



Montfort del Rosario **SRSC**  
School of Architecture and Design  
SCHOOL RESEARCH SUPPORT COMMITTEE

RESEARCH AND CREATIVE WORK  
**SUPPORT PLAN**

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## Strategic Goals

Research development is competency-based and strategically allied with architectural and design practice contributing to the enrichment of the School's academic profile, teaching and learning, as well as professional and academic community.

## Strategic Objective

- Faculty members are able to conduct competency-based research.
- School's research profile includes scholarly articles, joint-researches, and autonomous researches coherent to design teaching and learning and practices.
- Researches bridge with curriculum development, teaching and learning, as well as professional practice.
- Creative works are properly assessed and published.

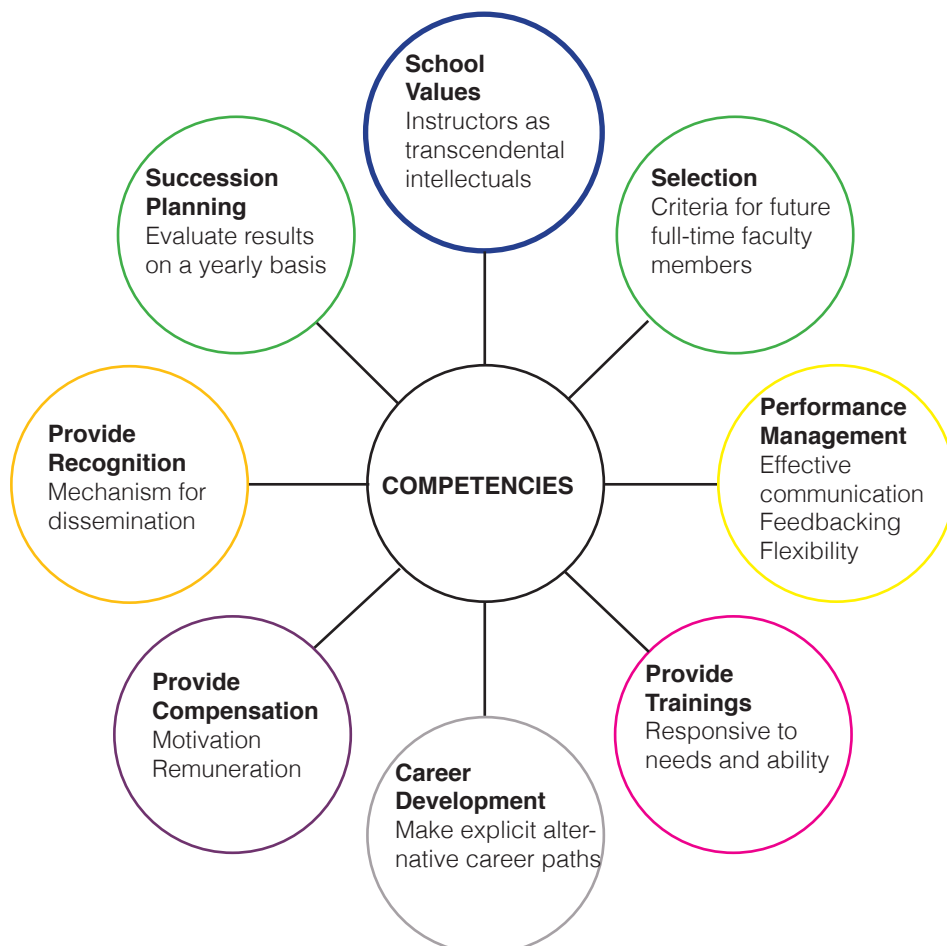
## Strategies

1. Provide assistance and motivation for faculty members to conduct research.
2. Set annual research or creative work goals which are improved from the previous ones.
3. Develop instruments to monitor, assess, and evaluate research development.
4. Provide trainings in architectural and design research methodology and academic writing skills
5. Promote architectural and design research culture by setting up a web-based design-oriented journal and internal colloquiums to be a platform for the discourse in research and design practices.
6. Set up a cohort committee comprising of internal and external professionals holding high-ranking practice licenses to review creative works of faculty members.
7. Set up annual exhibition of qualified creative works of faculty members.
8. Employ apprentice system in research and creative work process to provide opportunities for experiential learning for students



## Organizational Growth through Competency-based Model

In order to provide support and positive results for development of research and creative work, the School Research Support Committee (SRSC) proposes the competency-based strategy which recognizes the power of skillful and engaging members in driving holistic organizational growth. The committee does not only view developing of research and creative work within quality assurance framework but also strives to build stronger core competency of the School through clear direction of knowledge accumulation and management. The interpretation of competency-based methodology is as follows:



## Research Support Actions

June 2011

### 1. Identify level of competency in research and creative work

#### A. Research track

##### 1.1 Working level

Have produced original Course outline and content and have participated in training and workshop related to research

##### 1.2 Intermediate level\*

Have published articles in design magazines or institutional journals

##### 1.3 Advance level\*\*

Have presented research or academic articles in national level conference and published in national journals as specified by ONESQA

##### 1.4 Published authors\*\*\*

Have presented research in international conferences and published in international journals

##### 1.5 Candidate for academic title\*\*\*

Have applied or acquired an academic title

##### 1.6 Holder of academic title\*\*\*

Holds academic title with ongoing research publication

#### B. Creative work track

##### 1.7 Practitioner\*

Regularly practice in the professional field and produce original design work

##### 1.8 Nationally recognized practitioner\*\*

Have design work exhibited or published in national level media

##### 1.9 Internationally recognized practitioner\*\*\*

Have design work exhibited or published in international level media

- |           |    |   |
|-----------|----|---|
| June 2012 | 2. | <b>Collect annual plan for development of each faculty member prior to the deadline of OYPB for upcoming academic year</b>  |
| May 2013  | 3. | <b>Collect reports for the plan if achieved or not achieved one month prior to the end of the academic year</b>   |
| June 2013 | 4. | <b>Evaluate reports on a yearly basis to identify progress of research and creative work development in order to provide direction for the following:</b> <ul style="list-style-type: none"> <li>a. Compensation</li> <li>b. Recognition</li> <li>c. Training</li> <li>d. Succession Planning</li> <li>e. Research Direction</li> </ul> |
| July 2013 | 5. | <b>Provide executive summary for progress and results of research and development strategies and recommendation for improvement of strategies</b>   |
| June 2012 | 6. | <b>Initiate Research Mentoring and Coaching program.</b>  |
| May 2013  | 7. | <b>Set up Peer Review Committee for Creative Work consisting of internal and external professionals in related fields.</b>  |
| May 2013  | 8. | <b>Initiate and provide guidelines for Research and Design Apprenticeship Program.</b>  |
| July 2013 | 9. | <b>Initiate Web-based journal as a mechanism for research and creative work dissemination and knowledge management.</b>   |

## Research Support Management

SRSC adopts 'Kanban' management method to propel research support strategies specified in the plan.

### 1. Innovative information visualization

- Understand the whole process and use easy to understand and inspirational information visualization to inform, educate, and inspire.
- Adjust workflow to suit working style

### 2. Limit work in progress

- Identify work in progress in the workflow
- Pull the work-in-progress into the next state of the workflow
- Identify and solve problems in the workflow

### 3. Manage the workflow

- Analyze problems to identify which value in the workflow is stalled and create positive change
- Repeat the cycle to see the effect of the change made

### 4. Make process policies explicit

- Avoid emotional, subjective, and anecdotal in discussions by making goals explicit.
- Aim for rational, empirical, and objective discussions of issues in order to facilitate consensus of improvement suggestions.

## Research Support Management

### 5. Improve collaboratively

Provide member with shared understanding of theories about workflow in order to build shared comprehension of a problem and agreeable consensus of improvement suggestions.

Suggested Theories:

Theory of Constraints (the study of bottlenecks)

Lean Economic Model (based on the concepts of 'waste')

## Research and Design Apprenticeship Guidelines

School Research Support Committee recognizes the importance of knowledge gained from research and creative work both from the process as well as from the work themselves. Therefore, the committee has initiated Research and Design Apprenticeship Program to assist researchers, designers, and students in their efforts to conduct research and creative work. The guidelines for the program are as follows:

1. Disseminate information on the research or creative work that can include apprentices
2. Assess the skills of candidates by interviewing and review of design portfolio. One letter of recommendation from the student's advisor is required.  
Remarks: Candidates with one time experience in the program are exempt from this requirement
3. Successful candidates obtain permission from parents/guardians.
4. A certificate is given to apprentices who complete the project.

**June 2012 - June 2013****Analysis of Support Strategies and Management**

This year, SRSC has completed all the strategies specified in the plan. The committee has observed results as follows:

**Accomplishments**

SRSC has employed mentoring and coaching system which has produced one research published in international proceeding.

Faculty members who had chosen creative work track have produced 21 creative works which were reviewed by peer review committee consisting of internal and external professionals. The creative works were exhibited at institutional level.

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**June 2013 - June 2014**  
*Recommendations*

Design appropriate visualizaion  
format

More flexible timeframe

Outsource printing and installation

Set more appropriate goals that are  
related to career  
development

The School needs to set clear policy  
regarding research and creative work  
requirement.

**Management Problems****1. Innovative information visualization**

a delay in setting appropriate format

**2. Limit work in progress**

Faculty members were burdened by teaching assignments

**3. Manage the workflow**

Problems with dissemination of creative work in terms of technical difficulties i.e. printing and installing large work

**4. Make process policies explicit**

Using QA requirements as goal proved to be ineffective

**5. Improve collaboratively**

Faculty members do not share understanding in research and creative work requirement.

## Research Work Report

This year SRSC has succeeded in implementing mentoring and coaching program, which has produced one research presented and published in international conference.  
Further one faculty member selecting research track has presented and published 2 research articles in international conference



## Thai Traditional House: A Case of House as Vanguard against Social Anomie

Assistant Professor Chutarat  
Laomanacharoen

Prima Viriyavadhana

Montfort del Rosario  
School of Architecture and Design  
Assumption University

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# CRAFTING THE FUTURE 10TH EUROPEAN ACADEMY OF DESIGN CONFERENCE APRIL 17–19 2013 IN GOTHENBURG

ABOUT PROGRAM REGISTER ROHSSKA WORKSHOPS ACADEMIC PAPERS  
POSTER SESSIONS KEYNOTE SPEAKERS CONTACT

- [Full academic papers](#)
- [Schedule of paper presentations](#)
- [List of participants](#)

*Note: The catalog has ISBN nr 978-91-979541-5-0 and refers to the full length academic papers online.*

## Abstracts

Buddhism has been the national religion of Thailand for centuries hence the integration of the religion in almost all aspects of our lives. In a Thai traditional house, manifestations of Buddhist wisdom within the space can be distinguished into two different ways: traditionally governed, and as integrated by occupants. The tradition or a “collective consciousness”, based on Buddhist wisdom, governs the way the house is configured, which in turn acts as a social regulator that conditions its occupants to be imbued in Buddhist wisdom resulting in a serene and peaceful society. Currently in Thailand, governed by modern social condition, houses resonate with the vibes of modern lifestyle unconditionally as we seek for all conveniences that today's technology has to offer. As a result we are inevitably spoiled by our houses and wander aimlessly into consumerist traps of filling voids with materialistic notions. This modern society, shaped by the induced ‘Industrial Revolution’ in Thailand in the 1980s, is somewhat similar to the post-industrial revolution ‘organic’ society characterized by Emile Durkheim in the 19th century. Durkheim theorized that an organic society often lacks dependable social norms and members are eventually led into social anomie where confusion in social norms causes deviant behaviour and chaos. Within the framework of physical determinism, this condition can also be amplified when a house fails to maintain its traditional role as a social regulator. Based on a pre-study on experiences of Thai house occupants, this paper explored and analyzed Thai traditional houses by using non-discursive technique within the framework of Configurational theory in order to understand the relationship between houses and social conditioning. Findings include configurational properties of traditional Thai houses in regulating social interaction and the relationship between spatial hierarchy and distance that can contribute to the feeling of control and territoriality. Within the context of discovery and theorizing, this paper aims to contribute to an alternative theoretical framework for transcending houses into vehicles for positive social changes and vanguard against social anomie.

## Creative Work Utilization Report

Each year faculty members of Montfort del Rosario School of Architecture and Design produce quality creative works that contribute to design community as well as the society at large through works that benefit the development of taste, response to needs and functions, as well as contribute to economical growth through commercialization. The following are creative works that have been utilized according to their purposes with demonstrative evidences that can indicate utilization of the works.

## Creative Work Utilization Report

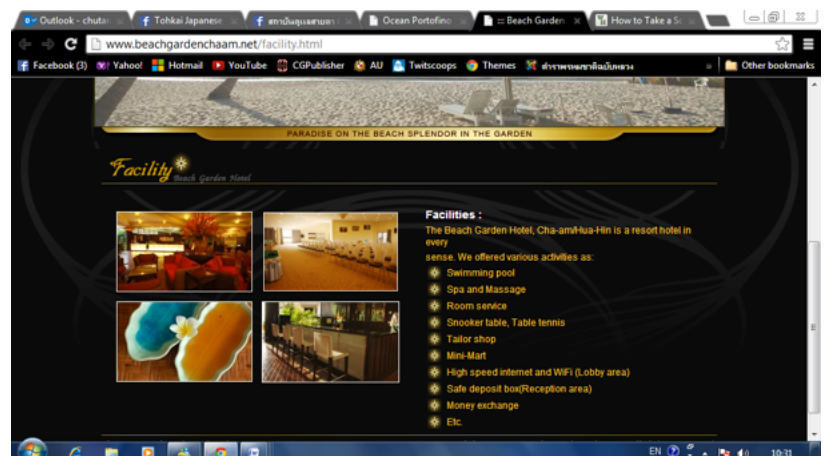
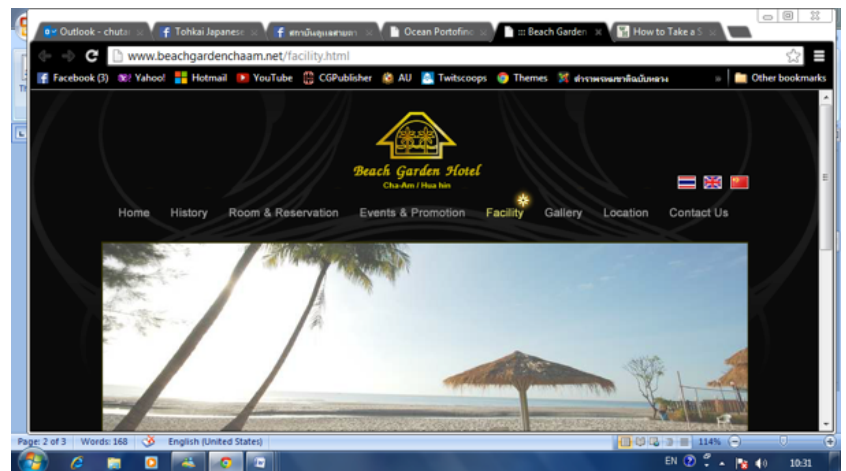
### 1 Beach Garden

By: Suparath Valisathien  
Lecturer, Department of Architecture, Montfort del Rosario School of Architecture and Design.

#### Evidence:

Images of the creative work are used on the company's promotional materials and website.

Evidence: <http://www.beachgardenchaam.net/facility.html>



## Creative Work Utilization Report

### 2 Green Design Residence

By: Jaturont Boonla-Or  
Lecturer, Department of Architecture, Montfort del Rosario School of Architecture and Design.

#### Evidence:

- Indication of Utilization by owner
- Users participation images

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## Creative Work Utilization Report

### 3 Urbanis Office Renovation

By: Santhita Phayungphong

Lecturer, Department of Interior Design, Montfort del Rosario  
School of Architecture and Design.

#### Evidence:

- Indication of Utilization by owner
- Users participation images



## Creative Work Utilization Report

### 4 Pattaya Creative Artist Water Hyacinth Furniture

By: Ornlà-Or Thanapolkiat  
Lecturer, Department of Interior Architecture, Montfort  
del Rosario School of Architecture and Design.

The creative work was used as prototype for  
manufacturing

**Evidence:** Company's catalog

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YOTHAKA COLLECTION  
WATER HYACINTH FURNITURE



JULAR  
JUL-1S



RICO  
RIC-1S

Yothaka Int'l Co.,Ltd.  
e-mail : yothaka@cscsoms.com  
www.yothaka.thailand.com



## Creative Work Utilization Report

### 5 Baikeaw Skin Clinic

By: Benjarit Nimboonchaj  
Lecturer, Department of Architecture, Montfort del Rosario School of Architecture and Design.

#### Evidence:

- Indication of Utilization by owner
- Users participation images



## Creative Work Utilization Report

### 6 Corporate Identity for Kyudon

By: Titaporn Ruamsiriwattanakul

Lecturer, Department of Product Design, Montfort del Rosario School of Architecture and Design.

Images of the creative work are used on the company's promotional materials and website.

#### Evidence:

<https://www.facebook.com/PenguinGyudon>





## Creative Work Utilization Report

### 7 The Opto MRT Ladpraw

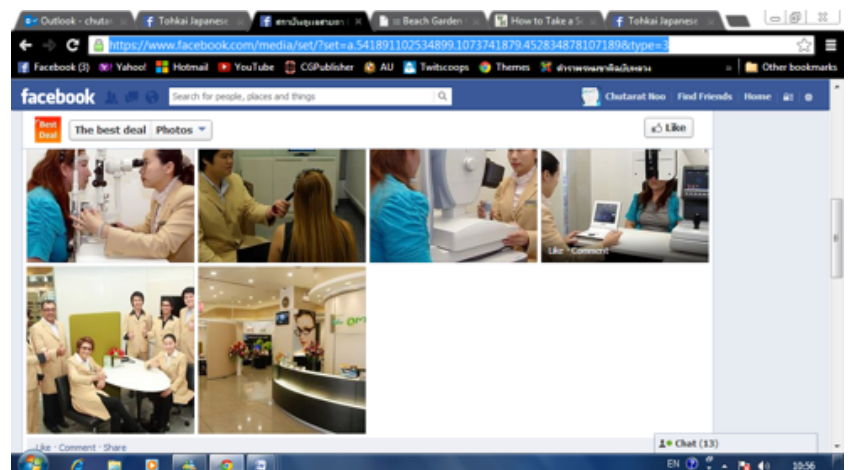
By: Varaporn Anuntaprayoon  
Lecturer, Department of Interior Design, Montfort del Rosario School of Architecture and Design.

Images of the creative work are used on the company's promotional materials and website.

#### Evidence:

[https://www.facebook.com/media/set/?set](https://www.facebook.com/media/set/?set=a.541891102534899.1073741879.452834878107189&type=3)

[=a.541891102534899.1073741879.452834878107189&type=3](https://www.facebook.com/media/set/?set=a.541891102534899.1073741879.452834878107189&type=3)



## Creative Work Utilization Report

### 8 Noble Cube

By: Akarawoot Rajtborirak.

Lecturer, Department of Architecture, Montfort del Rosario School of Architecture and Design.

#### Evidence:

- Indication of Utilization by owner
- Users participation images



## Creative Work Utilization Report

### 9 Samakkamai Kaoyai Vacation Home

By: Prima Viriyavadhana  
Lecturer, Department of Architecture, Montfort del Rosario School of Architecture and Design.

#### Evidence:

- Indication of Utilization by owner
- Users participation images



## Qualifying Creative Works

This year SRSC has set up the Peer Review Committee to review creative works by faculty members of Montfort del Rosario School of Architecture and Design. The committee consists of external and internal professionals as follows:

### ARCHITECTURE

Pisit Viriyavhadhana

วุฒิสถาปนิก สาขา สถาปัตยกรรม

Chatchai Gadavanij/ Associate Professor

วุฒิสถาปนิก สาขา สถาปัตยกรรม

Yingsawad Chaiyakil P.h.D/Assistant Professor (External Committee)

สามัญสถาปนิก สาขา สถาปัตยกรรม

### LANDSCAPE ARCHITECTURE

Dr. Nitichan Plaumarom/Associate Professor

วุฒิสถาปนิก สาขา ภูมิสถาปัตยกรรม

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Karsten Jarmer

Landscape Design Professional

Veera Leelapattanaputi

Landscape Design Professional

### INTERIOR ARCHITECTURE/DESIGN

Teerasak Kuharungroj

สามัญสถาปนิก สาขา สถาปัตยกรรมภายใน

Apinantaya Bua-iem

สามัญสถาปนิก สาขา สถาปัตยกรรมภายใน

Teema Hongladarom (External Committee)

สามัญสถาปนิก สาขา สถาปัตยกรรมภายใน

### PRODUCT DESIGN

Chutarat Laomanacharoen/Assistant Professor

Product Design Professional

Wannida Nivartvong

Product Design Professional

Krisaya Luenganatakul (External Committee)

Product Design Professional





### GREEN DESIGN RESIDENCE

The main design concept for this residence has been generated from a discussion for energy saving house between the architect and the owner. It began with the ideas of natural sunlight and wind ventilation application to the interior spaces so that the owner do not have to turn on any artificial light during the day as well as obtaining air ventilation at all time.

The design began with layout planning of the building along with sun chart and wind simulation using computer program testing, to achieve appropriate natural sunlight and air ventilation for each interior space with the design of appropriate spaces and openings. The calculation were also used in shading device design to prevent sun radiation at the eastern, southern and western direction.

### JATURONT BOONLA-OR



1996-1997 (Architect) Hassell Ltd., Melbourne, Australia  
 1997-1999 (Architect) Hassell Ltd., Bangkok, Thailand  
 1999-2001 (Architect) Hassell Ltd., Melbourne, Australia  
 2001-2003 (Full-Time Lecturer) School of Architecture and Design, King Mongkut's University of Technology Thonburi  
 2003-2005 (Project Manager) N\_Square Design Co., Ltd., Bangkok, Thailand  
 2005-2009 (Managing Director) Soft Loft Design Group Co., Ltd., Bangkok, Thailand  
 2009-Present (Full-Time Lecturer) School of Architecture and Design, Assumption University  
 2013 (Design Director) EMO-D Co., Ltd., Bangkok, Thailand

2013



The Healthcare Accreditation Institute (Public Organization)

การออกแบบตกแต่งภายในได้วางแนวคิดของการทำงานร่วมกันในพื้นที่เปิดกว้าง (open space planning) โดยมีการจัดแบ่งแผนกต่างๆ ให้มีการทำงานที่สัมพันธ์กัน ตามวิธีการทำงานจึงไม่มีการแบ่งพื้นที่ย่อย แม้ในระดับหัวหน้าแผนกก็มีการทำงานกับคนในแผนกอย่างใกล้ชิด ได้จัดเตรียมที่ทำงานสำหรับพนักงานที่ไม่อยู่ประจำในสำนักงานได้มีที่นั่งทำงานเมื่อเข้ามาใช้พื้นที่ (working pool) ซึ่งพนักงานสามารถใช้พื้นที่ร่วมกันได้

## KHEMITA VISUDHAROMN



2003–Present Professional Practice License in Interior Architecture(1st. Level)  
Architect Council of Thailand

1980 – 2000 Interior Designer  
Inter Akitek Co.,Ltd.

2012





## OTOP FOOD

แนวทางการออกแบบpackageสำหรับกลุ่มotop  
มีแนวทางการออกแบบเพื่อพัฒนาและส่งเสริมให้สินค้าของ  
ชุมชนมีรูปลักษณ์ที่โดดเด่น น่าสนใจ แสดงถึงเอกลักษณ์ของ  
สินค้า, มีความสะดวกในการเก็บรักษาสินค้า, มีรูปแบบที่มี  
ความเป็นสากลมากขึ้นเพื่อให้สินค้ามีความน่าเชื่อถือ

## PIYANAT DABHASUTA



2003 - Present	Packaging design Consultant, Food Techno Focus Co., Ltd.
1992 - 1993	Best Pack Co., Ltd.
1990 - 1991	Thai Packaging Center, The Thailand Institute of Scientific and Technological Research
1989 - 1990	Design 739 Co., Ltd.

2010



### WHIMSICAL

"Whimsical" collection was designed for the Alumni Exhibition Show 2009 of the faculty of Fibers at Savannah College of Art and Design, USA.

## WIPAWAN LAITANANONT



- 2011-Present Full Time Lecturer at Assumption University
- 2007-2010 Full Time Lecturer at Tananont Center, Thailand
- 2004-2006 Committee of Art and Design & Boarding staff of The International School of The Regents, Thailand
- 2002-2003 Assistant Project Manager of Media and Marketing department at CallVoice Communications, Thailand

2009





## TOHKAI RESTAURANT ESPLANADE

A restaurant was created in a Japanese sense, using curve and oval planning to convey the circulation path from welcoming entrance through seatings inside. The repetition of wooden screen and glass - tubes defined the areas of sushi bar as a front, the centre of open-kitchen and shabu counter, and group of seatings as last. Colour and light created a warmth and tranquility in the interior environment.



## NATAPORN THIPAYAVATNA



2005 - Present	TINT Design Bangkok. Thailand.
2003 - 2004	WoodsBagot (Thailand)

2008



### Beach Garden Convention Hall, Cha-am

Beach Garden Convention Hall is one part of the overall Beach Garden Project, including Beach Garden Hotel, Beach Garden pool Villa, Clubhouse, and Beach Garden Condominium.

The concept of this project is to let the user think about the Rama VI Summer palace at Cha-am, by using the similar proportion and simplify the architecture ornament of the palace apply to the building language.

However, because of the limitation of construction budget. The main concept be able to apply only with the entrance pavilion that use as the main lobby, but the convention hall, that is the main function, act as a backdrop of the building.

## Suparath Valaisathien



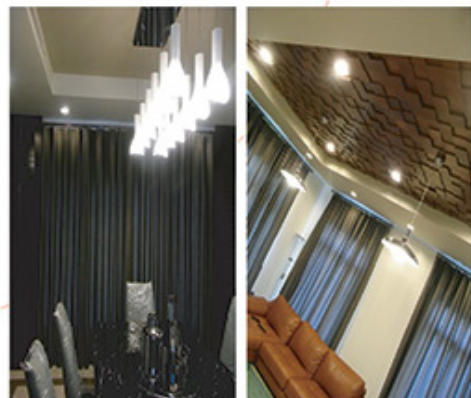
1999 – Present Full – Time Instructor  
School of Architecture and Design,  
Assumption University

Jan 2004 – Present Principle/ Founder & Partner; At1 studio Co.Ltd  
May 2001 – 2002 Counselor; Gate Thai project  
Sept 2000 – 2002 Part time Architect/ Counselor; Metric Co.,Ltd.  
June 1998 – Apr1999 Architect; Meltzer&Mandl Architects,  
New York,USA  
May 1994 - Aug 1995 Architect; Metric Ltd., Bangkok

### 2013







## Vatcharatana Samakkamai



### Academic Experience:

- 2007 - Present Full - Time Lecturer  
School of Architecture and Design  
Assumption University, Thailand
- 2001 - 2007 Chairperson of Interior Design Department
- 1998 - 2000 Full - Time Lecturer  
School of Architecture and Design  
Assumption University, Thailand

### Professional Experience:

- 2004 - Present Horizons Design Studio, founder
- 2005 - 2008 Deco Room Furniture, as a Design  
Division Consultant
- 1993 - 1995 Robert G. Boughey and Associates Co., Ltd.,  
Bangkok, Thailand, Interior Designer
- 1991 - 1993 MLTD & Associates Ltd.,  
Bangkok, Thailand, Interior Designer

## 2012

The use of built-in furniture has strongly concerned in order to retain the free flowing space while the contemporary moveable furniture has been specifically utilized in merely particular space. The interior warm color application reflects the distinctive tropical atmosphere. Furthermore, the tropical design pattern is essentially selected through the use of diversified design elements, for instance; the furniture upholstery, curtain, rug. The material use has also recognized as a significant role, dark teak wood with semi-gloss urethane finished has been delicately refined to the built-in furniture accords with the variety of glittery silk upholsteries and the silk layered wall glass-panel has been designated as a remarkable design solution.

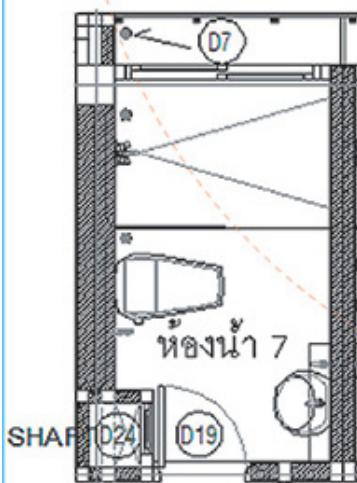


## Prima Viriyavadhana



The project is a vacation home near Khao Yai natural park for 2 families (brother and sister.) The shape of the site, a fan shape plot, offered a great panoramic view to the lake. The owners would like to have the contemporary house that integrated well with the existing context. All the major rooms had been designed to take the great view of the lake. The main task is to design a big gathering outdoor space for the owner and their relatives/friends to enjoy the nature and landscape. The deck has been designed to be the center part of the house where everyone can enjoy staying at this outdoor space all day long. The 3-existing trees had been decided to maintain in order to provide shading to the deck during the daytime. The deck has been designed by using 2 different levels to shape 4 minor spaces to serve different programs. The low maintenance and budgeted materials had been carefully selected and had been used through out the house. Exterior color scheme of the house was inspired by the owner as they wanted to have something unique.





## Naphat Whaichana



### Academic Experience:

- 2010 - Present Full - Time Instructor Faculty of Architecture and Design, Assumption University
- 2006 - 2010 Part - Time Instructor Faculty of Architecture and Design, Assumption University
- 2009 Lecturer Faculty of Humanities Srinakharinwirot University, Thailand "How to decorate lively libraries"

### Professional Experience:

- 2006 - 2009 Business Development Sakol Curtain Co., Ltd., Bangkok
  - Business development
  - Research and development home textiles products
  - Training the subject "Home textiles Process" and "What type of curtain is best for a window?"
- 2005 - 2006 Interior Designer, Freelance
  - Two-Story House, Bangkok
  - Tokuii Office, Silom, Bangkok

### 2013

ห้องน้ำสำหรับเด็กเล็ก เหมาะกับทั้งเด็กหญิงและเด็กชาย  
 ถูกออกแบบให้สวยงามน่ารัก  
 ใช้ได้ตั้งแต่ยังเป็นเด็กเล็กไปจนเป็นวัยรุ่นและวัยเริ่มทำงาน  
 โดยเน้นความสะอาดและสีสันบนผนังหนึ่งด้านทำมาจากสีขาว  
 สะอาดของพื้น ผนัง และเพดาน เพื่อสร้างจุดเด่นให้กับห้องน้ำ  
 และยังช่วยสร้างบรรยากาศสนุกสนานในการใช้ห้องน้ำ



## ELDER POTTER



## Supara Aroonsrimorakot

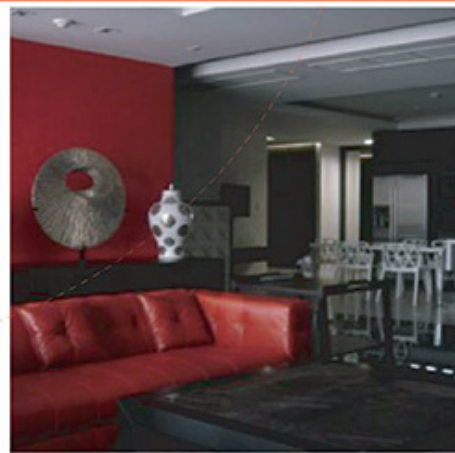


2007 - Present	Full Time Lecturer in Product Design Assumption University
2011	Exhibition Designer Freelance Bestlin Group Co., Ltd.
2011	Exhibition Designer Freelance PTT Public Company Limited Energy for Sustainable Future
2010	Graphic-Exhibition Designer Lenovo (IBM) Thailand

## 2011

Elder Potter is a design project for people (50 years old up) who usually buy orchid from the store. From the research, the seller will sell the orchid with the normal plastic pot so the buyer will get the problem of transporting from the store to home. However, Elder Potter is a new method of solution and also to be more convenient for users; Elder Potter can be hung on the fence or can be put on the shelf. The selection of materials is a combination between wood (feeling like vintage style) and plastic (feeling like modern style) to bridge the gap between users (elder) and future.





## Ornla-or Thanapolkiat

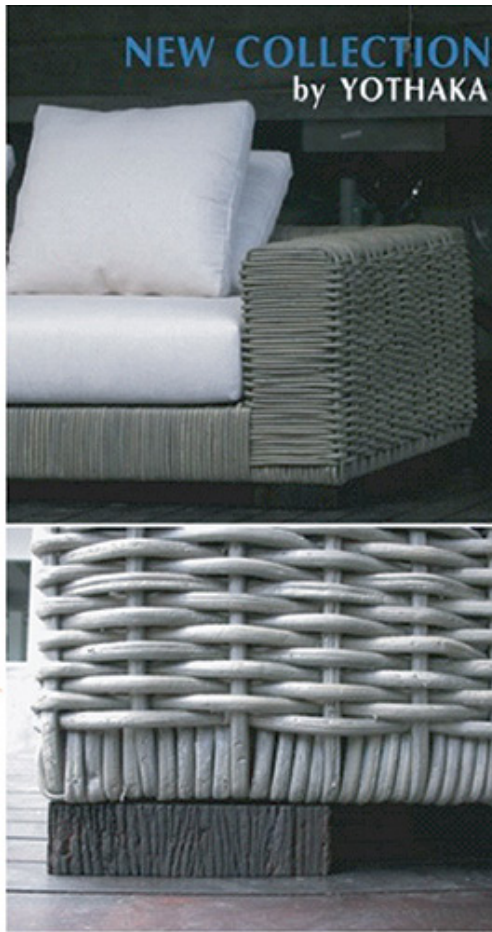


2003 – Present Yothaka International Co.,Ltd  
 1997 – 1998 Senior interior designer /  
 Usesaki and associate, CA.  
 1994 - 1996 Senior interior designer / Rerkrit and  
 associate. Product consultant / Anita's  
 Thai silk

## 2012

### **Ocean Portofino Condominium Jomtien Beach – Pattaya**

Asia's tropical paradise. The Ocean Portofino Condominium, a luxurious 36-storey residential getaway, is an exclusive opportunity to live the Portofino lifestyle, right here in the heart of Thailand.



## Ornla-or Thanapolkiat



2003 - Present Yothaka International Co.,Ltd  
 1997 - 1998 Senior interior designer /  
 Usesaki and associate, CA.  
 1994 - 1996 Senior interior designer / Rerkit and  
 associate. Product consultant / Anita's  
 Thai silk

## 2012

At the hands of creative artist water  
 hyacinth furniture  
 is truly an object of arts and beauty.





## URBANIS OFFICE RENOVATION

Urbanis is the Landscape and Master-planning design company which had been in business for many years. Its office situated in 2 condominium units adjoined in Ladprao 71 area. Due to the expansion of the firm, the director has acquired the third unit adjacent to the existing two earlier that year.

The design criteria and concept was simple; modern and minimal style with the most optimal practicality in usage. The major concerns were instead on the project management issue.

The new design lay-out can accommodate 20 persons plus the senior architect, administrative staff, as well as a private working studio for the director. Compared to the previous lay-out of 96 Sq M. which housed 8 people max, the new design of 42 Sq M. extra required a major demolition and rearrangement to suit 23 persons at their maximum capacity.

A new approach for working station was designed and proposed to serve group of creative personal to work together in a small space, yet, the sense of privacy and adequate personal space for tasks that need concentration may not be compromised.

Sixteen days during their Christmas and New Year holiday, two construction teams were set up to divide and conquer the task at hands. The employee can now feel more comfortable and relaxing with their new and pleasurable workspace that suit their nature, the creative industry.

## SANTHITA PHAYUNGPHONG

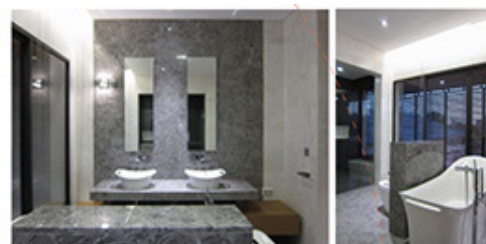


- 2012 URBANIS office renovation
- 2010 Vacation House : KhaoYai
- Ladawan Residence
- 2008 Nest Rooftop Bar & Restaurant : Sukhumvit 11
- 2007 Herb Thai restaurant : New York
- 2005 Koi Bar & Restaurant : Sukhumvit 21
- Deevana Resort & Spa : Phuket
- 2003 Baan Ayara : Phuket

## 2012



restroom



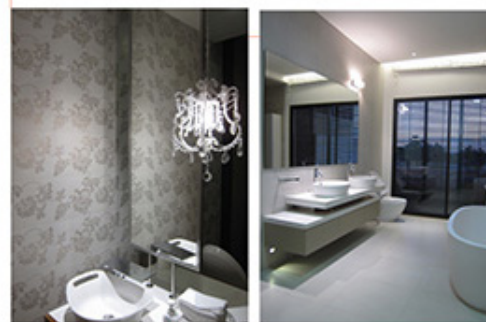
bathroom 3

master bedroom



## BATHROOMS DESIGN 2012

Within a house, bathrooms shall be the most playable spaces to design. Beside safety and hygiene concern, each bathroom strongly reflects its user(s). For Windmill Residence, Master Bathroom and Restroom show their high luxury by gold and glittering effect. Lesser luxury is found in Powder Room with silver-light-grey touch. Black & White with dominant textures -textured tile, marble, and wood are used to create the masculine senses in Bathroom 2 and Bathroom 3 while cleanliness with soft color in Bathroom 4 create feminine atmosphere for the only daughter.



powder room

bathroom

## WINDMILL RESIDENCE

## CHANANYA APIWATPHONG



**Teaching Experiences:**  
1997: Lecturer, King Mongkut's University, Thonburi  
1998-Current: Lecturer, Assumption University

**Professional Experiences:**  
1992-1993: Interior Designer, August Design Consultant Co.,Ltd.  
1997: Project Designer, August Design Consultant Co.,Ltd.  
2001- Current: Freelance Senior Project Designer, August Design Consultant Co.,Ltd.  
2010-Current: Interior Design Consultant, SynThanee Group Co.,Ltd.





## CORPORATE IDENTITY



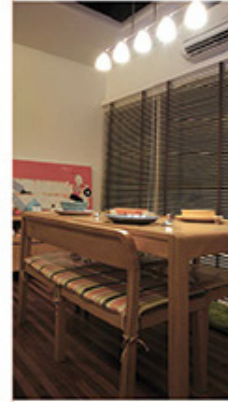
## 2012

### Project Initialization

Corporate identity comes into being when there is a common ownership of an organizational philosophy - simple and friendly. Penguin Gyudon is a new Japanese fast food restaurant. Penguin's food is a combination of two cultures - Japanese food and a modern fast casual atmosphere.

### Project Summary

The corporate title or logo and supporting device assembled within a set of guidelines - red penguin on the yellow background, with a blue strip. These guidelines govern how the identity is applied in uniform, advertising, and other elements to represent brand and visual identity.



## NOBLE CUBE



## NOW RAJTBORIRAK



"Modern Minimalist Flair" is fundamental to the integrity of design. It is not ostentatious. Its philosophy is not lofty, but attainable.

This residence is clearly demonstrated that minimalist need not be an existential idea revealed only through over-analysis or intense scrutiny. It is something that can, and should, contribute to "living places" on a global scale.

Intentionally, a challenge is extended to anyone who can think of a better way to divide a space than with an aquarium, in all its, illusory, reflective, tranquil glory. These images depict exactly what above meaning should be.

2012





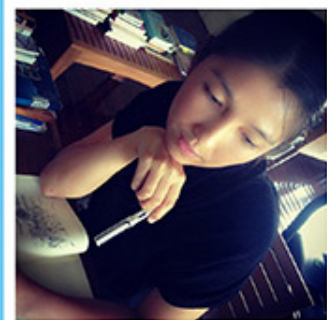
THE TAYLOR'S WINTER HOUSE LANDSCAPE

Location: Toscana Khaoyai : 0.5 Hectares

Amidst a scenic site, the castle intermingled a complexity of moods and expressions. Exoticness of experience was the aim of the design. One could imagine an atmosphere of hideaway. The castle at the first side was set to be ununiform where excitement was created. English cottage landscapes embraced the yards yielding a sense of adventure where the family members would enjoy diurnal activities. Meandering through the series of shrubberies, trees, and palms the owners will appreciate variety of species. The other side formal landscape was employed by playing with crisp hedges in order to delineate a feeling of sacredness and peaceful.

2011

## SATANAN CHANOWANNA



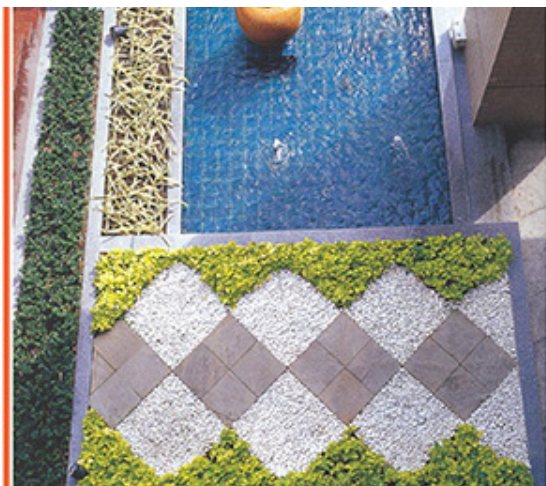
Satanan Chanowanna  
Architect / Landscape Designer  
Lecturer, Assumption University  
Bach, King Mongkut's Institute of Technology Ladkrabang, Bangkok 1993  
March (Distinction), University of Michigan, Ann Arbor, 1996

### Landscape Design:

- Taylor's Residence, Toscana Khaoyai, 2011
- Hafale Showroom Phuket, 2010
- Bann Sukhumvit 49, under construction Chaisanguan Building, BKK, 2010
- Benjama Apaiwong's Residence, BKK, 2010
- Nissana Resort, Pakchong Nakhonsithima, 2008
- DTAC Call Center, Khlong 6 Prathumthani, 2008
- Schmidt's Residence, BKK, 2008
- Prommit Studio Kanchanaburi, 2008
- Madura Hotel, Kooke-Sukhumvit, BKK, 2007
- Khoelak Seaview Resort Hotel, Kaolok, Pang Nga Penry's Balcony, Soi Thonglo, BKK, 2006
- Verandah Condominium, BKK, 2006
- Thanyamon's Residence, Sukhumvit, BKK, 2006
- J-Prest Residence, Rama 3, BKK, 2006
- Kingkarn House, BKK, 2005
- Dr. Suwit Srinthawong, Saimai, BKK, 2005
- Baan Rim Nam, Nonthaburi, 2005
- Pheumsook Estate, Soi Kantana, BKK, 2005
- Pheumsook Resident and Headquarters, Nonthaburi, 2005
- Chivawan Spa, Rama III, Bangkok, 2005
- QDA, BKK, 2005
- Seri: The Resident Village, Huamuk, Bangkok, 2005
- Marathon Sport Complex, Boromach Chonnani, Bangkok, 2004
- Lopburi Villa, Lopburi, 2004
- DTAC, Headquarter, Vibhavadi, Bangkok, 2004
- Demonstration House, Golden Land Housing, Bangkok, 2003
- The Sudabhas' Residence Phase III, BKK, 2001, 2003
- The Paryarachun's Residence, BKK, 2001
- Thairath Daily Newspaper Head Office, BKK, 2000
- The Watharapoli's Residence, BKK, 2000
- The Simanog's Residence, BKK, 1999
- Pharajhawang Doem, King of Thonburi Palace reconstruction/co-working with Janu Bhakara, 1996







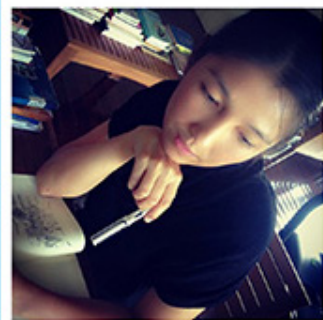
DTAC HEADQUARTER LANDSCAPE

Location: Vibhavaddi Rd. : 90 sq.m.

A front yard garden was set to be highlighting a Hindu shrine, worship area and relaxing area of the DTAC office. The concept was to divide and bridge the sacred and the secular. First the sacred was parted from the outside world with a reflecting pond and then we bridged them with a teak bridge. Surrounding the holy yard there was trellis walling. The greenery was furnished by 2 different characteristics, first of large foliage making as foreground and second of fine grain texture creating a backdrop and ground covering patterns.

2004

## SATANAN CHANOWANNA



Satanan Chanowanna  
Architect - Landscape Designer  
Landscape Architecture University

• Barch, King Mongkut's Institute of Technology Ladkrabang, Bangkok 1993  
• March (Distinction), University of Michigan, Ann Arbor, 1998

### Landscape Design:

Taylor's Residence, Toscanavalley Khaoyai, 2011  
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DTAC Call Center Khlong 6 Prathumthani, 2008  
Schmidt's Residence, BKK, 2008  
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Maduri Hotel, Asok-Sukhumvit, BKK, 2007  
Khao Lak Seaview Resort Hotel, Kaolok, Pang Nga Penny's Balcory, Soi Thonglor, BKK, 2006  
Verandah Condominium, BKK, 2006  
Thanyamon's Residence, Sukhumvit, BKK, 2006  
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Dr. Suwit Srinthamwong, Saimai, BKK, 2005  
Baan Rim Nam, Nonthaburi, 2005  
Phumsook Estate, Soi Kantana, BKK, 2005  
Ramsook Resident and Headquarter, Nonthaburi, 2005  
Chirawan Spa, Rama III, Bangkok, 2005  
QDA, BKK, 2005  
Seri The Resident Village, Huamuk, Bangkok, 2005  
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Prarajchawang Doem, King of Thonburi Palace reconstruction (co-working with Jara Bhakara), 1998



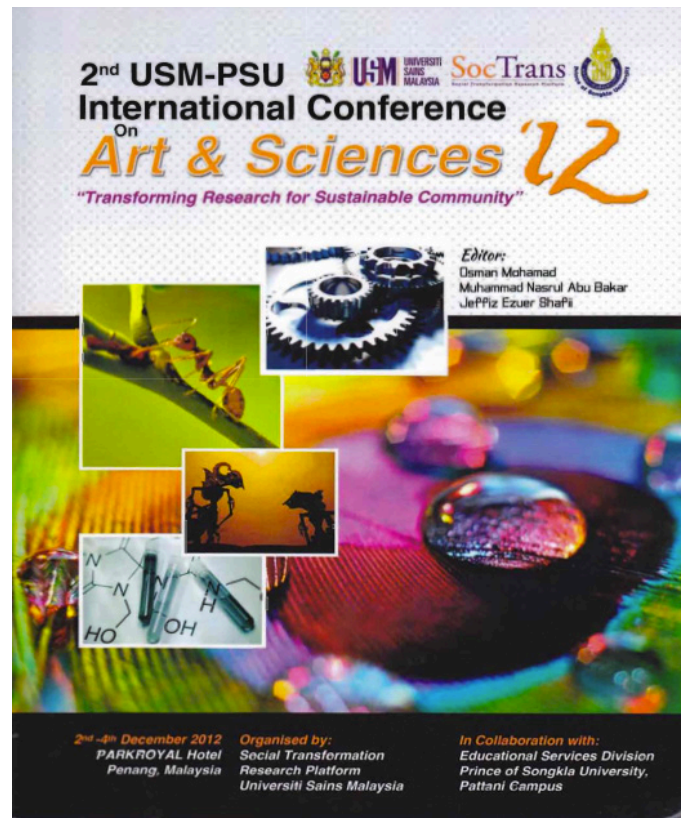




**Conservation strategies in historic urban landscape:  
Local practice in a World Heritage Site of Bhaktapur**

Patiphol Yodsurang

Montfort Del Rosario  
School of Architecture and Design  
Assumption University



**Abstracts**

Montfort del Rosario **SRSC**  
School of Architecture and Design  
SCHOOL RESEARCH SUPPORT COMMITTEE

Impact of rapid and uncontrolled urbanization in many developing countries cause fragmentation to social and urban fabric. The historical layer is consequently lost in its authenticity and integrity of urban space, where the true community values exist. The lack of responsive conservation and management strategies on the changing of historic urban landscape can cause a greatly affect to a contemporary livelihood. In order to preserve its values, a comprehensive traditional and innovative method is needed and applied to the local contexts, in particular a local-level government.

The city of Bhaktapur, is listed as one of the seven compounds of Kathmandu Valley- the World Heritage Site, one of the three major cities of the Great Malla Period (twelfth to fifteenth century). Many of ancient monuments were built throughout the city. Various shaped and sized monuments were immersed in a contemporary city's fabric, and still continuing traditions give shape to the historic city. Religious structures and sacred spaces embed the outstanding architectural characteristic enriching peoples lives coincide. The linkage from the past made this ancient city livable. Over 60 years of conservation and restoration movement in Kathmandu Valley, the local practice in Bhaktapur municipality tries to mobilizing the local available cultural resources to improve people's livelihood and giving people a better standard of living. Many successfully preserved and reconstructed important temples, monuments, and other culturally significant structures were done through its Heritage Section. Yet, the budget was made by the Municipality itself.

The study addresses the complex issuing on the transformation of historic urban landscape in developing country. Local-level organization and implementation strategies in conservation and management, including conflict among stakeholders would be demonstrated. The database can be used and applied for determining and proposing of local-level management and implementation strategies in historic urban area.



**Visitor Perception in Architectural Monument:  
Case Study of The Historic City of Ayutthaya**

Patiphol Yodsurang

Montfort Del Rosario  
School of Architecture and Design  
Assumption University



**Abstracts**

Architecture can speak for itself, but nowadays a large section of people visually illiterate. The new generations of visitors, who have not an eye for architecture, have no ability to read and learn architecture and its environment. Heritage Interpretation is presented in ways that help visitors discover the hidden messages in historical monuments and be understood by its visual elements.

The Historic City of Ayutthaya is listed as the World Heritage which expresses ideas, beliefs, and creativity of Ayutthaya people. It is subsequently extremely popular for Siamese architecture. The problem is those surviving monuments of Ayutthaya are mainly of brick structure and most of them had fallen off. Yet, the physical remaining in the Historic City might lose some potential in visual presentation in architecture. In designing of interpretation programmes or service, it is indispensable to create them sense and aware of its existence in its visual elements of building.

In order to improve the existing interpretation service, and analyze the current situation, problem faced, limitation, and restriction in-situ, this study has pointed out the importance of architectural monument interpretation and presented the way general visitors perceive a message from heritage, particular in the complex of architectural monuments in the historic city of Ayutthaya. A wide variety of heritage attraction and visitors motivation in Ayutthaya had reflected on how they can access visual information from architecture. The database can be used for determining and proposing of the interpretation framework and strategies model to catch up on the new visitor's interest. The Historic city of Ayutthaya will become the complete source of learning outside the classroom, which cultural tourism will be followed by.