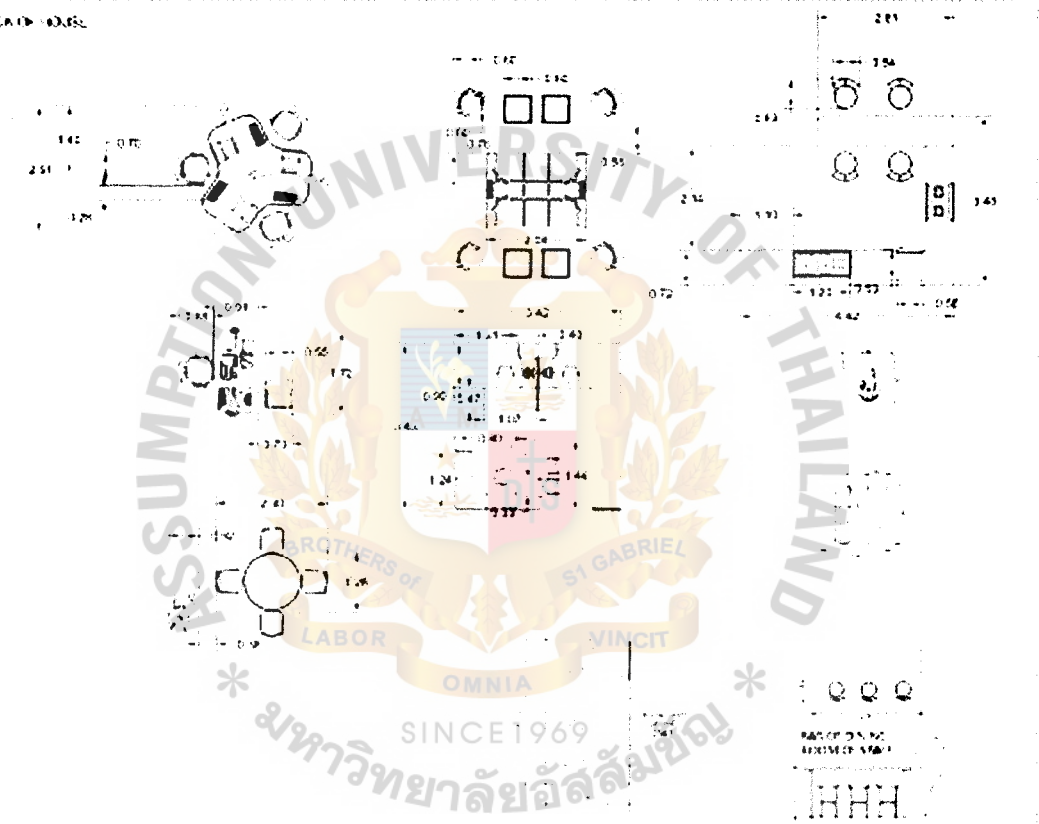
SINCE 1969
มหาวิทยาลัยอัสสัมชัญ

AREA	FUNCTION	TYPE OF USER				
		GUEST	VISITOR	SPECIALIST	ADMINISTRATIVE	STAFF
Rooftop bar	Reception Desk	●	●		●	●
	Waiting Area	●	●		●	●
	Counter Bar					●
	Lounge Area	●	●		●	●
	Playground					
	Toilet					



AREA	FUNCTION	TYPE OF USER				
		GUEST	VISITOR	SPECIALIST	ADMINISTRATIVE	STAFF
BACK OF HOUSE	ADMINISTRATIVE OFFICE				●	
	MEETING ROOM				●	●
	STAFF LOUNGE					●
	KITCHEN				●	●
	STORAGE & LINEN STORAGE				●	●
	LAUNDRY					●
	MAINTAINANCE					●

BACK OF HOUSE



Modern

3.5 Aesthetic and Form Studies
Thai Contemporary



Modern





1



2



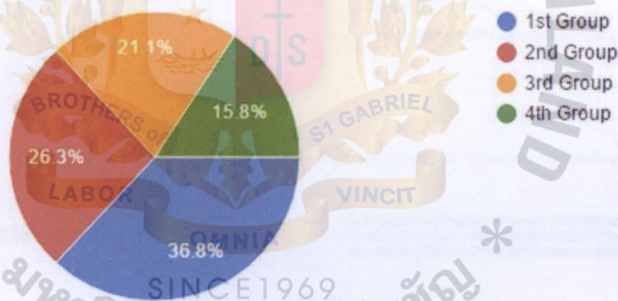
3



4

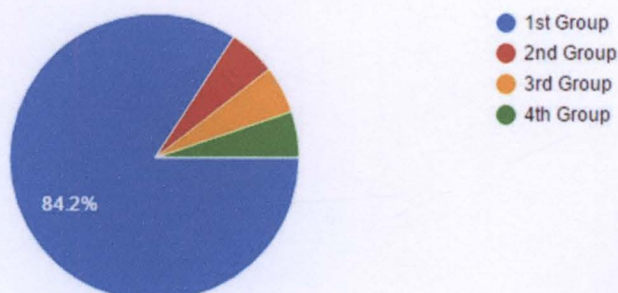
From given picture set which one you prefer to adapt the style with Hotel that support domestic guest in thailand

(คำตอบ 19 ข้อ)



From given picture which one give most suitable style for boutique hotel that represent "Thainess"

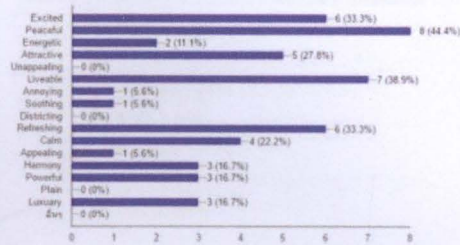
(คำตอบ 19 ข้อ)



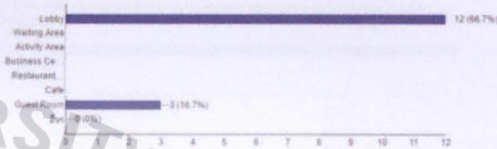
THAI CONTEMPORARY



How do you feel after seen picture above ? Choose at least 3 answer according to most to least



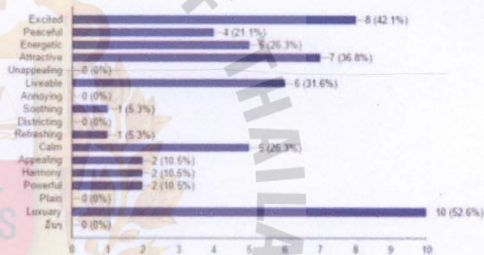
Which area you would like to see this style suite in?



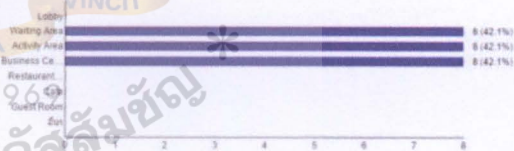
MINIMAL



How do you feel after seen picture above ? Choose at least 3 answer according to most to least



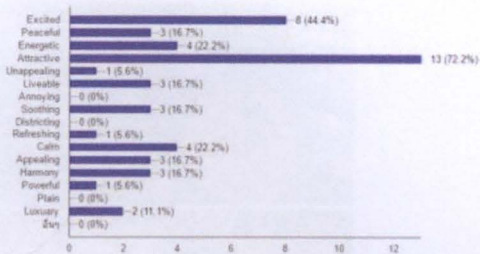
Which area you would like to see this style suite in?



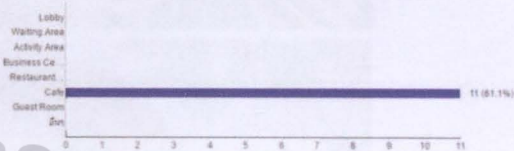
LOFT



How do you feel after seen picture above ? Choose at least 3 answer according to most to least
(Answer: 18 slot)



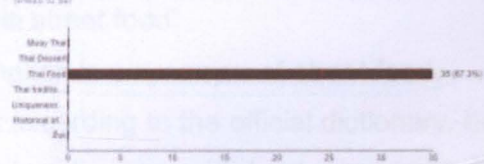
Which area you would like to see this style suite in? (Answer: 18 slot)



3.6 Project Specific

The attraction of act and mood that represent "Thainess"

Which one represent the interested in your opinion that show up "THAI"



Thai street vendor market



- Bangkok is a synonym of street food
- Well, probably not according to the official dictionary, but having eaten and explored the street food in this culinary wonderland since 2009, say without doubt, Thailand is one of the world's best countries for food.
- According to Lonely Planet's survey, Bangkok tops the world as the best city to visit if you're a food lover.
- In Bangkok, it goes without saying:

"Where there are people, there will be food."

The attraction of act and mood that represent "Thainess"

According to the questionnaire the most interested activity that represent the "THAINESS"

"Thai street food"

Bangkok is a synonym of street food.

Not according to the official dictionary, but having eaten and explored the street food in this culinary wonderland since 2009, Bangkok is one of the world's best cities for food.

According to Lonely Planet's survey, Bangkok tops the world as the best city to visit if you're a food lover.

In Bangkok, it goes without saying:

Where there are people, there will be food.

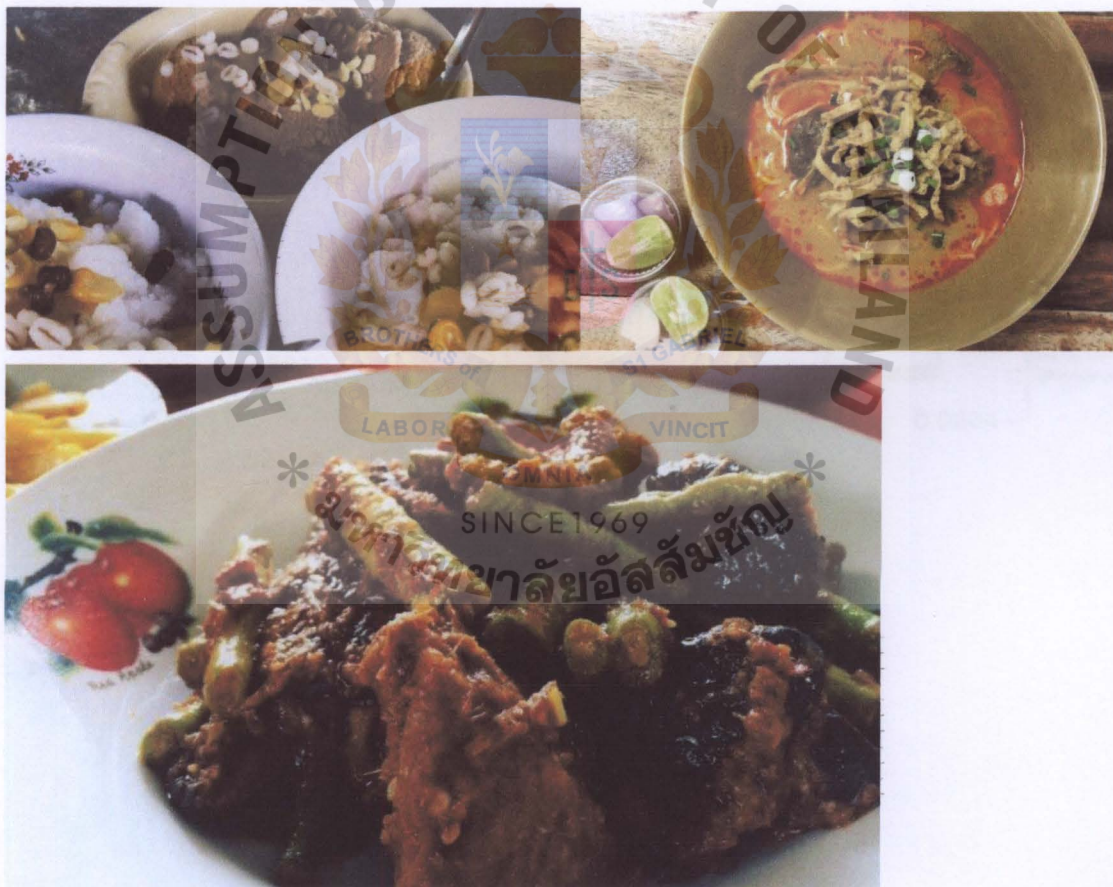
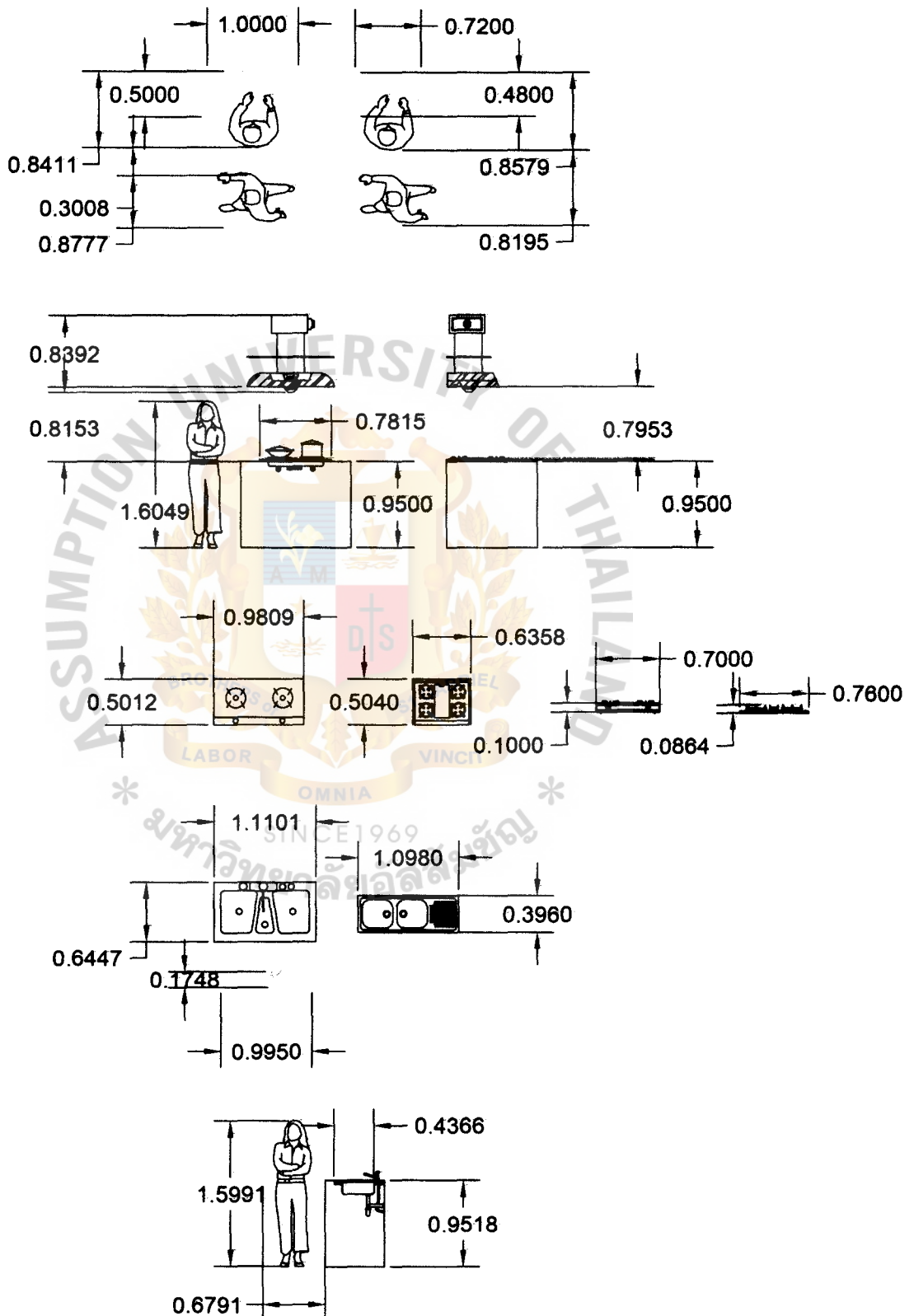
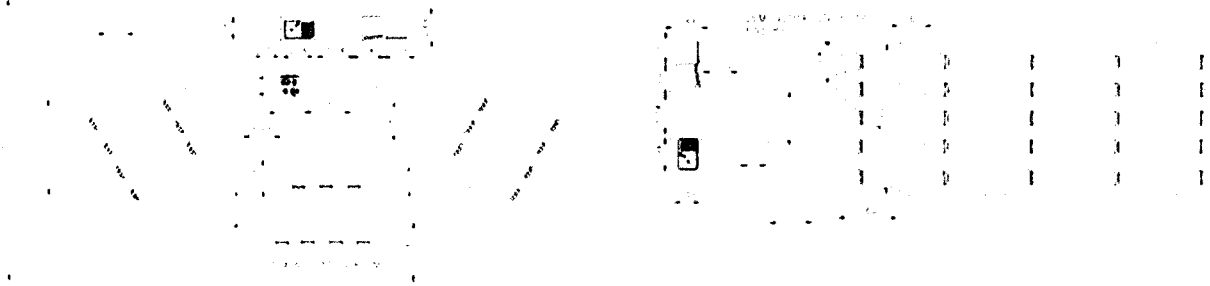


Figure 3.6.6

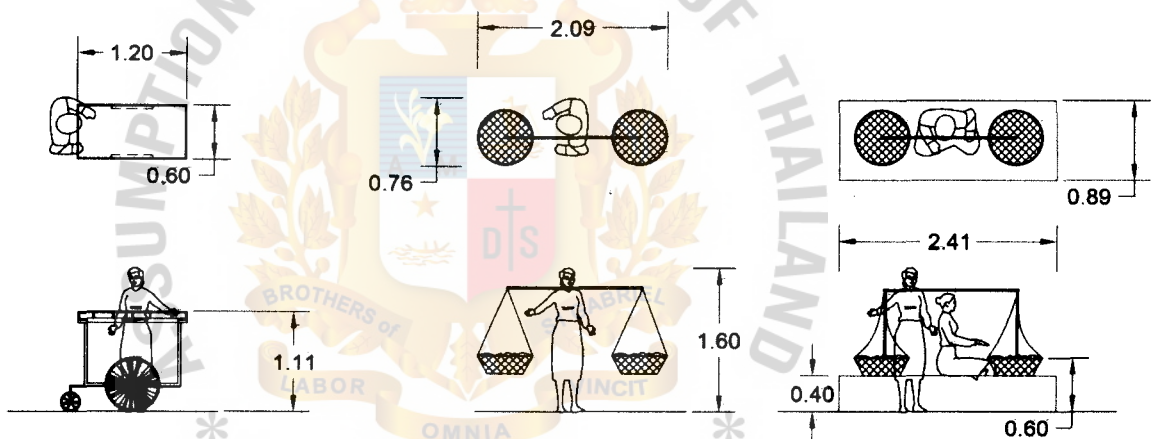
Kitchen dimension



Kitchen Demonstration



Street Cart Dimension

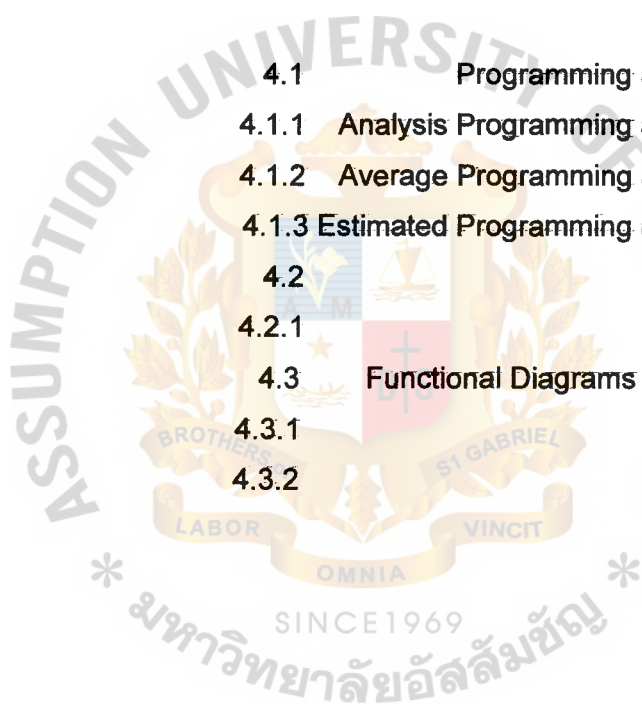


CHAPTER 4: DATA SYNTHESSES AND PROGRAMMING



Chapter: 4

- 4.1 Programming and Area requirements
 - 4.1.1 Analysis Programming and Area requirements
 - 4.1.2 Average Programming and Area requirements
 - 4.1.3 Estimated Programming and Area requirements
- 4.2 Adjacency Studies
 - 4.2.1 Adjacency Charts
- 4.3 Functional Diagrams and Proposed Zonings
 - 4.3.1 Functional Diagrams
 - 4.3.2 Proposed Zonings



Chapter 4: Data syntheses and programming

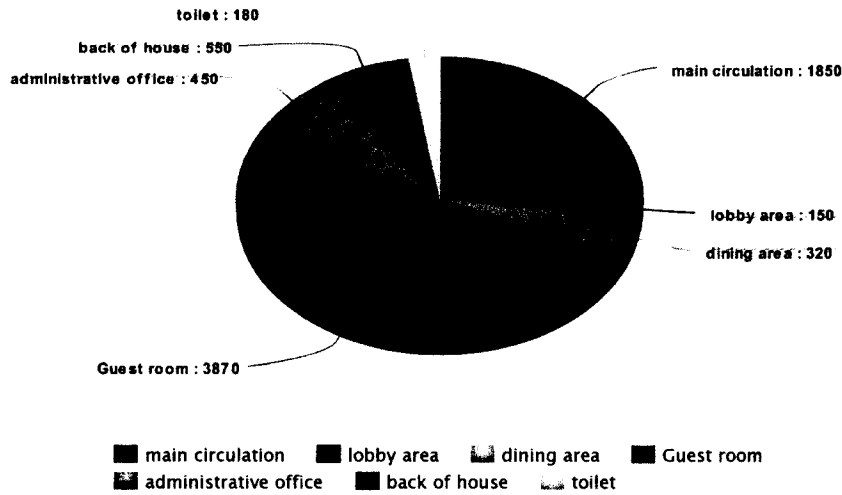
4.1 Programming and Area requirements

4.1.1 Analysis Programming and Area requirements

Case Study 1: Triple 2

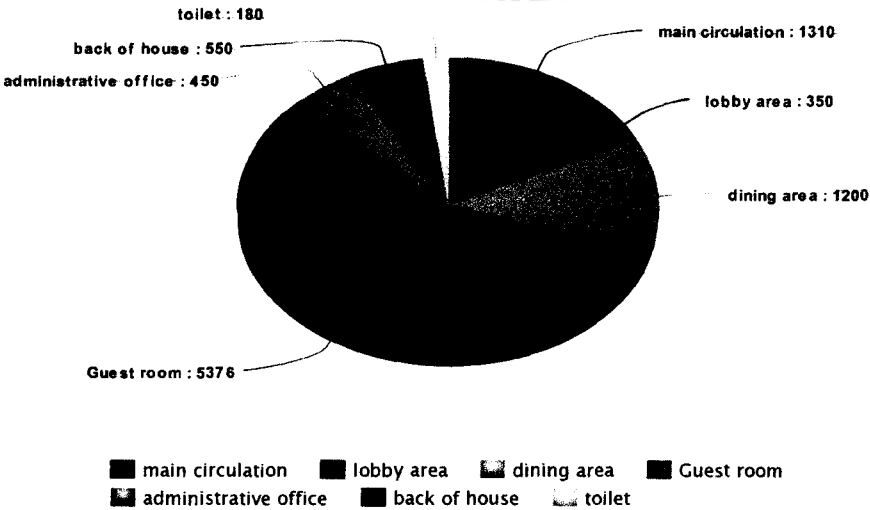
Function and Area Requirement : Case study 1 Triple 2			
Function	UNITS/BEDS /CLIENTS	AREA (M²)	AREA (%)
Main Circulation		1850	25.2 %
Lobby Area	35 (user daily visit)	150	2.5 %
Dining Area		320	5.4 %
Guest Room	150 units	3870	65 %
Administrative office		450	7.6 %
Back of House		550	9.2 %
Toilet	35 (user daily visit)	180	3 %
Total Area		7370	100 %

Triple 2



Case Study 3: Dusit D2

Function and Area Requirement : Case study 3 Dusit D2			
Function	UNITS/BEDS /CLIENTS	AREA (MP)	AREA (%)
Main Circulation		1310	24 %
Lobby Area	50 (user daily visit)	350	3 %
Dining Area		1200	11 %
Guest Room	100 units	5376	50%
Administrative office		450	4 %
Back of House		550	6 %
Toilet	35 (user daily visit)	180	2 %
Total Area		8420	100 %



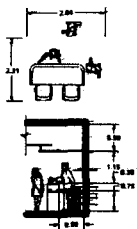
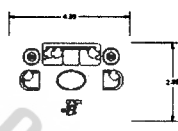
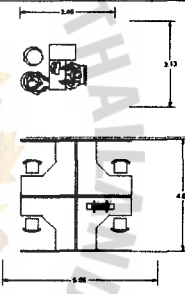
4.1.2 Average Programming and Area requirements

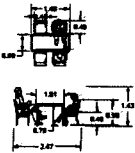
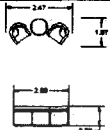

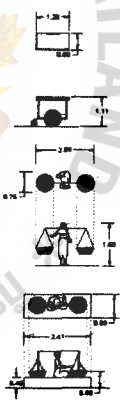
Function	Case Study Triple 2 (Area in %)	Case Study Panchalae Boutique (Area in %)	Project's Average area allowance (Area in %)	Project's Average area allowance (Area in sq.m.)
Main Circulation	25.2	21.5	26	4150
Lobby Area	2.5	6	1.7	219
Dining Area	5.4	13	4.7	850
Guest Room	65	44	46	8264
Administrative office	7.6	6	1.8	325
Back of House	9.2	7	2.7	488
Toilet	3	3	0.91	162.8
Total Percentage	100	100	100	
Reference Project square meter	7370	16153		17853

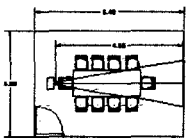
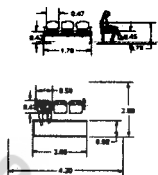
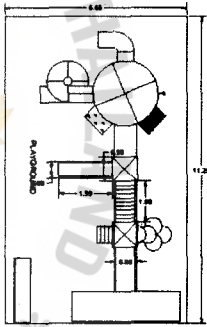
4.1.3 Estimated Programming and Area requirements

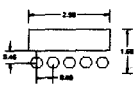
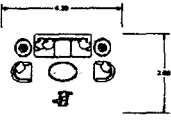
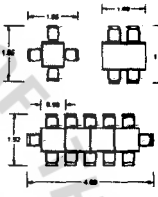
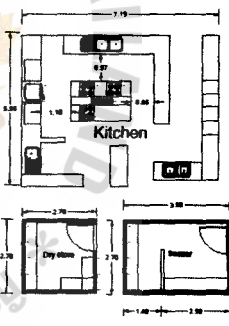
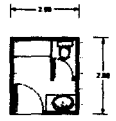
AREA	STANDARD AREA- PERCENTAGE (%)	BUILDING EXISTING	CASE STUDY 1 TRIPLE 2	CASE STUDY 2 PANCHALEE	4SENSE HOTEL	AREA IN SQ.M.
LOBBY	5 %	2 %	3 %	10 %	8 %	1492 Sq.m.
WORKSHOP	5 %	15 %	- %	- %	6 %	1120 Sq.m.
MULTI-FUNCTION ROOM	4 %	4 %	- %	- %	6 %	1120 Sq.m.
LOUNGE & CAFE	5 %	5 %	6 %	15 %	5 %	933 Sq.m.
ALL DAY DINING	6 %	15 %	6 %	10 %	5 %	933 Sq.m.
SWIMMING POOLS	5 %	5 %	- %	15 %	5 %	933 Sq.m.
FITNESS & SAUNA	5 %	5 %	- %	- %	5 %	933 Sq.m.
GUEST ROOM	50 %	46 %	65 %	35 %	45 %	8395 Sq.m.
BACK OF HOUSE	15 %	3 %	20 %	15 %	15 %	2798 Sq.m.
TOTAL AREA	100 %	100 %	100 %	100 %	100 %	18655 Sq.m.


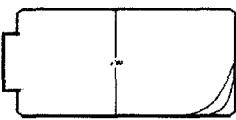
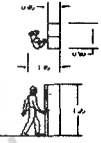


Area Requirements


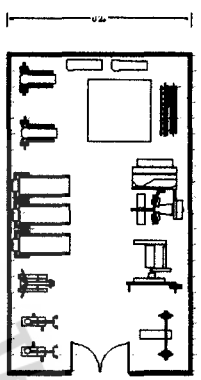
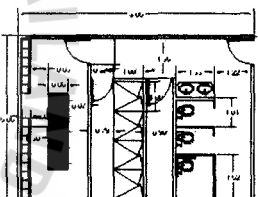
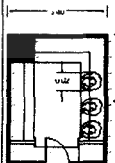
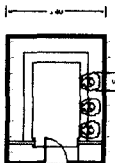
AREA	FURNITURE & EQUIPMENT	NO.OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
LOBBY					
Reception Area	<ul style="list-style-type: none">- Check in Counter- Chair- Computer- Printer	2	1	3.00 x 1.80 = 5.4	
Circulation 30 %				5.4 x 1 = 5.4	
Waiting Area	<ul style="list-style-type: none">- Sofa set- Round table	10	5	3.00 x 4.00 = 12	
				12 x 5 = 60	
Front Office	<ul style="list-style-type: none">- Working Desk- File Cabinet- Lounge	12	6	3.60 x 1.80 =6.50	
				6.50 x 6.00 =39.00	
Total Furniture Area				104 sq.m.	
Total Area Requirement				900 sq.m.	

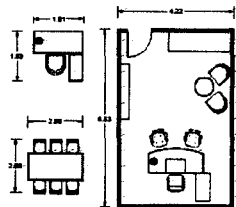
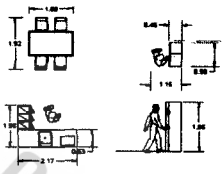
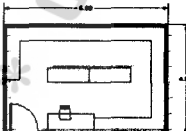
AREA	FURNITURE & EQUIPMENT	NO.OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Workshop					
counter check in	<ul style="list-style-type: none">- Reception desk- Chair- Computer- Printer	2	1	$3.00 \times 1.80 = 5.4$	
				$5.4 \times 1 = 5.4$	
Circulation 30 %				$5.4 + 1.6 = 7$	
WAITING AREA	<ul style="list-style-type: none">- Seating	10	5	$3.00 \times 4.00 = 12$	
				$12 \times 5 = 60$	
Circulation 30 %				$60 + 18 = 78$	
Locker room	<ul style="list-style-type: none">- Locker	15	15	$1.00 \times 1.00 = 1$	
				$1.00 \times 15 = 15.00$	
Kitchen Demonstration	<ul style="list-style-type: none">- Demonstration Desk/ table- Washing area- Storage area- Freezing Area	35	18	$5.00 \times 6.00 = 30.00$	
				$30.00 \times 18 = 540$	
Total Furniture Area				640 sq.m.	
Total Area Requirement				680 sq.m.	

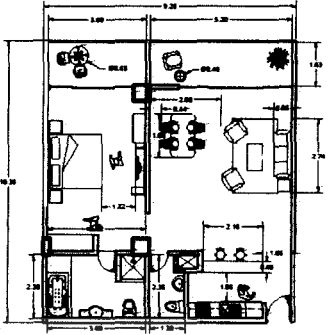
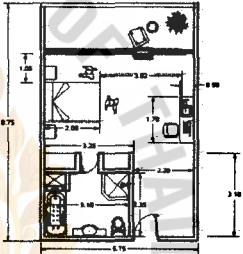
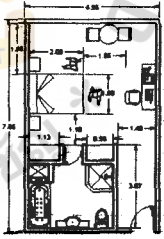
AREA	FURNITURE & EQUIPMENT	NO.OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
MULTIFUNCTION ROOM					
Meeting area	<ul style="list-style-type: none">- Conference table- Chair- Computer- Monitors- Projector	50	5	5.50 x 4.00 = 22 22 x 5 = 110	
Seminar room	<ul style="list-style-type: none">- Monitors- Chair- Table	50	20	2.00 x 4.20 = 8.4 8.4 x 20 = 168	
Circulation 30 %				168 + 50 = 218	
Children playground	<ul style="list-style-type: none">- Slider- Tunnel- Mat Floor	20	1	7.00 x 11.00 = 77.00 77.00 x 1.00 = 77.00	
Total Furniture Area				405 sq.m.	
Total Area Requirement				680 sq.m.	

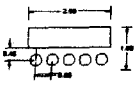
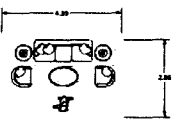

AREA	FURNITURE & EQUIPMENT	NO.OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
All-day dining (145 seats)					
Counter Bar	<ul style="list-style-type: none">- Stool- Counter	40	8	1.8 1.80 x 6= 14.5	
Waiting Area	<ul style="list-style-type: none">- Sofa set- Round table	40	8	3.00 x 4.00 = 12 12 x 8 = 96	
Dinning Area	<ul style="list-style-type: none">- Working Desk- File Cabinet- Lounge	65	60	2.00 x 5.00 = 10.00 10.00 x 60 = 600.00	
Kitchen	<ul style="list-style-type: none">- Sink- Ref.- Cabinet- Dry store- Freezer- Oven- Stove	20	4	7.00 x 6.00 = 42.00 42 X 4 = 168	
Toilet	<ul style="list-style-type: none">- Sink- Locker- Lavatory	10	2	2.50 x 3.00 = 7.50 7.50 x 2 = 15.00	
Total Furniture Area				894 sq.m.	
Total Area Requirement				900 sq.m.	

AREA	FURNITURE & EQUIPMENT	NO. OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Swimming Pool	existing limited by building				
Counter Check-in	<ul style="list-style-type: none">- Reception desk- Chair- Computer	5	1	3.00 x 2.00 = 6.00 6.00 x 1 = 6.00	
Swimming Pool	- swimming pool	20	1	12.00 x 7.00 = 84.00 84.00 x 1 = 84.00	
Locker Room	- Locker	20	20	1.00 x 1.00 = 1.00 1.00x 20 = 20.00	
BathRoom	- Shower	20	20	1.00 x 1.00 = 1.00 1.00 x 10 = 20.00	
Toilet	<ul style="list-style-type: none">- Sink- Lavatory	20	M/10 F/10	2.00 x 2.00 = 4.00 4.00 x 20 = 80.00	
Total Furniture Area				210 sq.m.	
Total Area Requirement				500 sq.m.	

AREA	FURNITURE & EQUIPMENT	NO.OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Fitness					
Counter Check-in	<ul style="list-style-type: none">- Reception desk- Chair- Computer	5	1	3.00 x 2.00 = 6.00	
				6.00 x 1 = 6.00	
Fitness area	<ul style="list-style-type: none">- Gym Equipments	45	3	6.00 x 11.00 = 66.00	
				66.00 x 5 = 330.00	
Locker Room	<ul style="list-style-type: none">- Locker- Changing- Shower- Sink- Lavatory	20	20	8 x 7 = 56.00	
				56.00 x 2 = 112.00	
Sauna Room		20	20	2.50 x 2 = 5.00	
Steam Room				5.00 x 20 = 100.00	
Total Furniture Area				416 sq.m.	
Total Area Requirement				450 sq.m.	

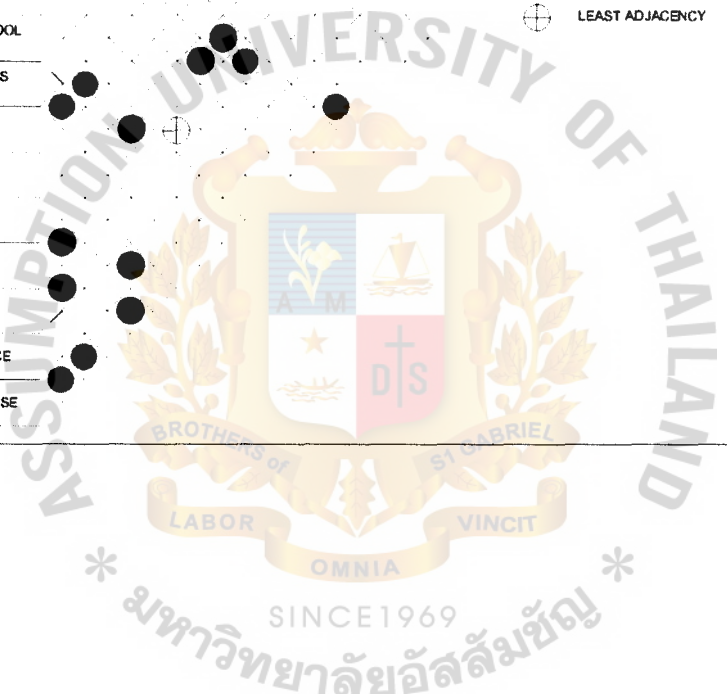
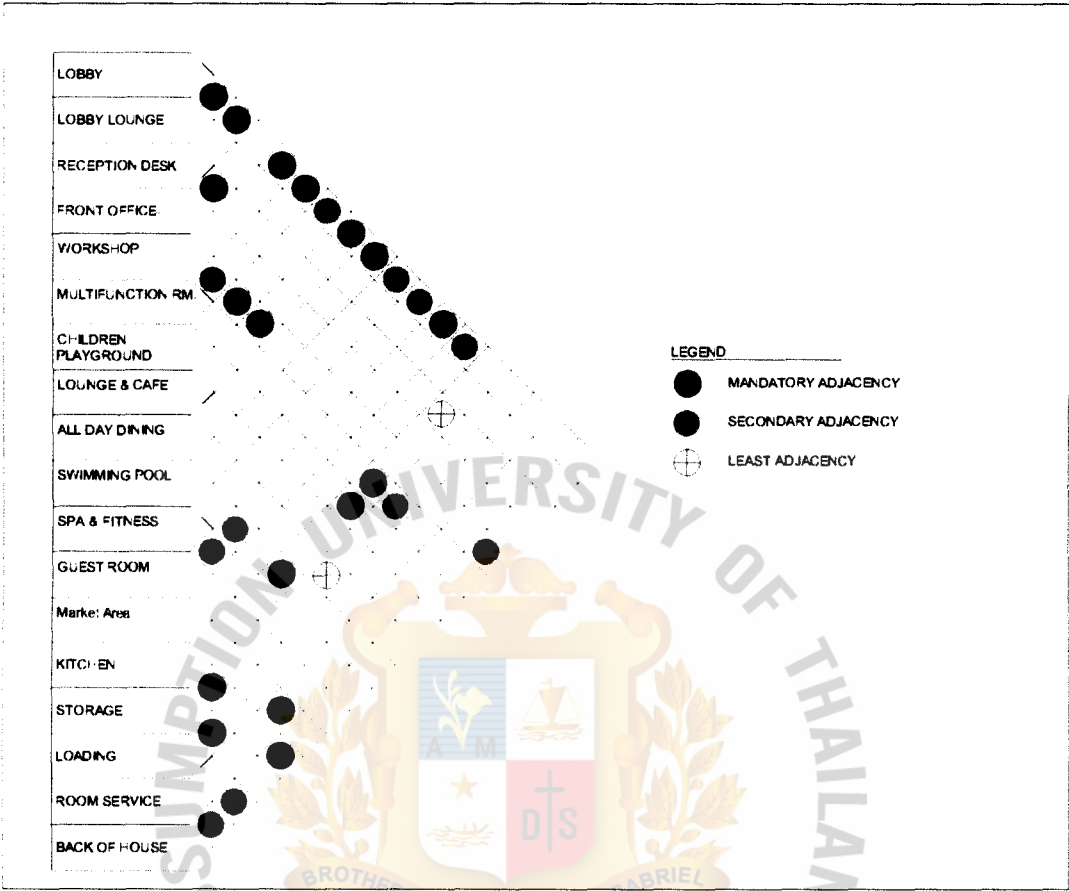
AREA	FURNITURE & EQUIPMENT	NO.OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Back of House					
Administrative office	<ul style="list-style-type: none">- Desk- Chair- Computer- Printer- Sofa- Meeting	5	5	$3.60 \times 4.60 = 16.50$ $16.50 \times 5 = 82.5$	
Circulation 30 %				$25 + 82.5 = 107$	
Staff lounge	<ul style="list-style-type: none">- Pantry- Locker- Dinner table- Chairs	15	5	$3.00 \times 3.50 = 10.5$ $10.50 \times 5.00 = 52.50$	
Circulation 30 %				$16 + 52.5 = 68.5$	
Maintenance Room	<ul style="list-style-type: none">- Shelves- Cabinet- Table- Chair	2	1	$6.00 \times 4.00 = 24.00$ $24.00 \times 1 = 24.00$	
Total Furniture Area				226.80 sq.m.	
Suggested Circulation For Area 30 %				68.00 sq.m.	
Total Area Requirement				295sq.m.	

AREA	FURNITURE & EQUIPMENT	NO.OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Guest Room					
Superior room	<ul style="list-style-type: none">- King Bed Size- Double Balcony- Dining Table- Living Area- Pantry- Chair- Table- Cabinet- TV- Counter-Bar- Sink- Toilet	4	10	9.00 x 10.00 = 90.00	
Deluxe Room	<ul style="list-style-type: none">- King Bed Size- Balcony- Working Table- Chair- Table- Cabinet- TV- Sink- Toilet	2	35	9.00 x 6.00 = 54.00	
Suite Room	<ul style="list-style-type: none">- King Bed Size- Working Table- Chair- Table- Cabinet- TV- Sink- Toilet	2	85	5.00 x 8.00 = 40.00	
Total Furniture Area				6100 sq.m.	
Total Area Requirement				6,100 sq.m.	

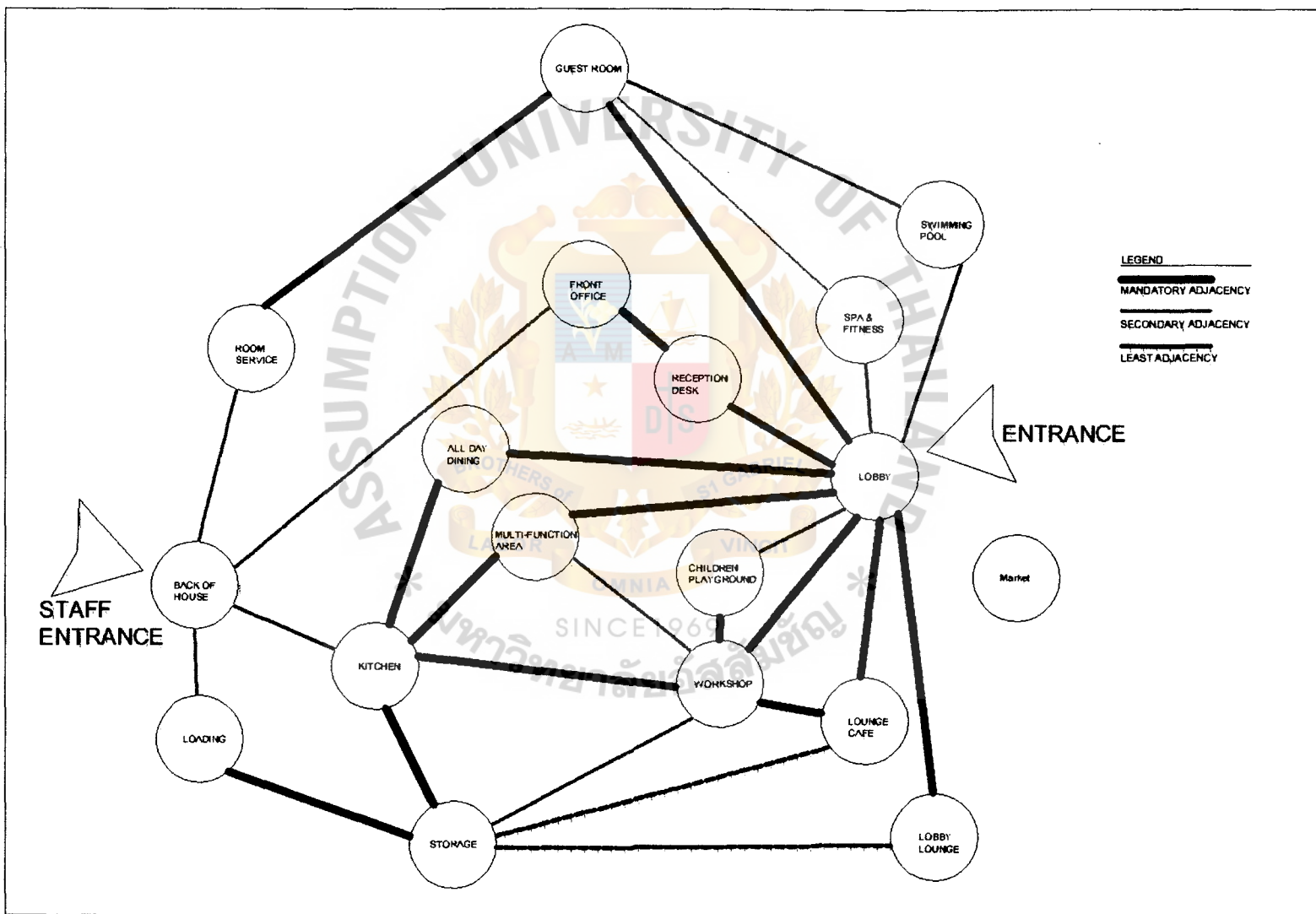
AREA	FURNITURE & EQUIPMENT	NO.OF		AREA REQUIREMENT (SQ.M.)	TYPICAL AREA FURNITURE LAYOUT
		USER	UNIT		
Lounge & Cafe					
Counter Bar	<ul style="list-style-type: none">- Stool- Counter	40	8	1.8 $1.80 \times 6 = 14.5$	
Circulation 30 %				$4 \times 14.5 = 18.5$	
Seating Area	<ul style="list-style-type: none">- Sofa set- Round table	40	8	$3.00 \times 4.00 = 12$ $12 \times 8 = 96$	
Toilet	<ul style="list-style-type: none">- Sink- Locker- Lavatory	15	M / 7 F / 7	$2.50 \times 3.00 = 7.50$ $7.50 \times 14 = 105$	
Total Furniture Area				216 sq.m.	
Total Area Requirement				230 sq.m.	

4.2 Adjacency Studies

4.2.1 Adjacency Charts

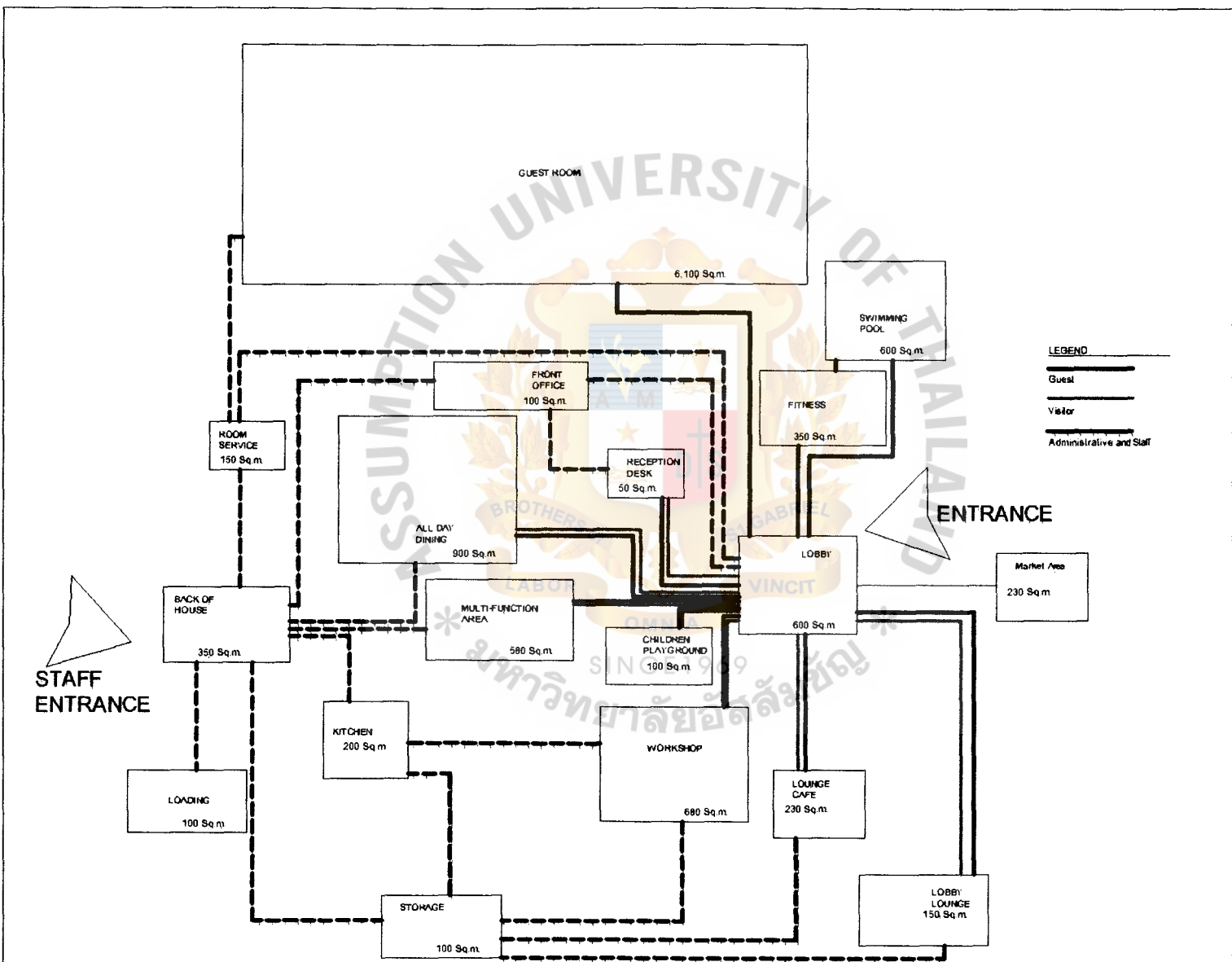


Bubble Diagram



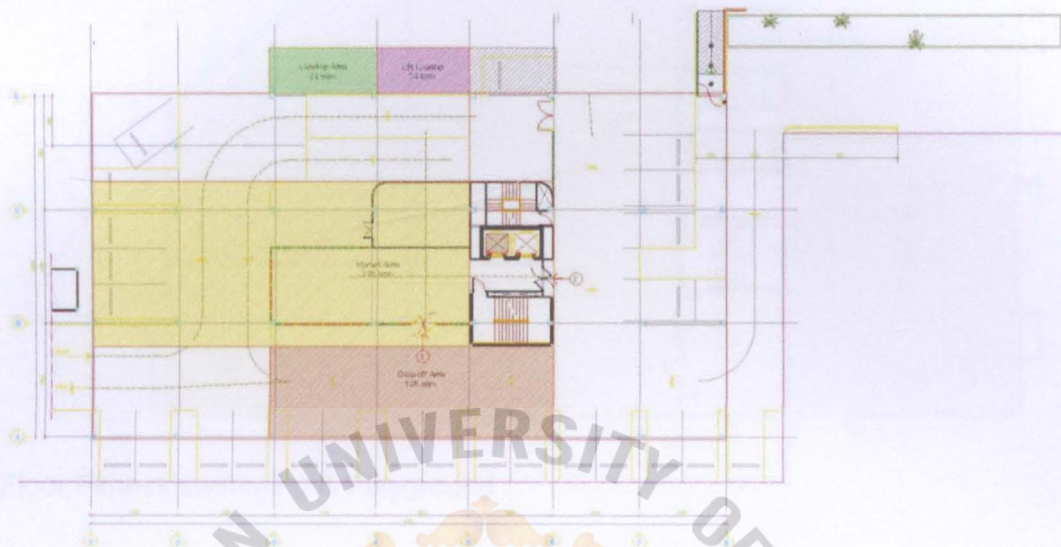
4.3 Functional Diagrams and Proposed Zonings

4.3.1 Functional Diagrams

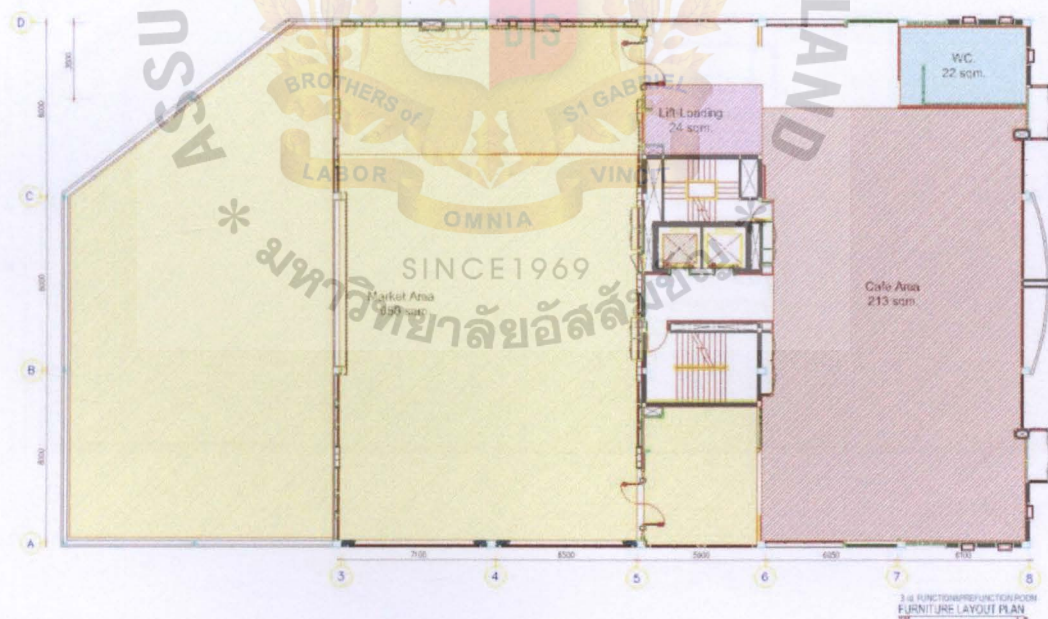


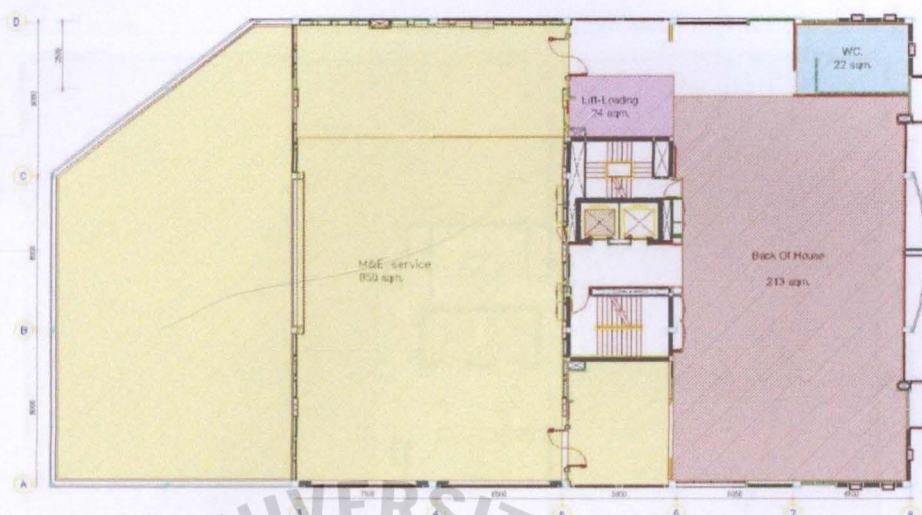
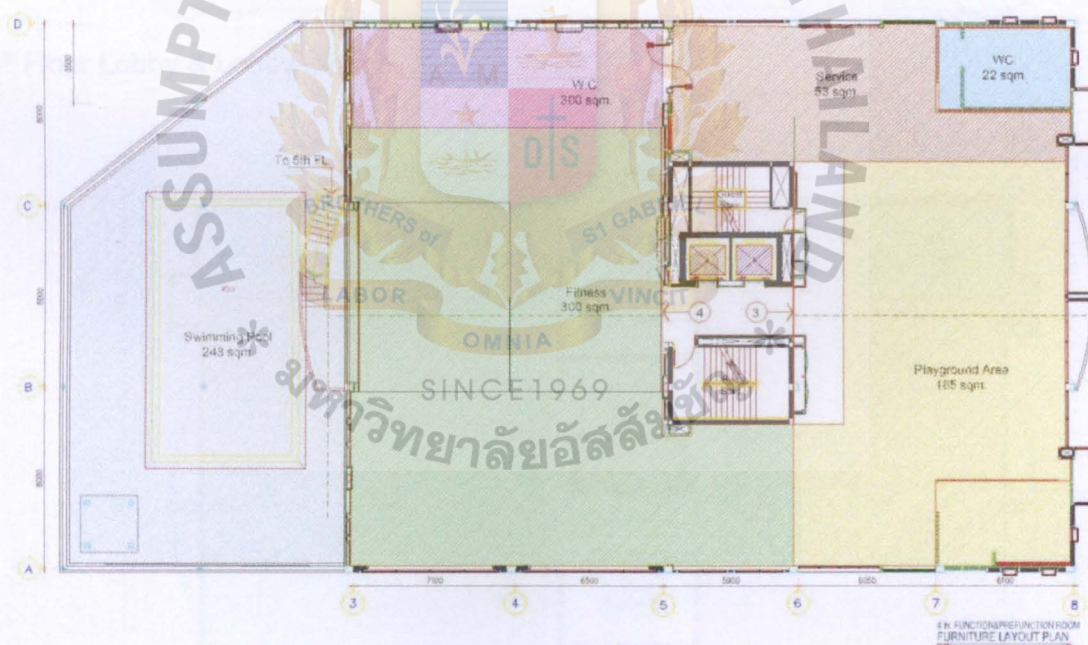
4.3.2 Proposed Zonings

1st Floor Market Area & Drop off

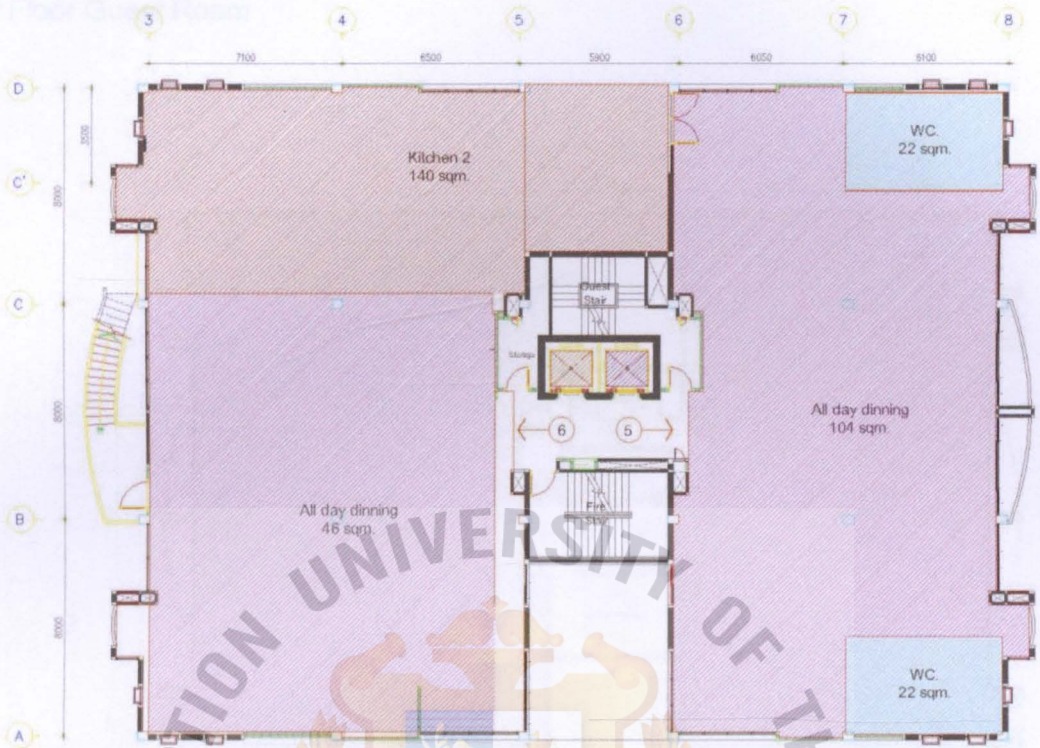


2nd Floor Market area & Café

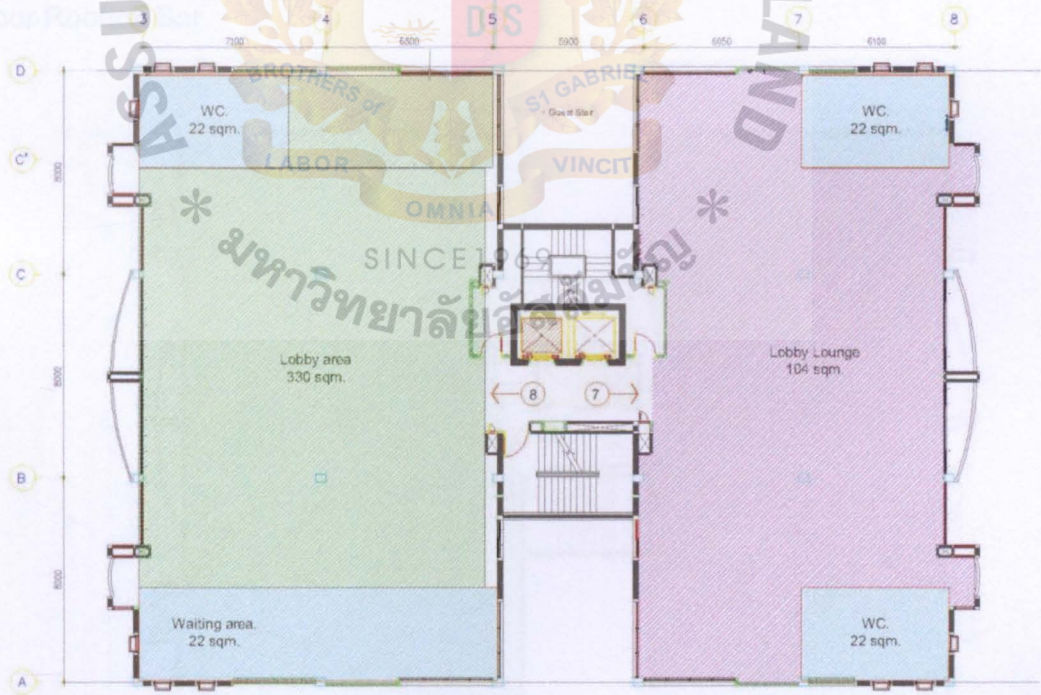


3rd Floor M&E & Back of house4th Floor Fitness swimming & Playground

5th Floor All day dining

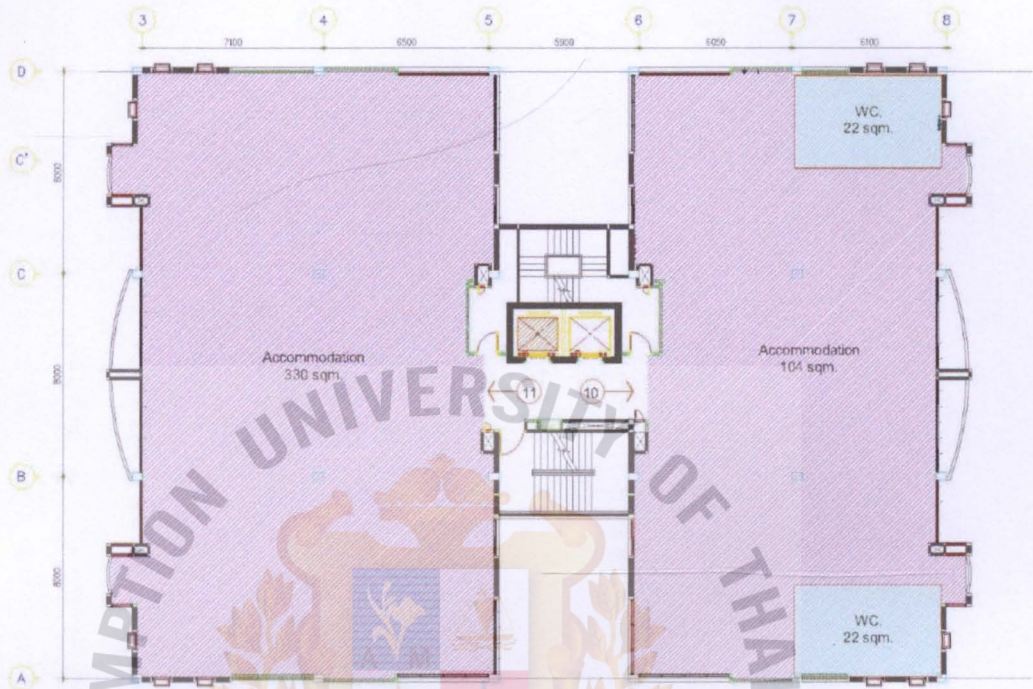


6th Floor Lobby & Lobby lounge

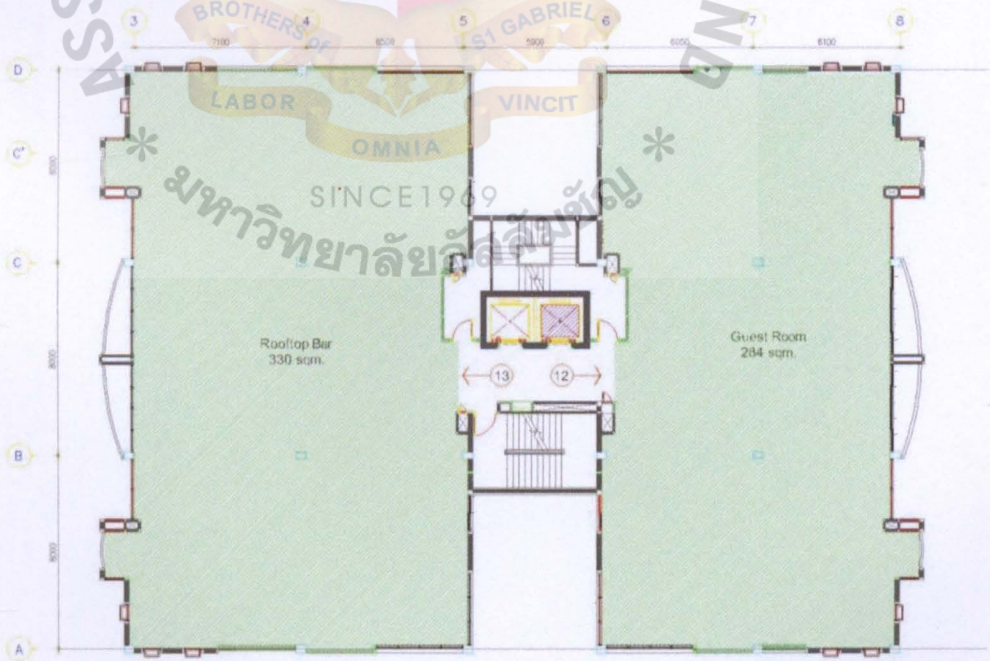


6th-13th FLOOR
FURNITURE LAY-OUT PLAN

7th Floor Guest Room

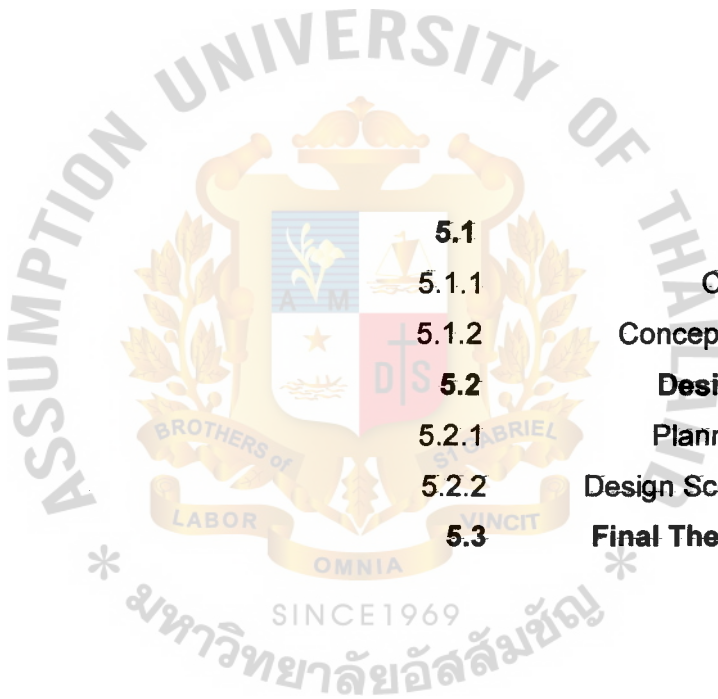


8th Floor Rooftop Bar





CHAPTER 5: DESIGN SOLUTION



Chapter: 5

Design Concept

Concept statement

Concept Design methods

Design Development

Planning Development

Design Scope Development

Final Thesis Presentation

5.1

5.1.1

5.1.2

5.2

5.2.1

5.2.2

5.3

Chapter 5: Design Solution

5.1 Design Concept

5.1.1 Concept statement

First of all, is to bring up the community from surrounding to bringing a new idea to site. The uniqueness of local Thai area has many thing to get it but the interest for me is the "Local Market". It is a place that everybody has to go and grab something back to their house.

So, this can attach more people to site. Surround market around the site close at 18.00pm so I choose to bring up use in the hotel for people to grab and go. Moreover, to improve and attach more people in this new community

Centralize: This Key word came from the local area that each community start from one central popping the business, people, socialize. Attach to it center and growing up to be community. Same as the Thai House that start from terrace that locate at the center of the house

5.1.2 Concept Design methods

My inspiration is Thai House [architecture]: from this inspiration, I have research the uniqueness or a character of Thai House

4SENSEs: Uniqueness represent Thai House

1Sense: Opening Space

2Sense: Centralize Spreading

3Sense: Local use of Material

4Sense: Hierarchy of Thai House



Figure 5.1.2.1 collage of inspiration

4SENSEs = [FOR SENSE]

1sense: Local use of material

In the past, Most of Thai house was built by wood or local material that can be found in each local area

2sense: Opening Space

Thai house always leave space under the house to be open and airy called "LARN". Larn usually use to keep agriculture stuff and handicraft but most important fact is to avoid the flooding and protect the house from fierce animal

3sense: Centralize Spreading

Character of Thai house is spreading from the center of the house called "CHARN" then start connecting the other part of the house by center

4sense: Hierarchy of Thai House

Between each connecting space of the house will be in order of rank more important area will be higher than the rest of the house. Between empty space will fill by wood lath. The subside of the space gave the wind to blow from opening space under the house flow through the house.

From inspirations, I have analysis into concept in each space of concept model show the connection between space the opening space and the use of material

in each space that replace by each sense.

First Draft sketch conceptual model:

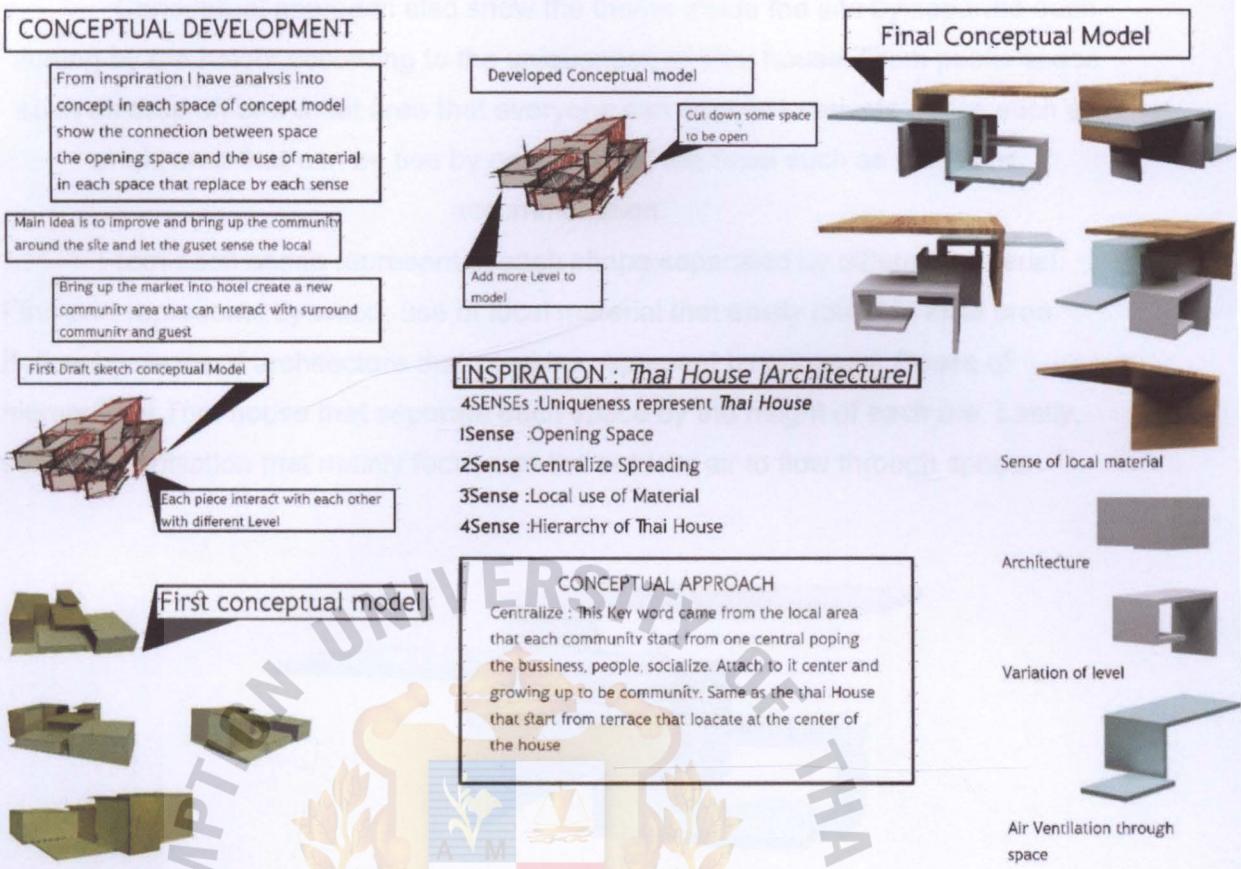


Figure 5.1.2.2 concept development

Figure 5.1.2.4 conceptual model analysis

Conceptual approach also show the theme inside the site by separate each zoning by the height according to the uniqueness of Thai house. From public space such as drop off or market area that everyone can access to private space such as multi area that can be use by only guest of the hotel such as fitness or accommodation.

From each sense represent in each shape separated by different material. First part represents by wood, use of local material that easily found in local area. Follow by sense of architecture that combine represent by concrete. Sense of hierarchy of Thai house that separate each space by the height of each are. Lastly, sense of ventilation that mainly focus use the outdoor air to flow through space.

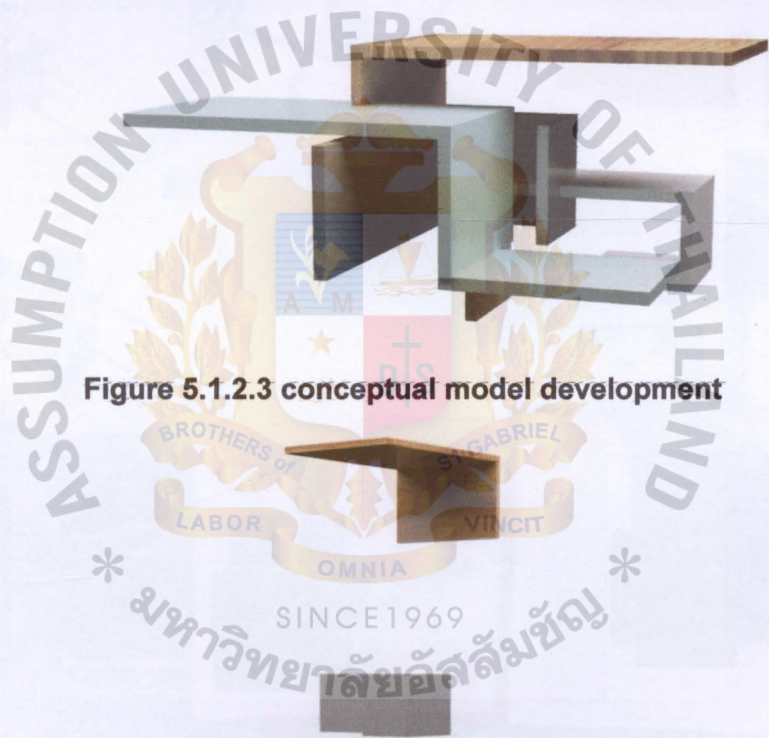


Figure 5.1.2.3 conceptual model development

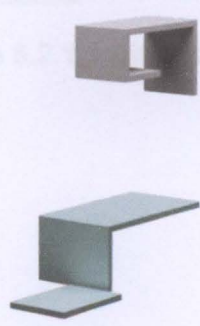


Figure 5.1.2.4 conceptual model analysis

5.2 Design Development

5.2.1 Planning Development

From start this site use to be a condominium, that give this area a lot of closed area according to give a private space for guest also security. First of all, I have change a new approach to a site according to easily access to site and easily to catch an eye by the users. New approach give guest more easily to access that also support a guest who driving by their own that can park in a parking area that prepare for. According to legend black part is a local market area, grey part is a site area, dark skin tone is residential area that surround a site, light grey is a parking area that can park by the guest of this hotel.

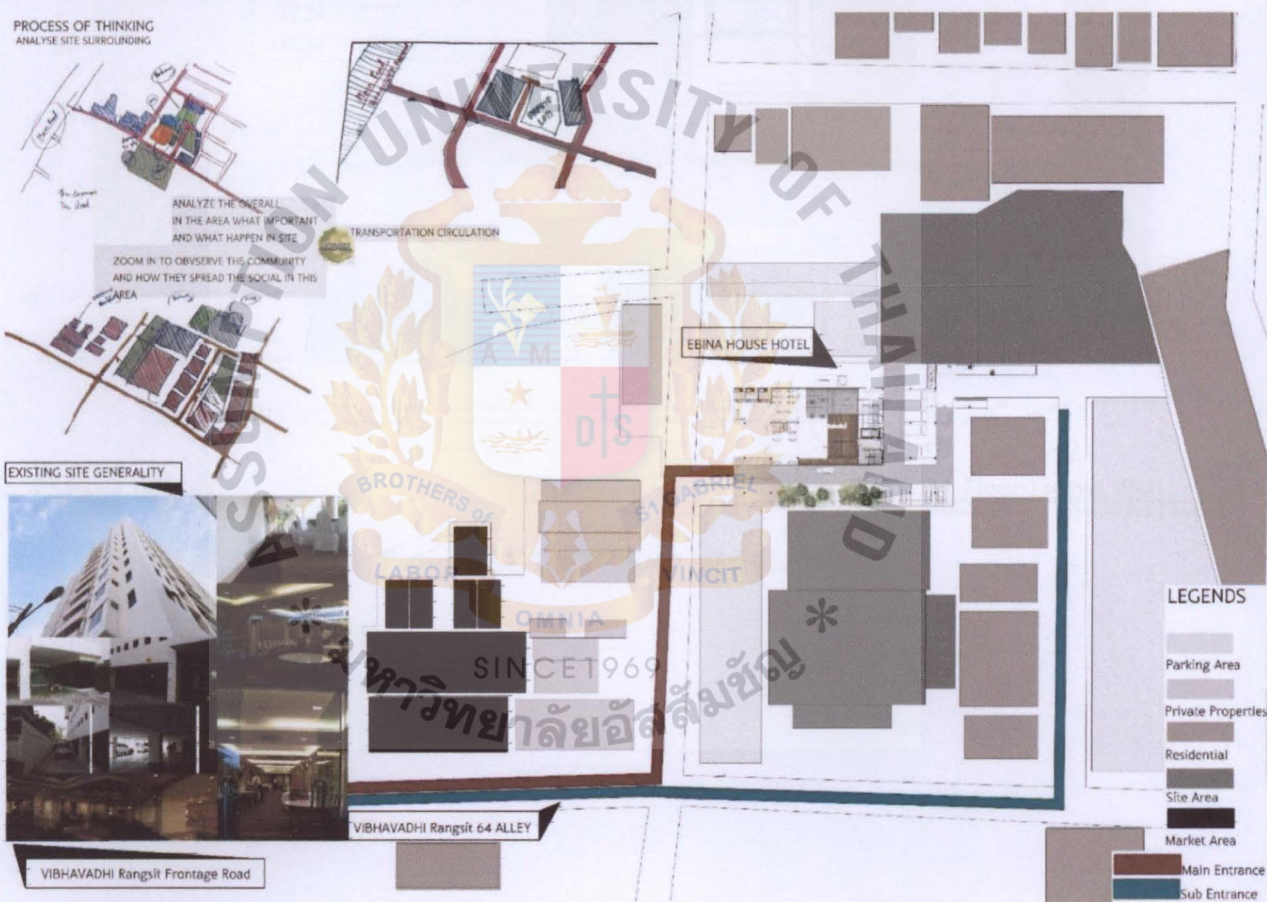


Figure 5.2.1.1 Site new approach

On this first has converted to market that use to be a parking area. That can give more community in this site. That street vendor can place their shop and sale more food, beverage, of dessert to the guest.

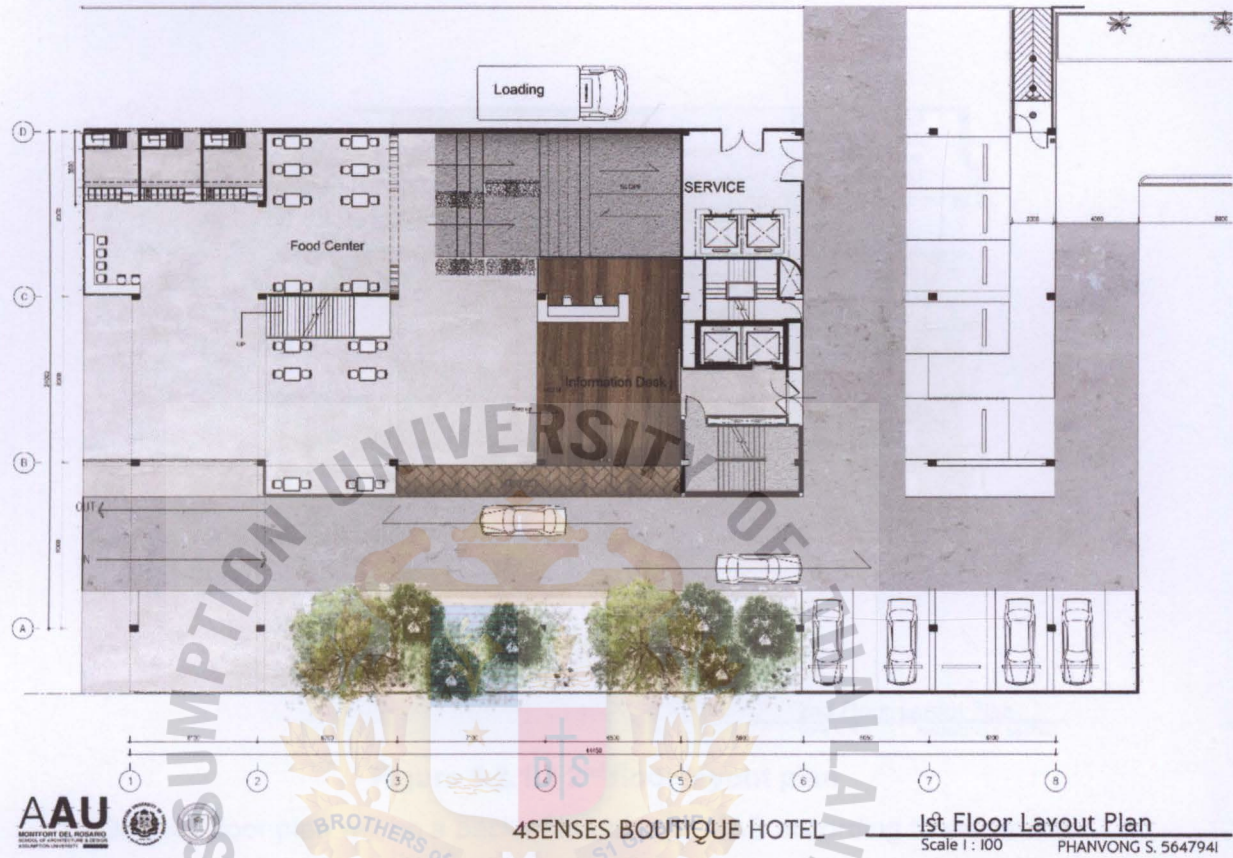


Figure 5.2.1.2 1st floor layout plan

Figure 5.2.1.4 3rd floor layout plan

Also 2nd floor that use for street vendor or a market that people around the site can grab and go for their food. To have more open space according to sense of opening space of Thai house. Also get more ventilation to the site.

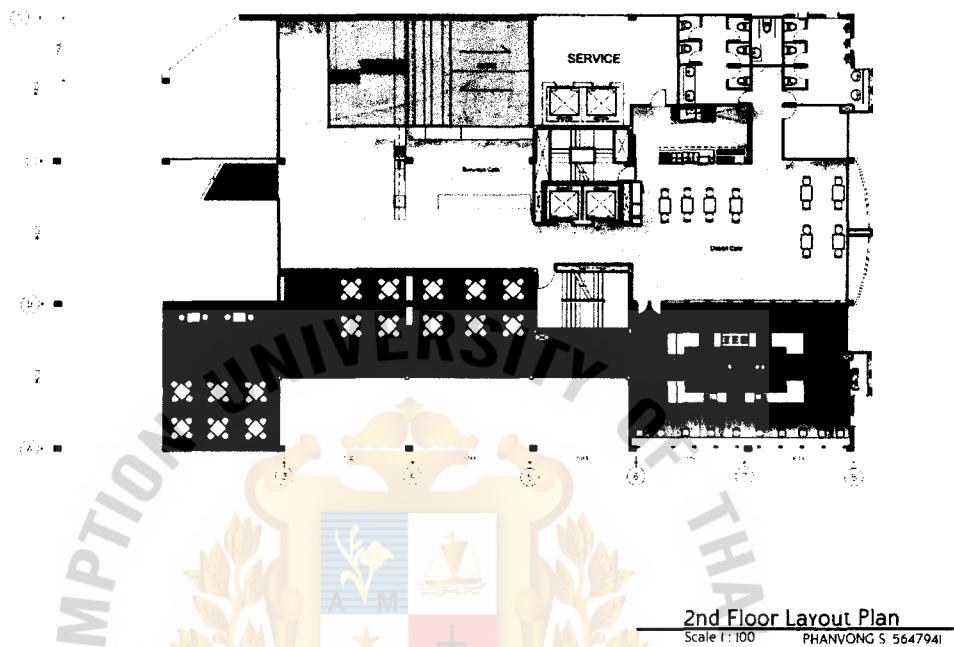


Figure 5.2.1.3 2nd floor layout plan

On third floor plan will be a back of house and M&E according to swimming pool on fourth floor

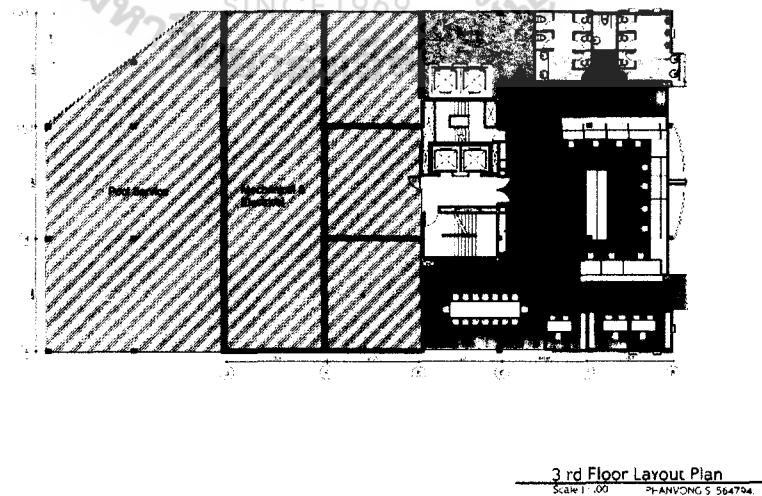


Figure 5.2.1.4 3rd floor layout plan

This fourth floor will be fitness and children playground for exercise of both parent and their kid. Also workshop area for guest who interested in making Thai food.



Figure 5.2.1.5 4th floor layout plan

On this fifth floor will be all day dinning and main kitchen for guest that serve for breakfast and dinning.

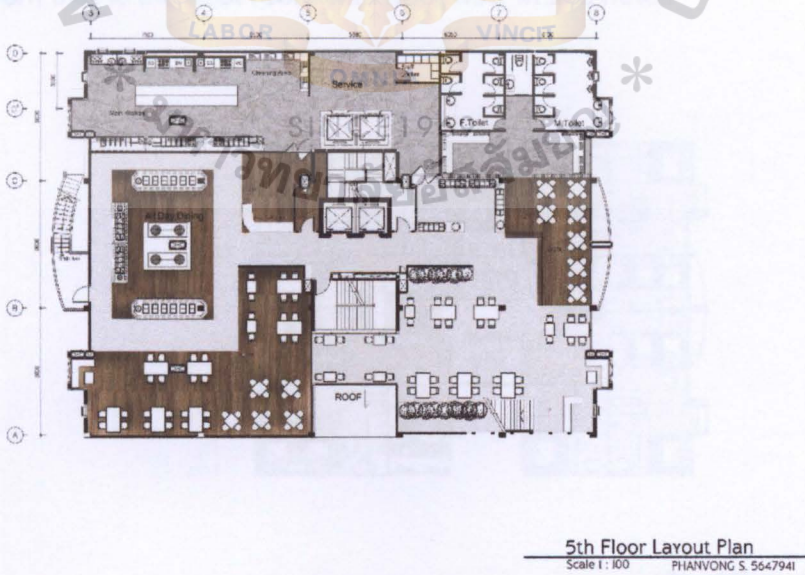


Figure 5.2.1.6 5th floor layout plan

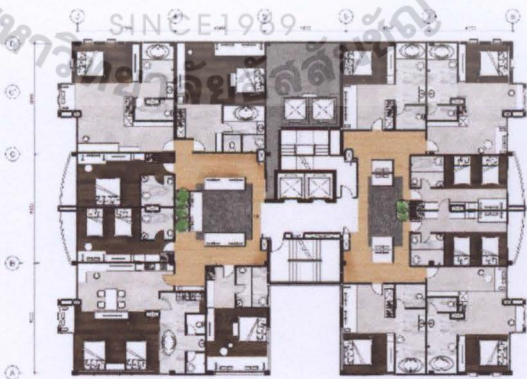
Lobby with be on this floor for welcoming guest that serve a waiting area and also lobby lounge and access to all day dinning on fifth floor.



6th Floor Layout Plan
Scale 1 : 100 PHANVONG S. 5647941

Figure 5.2.1.7 6th floor layout plan

After this floor will be guest room that have 3 type of room first is suite room for guest who come by and go for one night, second is deluxe room that serve guest with an experience that guest can be choose both twin and single bed. Last will be superior room that is the best room with best view in this hotel.



7th-14th Floor Layout Plan
Scale 1 : 100 PHANVONG S. 5647941

Figure 5.2.1.8 7th to 14th floor layout plan

5.3.1.9 Top floor of this hotel will be rooftop bar that serve guest all day and night. Also, separated into 2 zone semi outdoor and indoor.



15th Floor Layout Plan
Scale 1 : 100 PHANVONG S. 5647941

Figure 5.2.1.9 15th floor layout plan



5.3 Final Thesis Presentation

5.3.1 Perspective



Figure 5.3.1.1 Exterior Perspective

Exterior view shows the use of material that been show and also show more opening space that keep guest's attraction from outside to join in site.

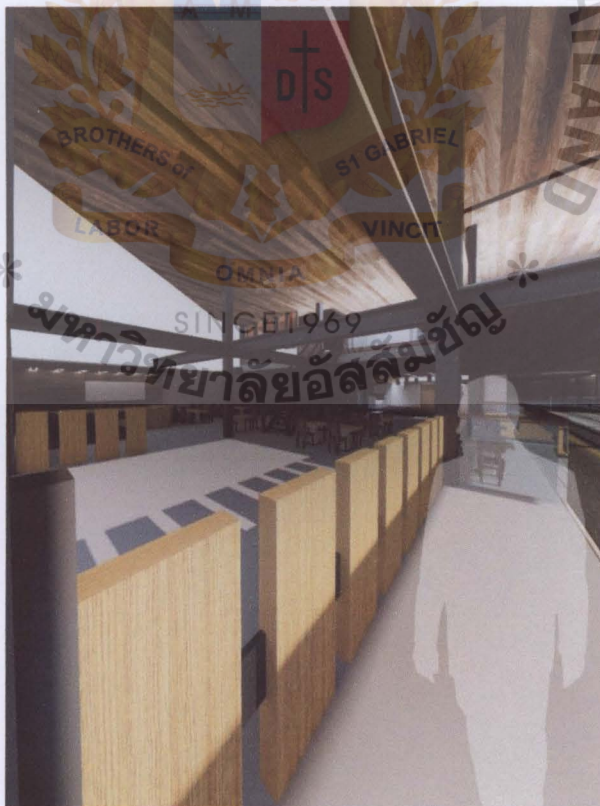


Figure 5.3.1.2 Market area

In this market have represent the use of local material represented by wood and steel. Moreover, in this area shown the opening space that connected between floor.



Figure 5.3.1.3 Market area

Market area that connected to 2nd floor that easily access by stair in the middle of the space.



Figure 5.3.1.4 Drop off area

Drop off represented by the different color of material and also easily to access to information desk.



Figure 5.3.1.5 All day dining Area

All day dining area use the most of natural light to connect outside with inside.



Figure 5.3.1.6 All day dining Area

This is a view from lobby area that show the connected between each floor. Also, each floor separated from each other by use of material.

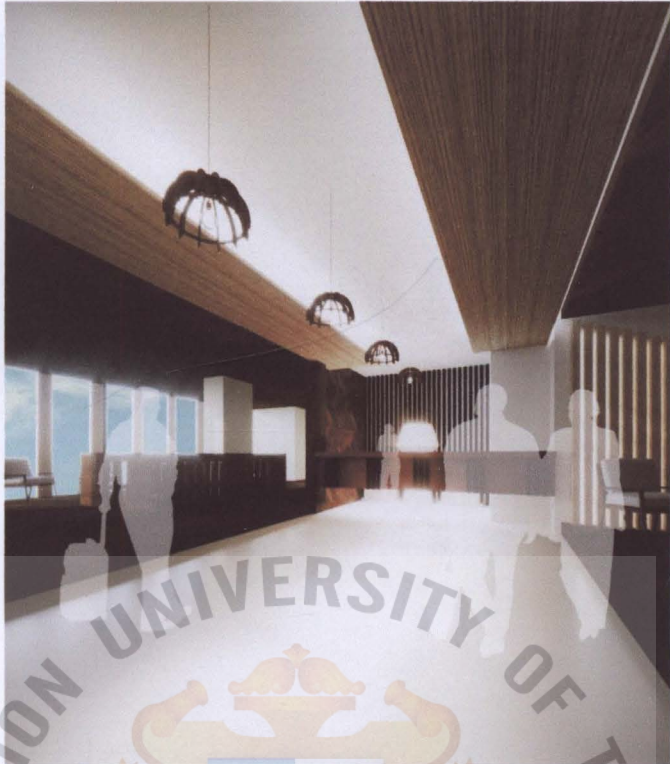


Figure 5.3.1.7 Lobby Area

Lobby area show the lighting effect that combine between by natural light and artificial light.in the center area uses none of local material to show as a highlight.

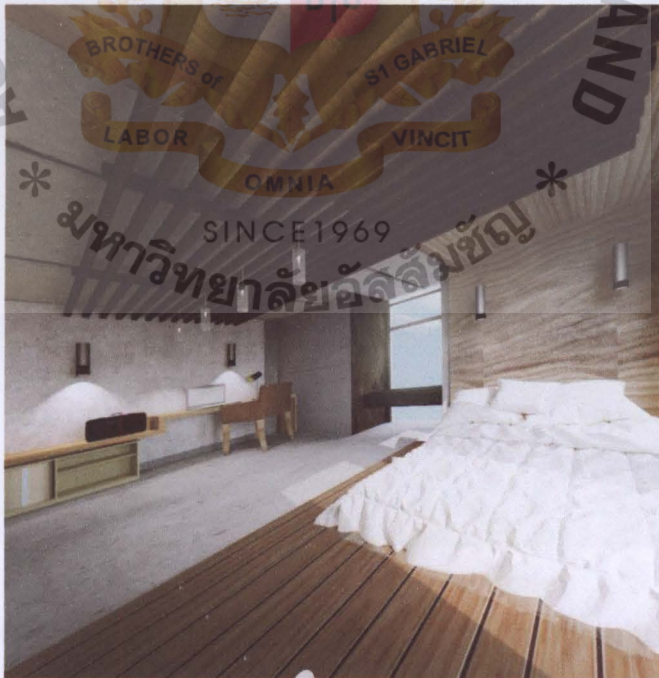


Figure 5.3.1.8 Deluxe Room type

Deluxe room represented the sense of local Thai.



Figure 5.3.1.9 Deluxe Room toilet

Deluxe room's toilet represents the combined between natural light and material that use to separate the wet and dry area.



Figure 5.3.1.10 Superior Room type

This superior room use the combined of material that show it's aesthetic



Figure 5.3.1.11 Superior Room toilet

In this toilet was separated from bedroom by only partition. The use of local material still give the aesthetic of itself.

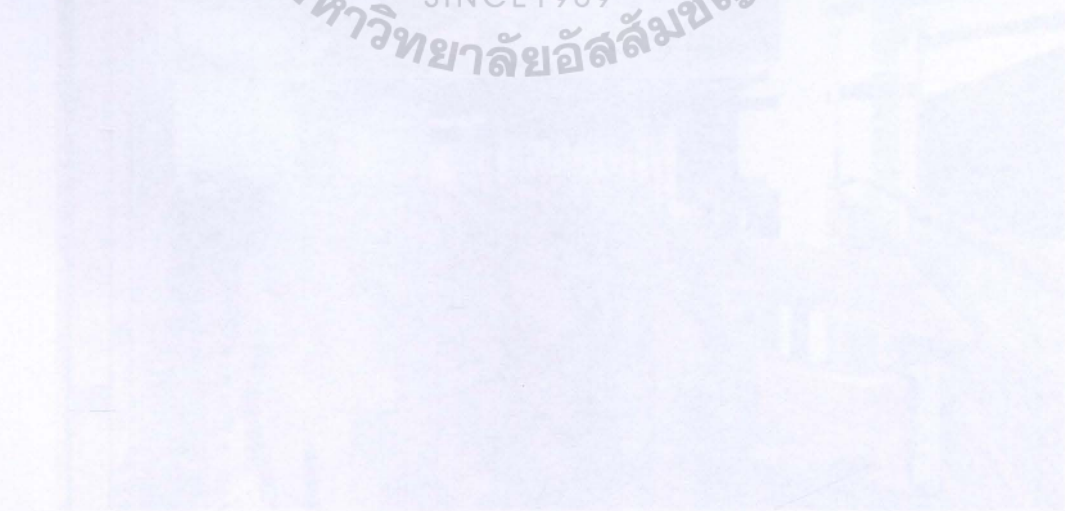


Figure 5.3.1.13 Semi outdoor Rooftop bar

Semi outdoor rooftop bar let the guest saw all over view of Bangkok city. Cover by wood fence



Figure 5.3.1.12 Indoor Rooftop bar

Indoor rooftop shows the combined between modern form of material that has been use with local material.



Figure 5.3.1.13 Semi outdoor Rooftop bar

Semi outdoor rooftop bar let the guest saw all over view of Bangkok city. Cover by wood fence



Figure 5.3.1.14 Semi outdoor rooftop bar

This room is connected with outdoor area. In this room will have the live band play all over the night and let guest sense the feel of Local Thai.



Figure 5.3.1.15 Semi outdoor rooftop bar

In this area will be the view between indoor and outdoor that connected and separated by material of floor.

5.3.2 Presentation plates



Figure 5.3.2.1 Presentation Page 1



Figure 5.3.2.2 Presentation Page 2



Figure 5.3.2.3 Presentation Page 3



Figure 5.3.2.4 Presentation Page 4

¹ Travelmaestro. 9 Characteristics Of Boutique Hotels. Retrieve From
[Http://Www.Covingtontravel.Com/2016/02/9-Characteristics-Of-Boutique-Hotels](http://www.covingtontravel.com/2016/02/9-characteristics-of-boutique-hotels)

2 Orgcharting. HOTEL ORGANIZATIONAL CHART. Retrieve From
[Http://Www.Orgcharting.Com/Hotel-Organizational-Chart/](http://www.orgcharting.com/hotel-organizational-chart/)

³ Siemens. Hotel And Restaurant Lighting. Retrieve From
[Http://W3.Siemens.Com/Market-Specific/Global/En/Hospitality/Turnkey-Solutions/Lighting/Pages/Lighting.Aspx](http://w3.siemens.com/market-specific/global/en/hospitality/turnkey-solutions/lighting/pages/lighting.aspx)

⁴ Safelincs. Introduction To Emergency Lighting. Retrieve From
[Http://Www.Safelincs.Co.Uk/Introduction-To-Emergency-Lighting/](http://www.safelincs.co.uk/introduction-to-emergency-lighting/)

Bibliography

With Author

Title Boutique Hotel: Telling A Story Of Place Through Design
Author Lauren Miller
Publisher Virginia Commonwealth University, 2011

Title Characteristic Of Boutique Hotel: Parameters Of Attraction
Author Mohd. Noor Ismawi Ismail
Published 2014

Title Branding Boutique Hotels: Management And Employees' Perspectives
Author Lara Özarslan
Contributors Kent State University. School Of Foundations, Leadership And
Administration, Ohiolink Electronic Theses And Dissertations Center



Appendix



