

The
Office of
Bangkok
Architects

OBA

OBA

The Office of Bangkok Architects is a multi - disciplined design office based in Bangkok, Thailand

We are a creative design firm that brings over 15 years of design experience working with international and domestic retailers and developers. Our services include urban design, and interior design of shopping centers, mixed-use retail, movie theaters and entertainment facilities as well as residential buildings and resorts. Our client list includes projects in Thailand, China, Saudi Arabia, Myanmar and Cambodia.

We offer a high level of design based on timely response and constant client interface through out the course of a project. Our firm is also familiar with budget and schedule constraints. By combining the fundamental principles of design, experience and customer service, OBA is committed to creating memorable and pragmatic project.

INTRODUCTION



The Office of Bangkok Architects (OBA) has over the years grown slowly and with purpose until we now have the respect of the design fraternity at large throughout Asia and increasingly the world. This respect can only be engendered by offering our portfolio of clients the best of service, for a reasonable fee.

Return business is what we strive for, no client being too small and every client and their Project are given our utmost attention and sensitivity to their needs. Our guiding principle of firm commitment to quality and our dedication to producing aesthetics and singular creativity have led to our client base to include some key firms in the private sector.

We are able to provide a total service, from strategic planning to project coordination. Our functional design approach and planning capabilities have proven benefits on investment. Increased returns lie in value enhancement, increased longevity, reduced life cycle costs, user safety, civic symbolic value and owner respect.

OBA's sensitivity to client needs and perception coupled with an awareness of historical influence, international trends, new frontiers, dedication to our design philosophy is testified to by our long term clients, which brings a constant sense of pride to OBA management and staff.

With our clients increasingly requiring our services in China, we are entering a new phase of expansion and diversification. With the same dedication which has carried us so well in the past, we look forward to an exciting and sustained future.

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CORPORATE SERVICE

OBA offers an encompassing package of Corporate Services to our clients.



Design Services

Architecture

commercial
retail
hospitality / leisure
heritage
refurbishment
health
education
industrial

Interior Design

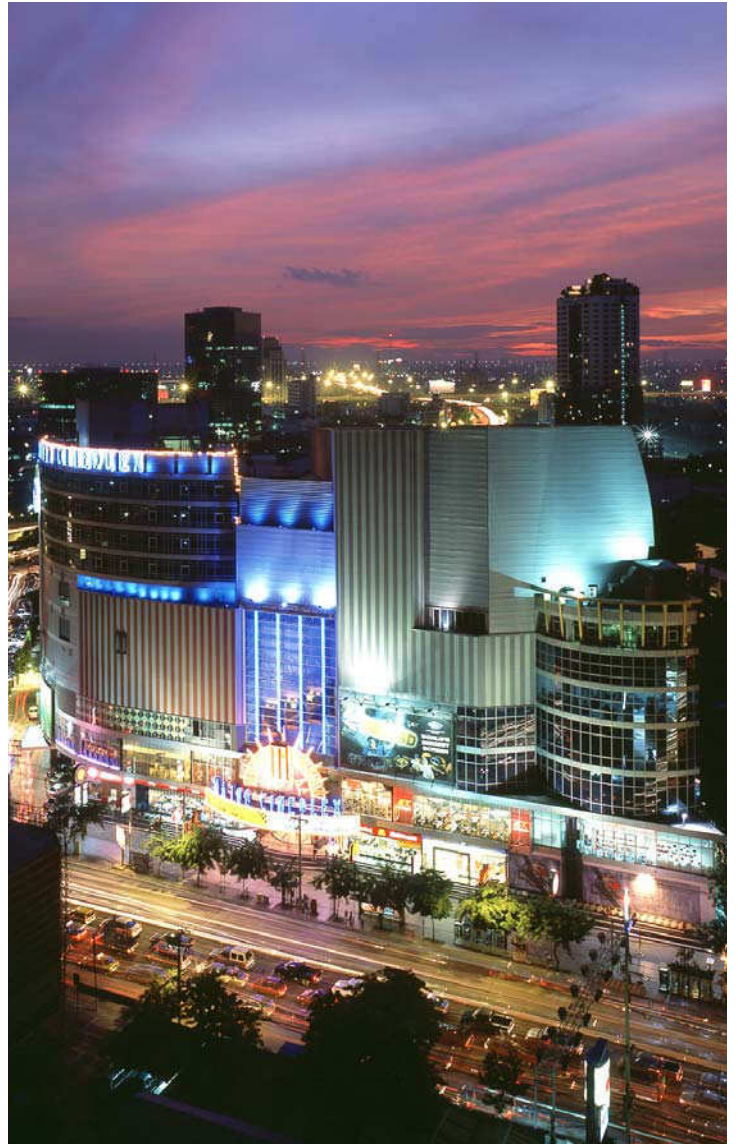
commercial
retail
residential
hospitality / leisure
heritage
refurbishment
education

Urban Design

masterplanning
town planning
environmental planning

Commercial & Entertainment

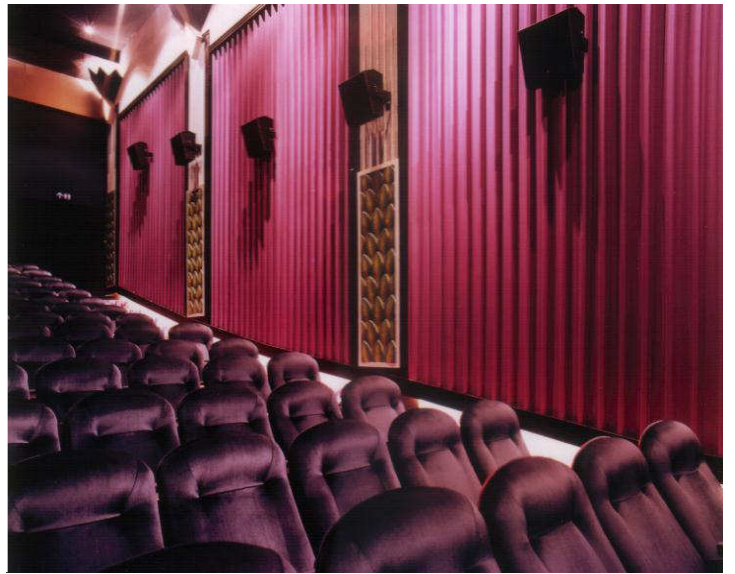
Major Cineplex Ratchayothin



Project Name
Major Cineplex Ratchayothin
Building Type
Entertainment Center
Service Type
Architectural Design
Location
Bangkok, Thailand
Gross Area
40,000 Square Meters
Construction Completion
1998

The 12-story building is designed to provide entertainment/leisure facilities for urban population. It comprises restaurants, retail shops, 36-lane bowling as well as 15 Cinemas and an IMAX theater with a total of 5,000 seats. The main concept deals with customers' emotional experience with the hope to relieve urban stress. The 4-story office tower at the top of south corner is prepared for extending to 13 stories.

Major Cineplex Sukhumvit



Project Name

Major Cineplex Sukhumvit

Building Type

Entertainment Center

Service Type

Architectural Design, Interior Design

Location

Bangkok, Thailand

Gross Area

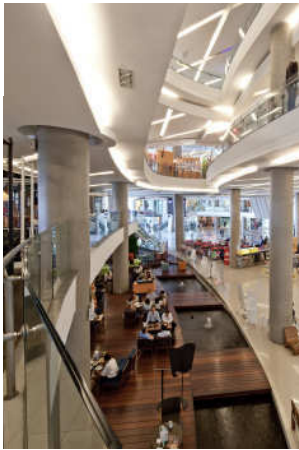
22,000 Square Meters

Construction Completion

1997

Major Cineplex Sukhumvit comprises 8 different sizes of cinemas totaling 2,500 seats, bowling lanes, simulator game arcade, restaurant, retail shops, and 2-level basement parking.

Esplanade Cinema



Project Name

Esplanade

Building Type

Shopping Center and Cinema

Service Type

Architectural Design

Location

Bangkok, Thailand

Gross Area

100,000 Square Meters

Construction Completion

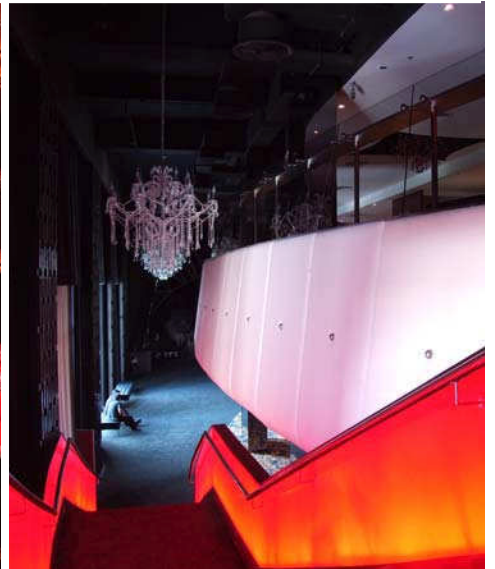
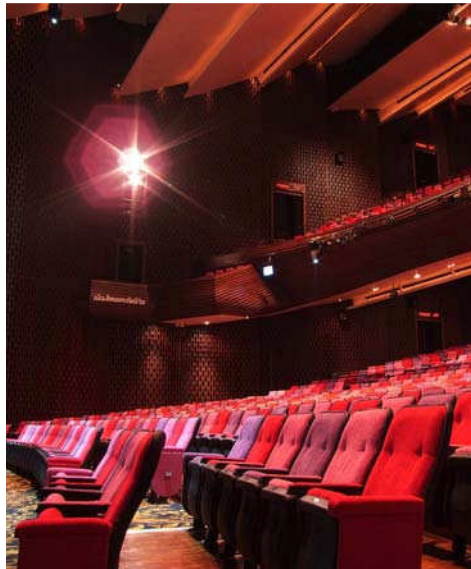
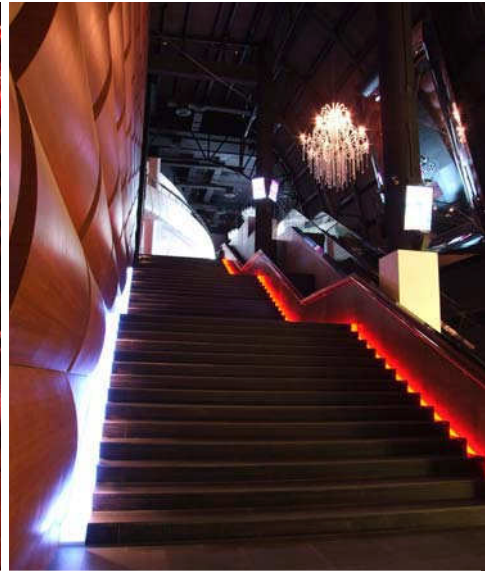
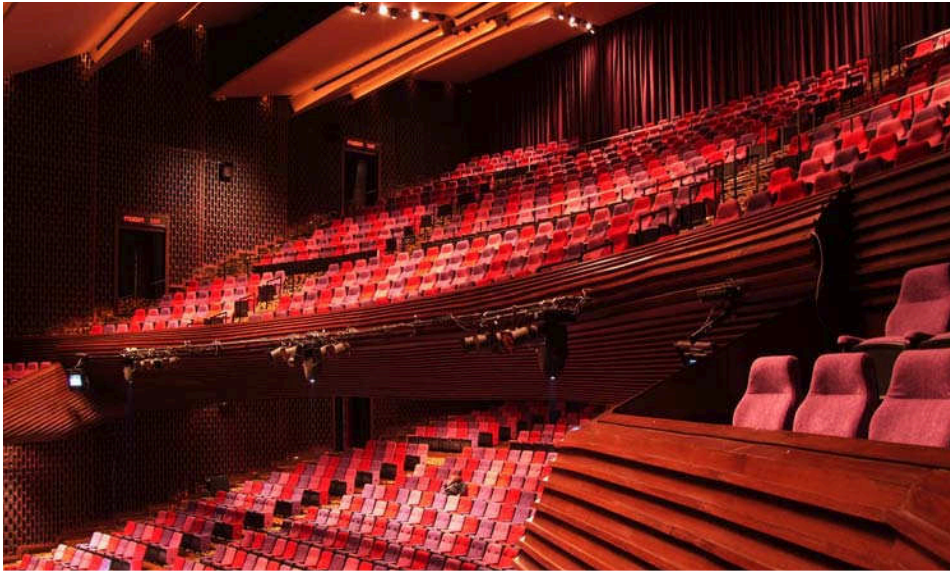
December 2006

Situated adjacent to the Thailand Cultural Center subway station, with 6 stories and 1 basement, Esplanade comprises supermarket, restaurants, retail shops, 24-lane bowling, 12 cinemas, an ice skate rink, a fitness center and a 1500-seat theater plus a 10-story parking structure that is able to serve 800 cars.

The striking main atrium, connecting to the main entrance, is designed to create the dynamic space and optical illusion by using different void shapes of each floor and the unparallel leaning columns. Mezzanine level connects to the ground floor event area through a glass staircase. Together with the building-in-building facade design and the continuation of the wooden terrace and pond from outside, Esplanade has created an outdoor atmosphere within a closed mall.

Twelve cinemas sit on the top floor of the shopping center connecting to the box office on the 3rd floor via escalator.

Ratchadalai Theater



Project Name

Ratchadalai Theater

Building Type

Musical Theater

Service Type

Architectural Design, Interior Design

Location

Esplanade building, Bangkok, Thailand

Gross Area

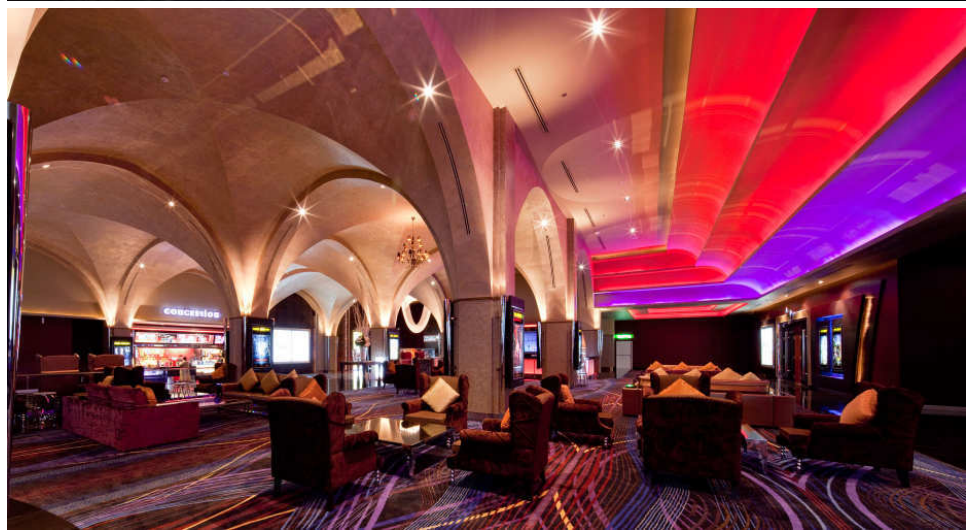
6,500 Square Meters

Construction Completion

May 2007

The 1500-seat theater is located on top of parking building with its lobby located on the 4th floor of Esplanade shopping center. It is planned and designed to serve as an international-standard musical theater. The design of the theater creates the uniqueness for the theater by connecting to its context, Thailand and by the use of traditional Thai element in a different approach with colors and patterns that express luxurious and prestige Thai traditional arts.

Esplanade Rattanatibeth



Project Name
Esplanade Rattanatibeth
Building Type
Entertainment Center
Service Type
Architectural Design
Location
Rattanatibeth, Nonthaburi
Gross Area
65,000 Square Meters
Construction Completion
2009

Esplanade Rattanatibeth is located in Nonthaburi Province, which is part of Bangkok metropolitan area. The complex comprises 16 Major Cineplex theatres, ice skate rink, 22 bowling lanes, restaurants, retail shops, fitness center plus parking space that is able to serve 700 cars.

The design concept is representation of various of entertainment emotions. The 7-story building dominantly stand a front of Rattanatbes road. The dynamic lay-out plan enhances the continuous experience of the clients. The voids in multi-level are differentiated to create spectacular atmosphere.

Major Cineplex Rangsit



Project Name

Major Cineplex Rangsit

Building Type

Entertainment Center

Service Type

Architectural Design, Interior Design

Location

Rangsit, Pathumthani

Gross Area

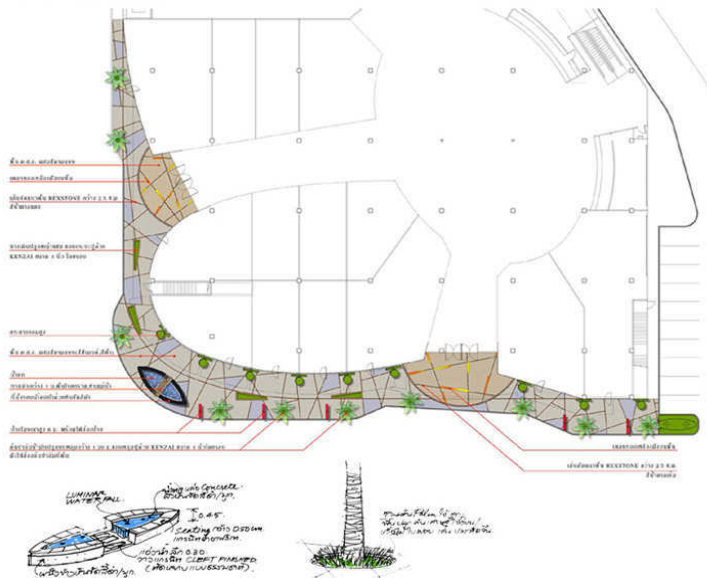
36,000 SQM.

Construction Completion

2001

16 different sizes of cinemas with retail shop, bowling alley and parking structure.

Major Cineplex Chachoengsao



Project Name
Major Cineplex Chachoengsao
Building Type
Entertainment Center
Service Type
Architectural Design, Interior Design
Location
Bangkok, Thailand
Gross Area
9,000 Square Meters
Construction Completion
2005

Major Cineplex building is located in Chachoengsao province, approximately an hour drive from Bangkok. This stand-alone building comprises 5 cinemas, 16-lane bowling, retail shops and restaurants.

Major Cineplex Petchkasem



Project Name

Major Cineplex Petchkasem

Building Type

Entertainment Center

Service Type

Architectural Design, Interior Design

Location

Bangkok, Thailand

Gross Area

10,000 Square Meters

Construction Completion

2005

Major Cineplex building is located within Petchkasem Power center, the community shopping mall located in the superb area of Bangkok. It comprises 8 cinemas, 20-lane bowling, retail shops and restaurants.

Siam Square One

**Project Name**

Siam Square One

Building Type

Shopping Center

Service Type

Architectural Design, Interior Design

Location

Bangkok, Thailand

Gross Area

70,000 Square Meters

Construction Completion

Bidding

Located in the heart of Siam Square, Bangkok's trendiest shopping district, the Siam Square One project reveals the design competition winning proposal that fits the site previously occupied by the Siam Theater. The open-air concept is introduced to retain the original ambiance of the Siam Square shopping streets. The lower 2 levels occupied by small shops are air-conditioned area while the main 7 levels above are open-air:

Foot traffic is another key issue of the proposed scheme. A gentle-slope walkway is designed as the main walking street connecting from the platform of the sky train to the street level inside Siam Square. The variety of the circulation routes, the dynamic spaces within the building and the overall architectural language produce the energy and reflects the the diverse characteristics of teenagers, the project's main target group.

Interior Design

by **OBD** the Office of Bangkok Designers
An affiliated Company of OBA

Siam Pikanesh Theatre

**Project Name**

Siam Pikanesh Theatre

Building Type

Theatre

Service Type

Architectural Design, Interior Design

Location

Bangkok, Thailand

Gross Area

6,000 Square Meters

Construction Completion

June 2014

OBA won the architectural design competition with the concept of outdoor mall for Siam Square One, a 70,000 Square Meters, 7-story plus 2 basement floors shopping mall located at the heart of fashion district in Bangkok. A concert hall was part of the program and later, OBA was appointed by the mall's anchor tenant to design a multi-purpose theater of 1,000 seats on the building top floor.

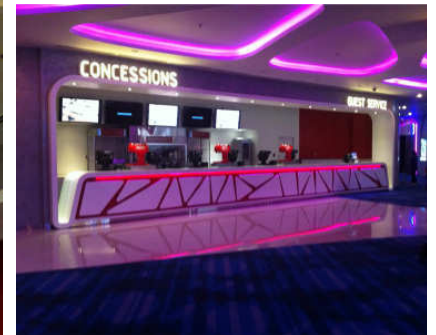
Paragon Cineplex



Project Name
Paragon Cineplex
Building Type
Cineplex
Service Type
Architectural Design
Location
Bangkok, Thailand
Gross Area
18,000 Square Meters
Construction Completion
2005

The cineplex area is located on the top floor of Paragon Shopping Center. It comprises 14 cinemas including a 1,200-seat cinema with a total of 4,150 seats, a IMAX theater (556 Seats) and a shadow screen theater (34 seats).

Mega Star Crescent Mall



Project Name
Mega Star Crescent Mall
Building Type
Cinema Theatre
Service Type
Architecture and Interior Design
Location
HCMC's District 7, Vietnam
Gross Area
4,500 Square Meters
Construction Completion
May 2012

Crescent Mall Megastar Cineplex locates at a corner of the 5th floor of the mall, next to food court, and other leisure retail space. While the anchor component of the project is 8 cinemas of the Cineplex, the new Megastar Cinema at Crescent Mall is designed to propose the customer the consequence of events, from cinema lobby to cinema entrance, seating and then experiences of the movie itself. From this design approach, the new Cineplex at Crescent mall will be the "Megastar Cinema Terminal" that export or convey cinema-going experiences to the customers.

The décor of the Cinema Terminal is inspired from the concept of "organism cells of living creatures". Shapes, forms, and edges of the design features for this project will be beveled, curvature, fluid, and viscous to weave the continuous fabric pattern dramatically folded throughout the guest area.

The sense of "Entertainment Terminal" is also reflected from the use of key finishes and material. The overall looks and feels of "Megastar Cinema Terminal" can create the sense of journey, introduce the senses of exploring, and engage the senses of departure. This customers' experience will be an overture for the miracle world of the moving images on silver screens waiting ahead.

MegaStar Cineplex Pico Mall



Project Name
MegaStar Cineplex Pico Mall
Building Type
Cinema Theatre
Service Type
Architectural Design, Interior Design
Location
Pico Mall, Hanoi, Vietnam
Gross Area
4,900 Square Meters
Construction Completion
October 2011

The project consists of 7 cinemas, with total capacity of 1,166 seats, plus common area and operational facilities including, cinema lobby, concession, box office, public toilets, cinema's office space, projector corridor, storage and M&E rooms.

The richness of design reflects senses of luxury and dynamic and vital activities. The shape of counters, waiting seats, ceiling and a featured column in the lobby is diamond-like shape enhances sense of dynamic. The granite flooring and golden lighting shade at the lobby introduces luxury touch. Sense of welcoming and relaxing is accentuated by employing dark, natural tone timber panel for cinema corridor and cinema lobby ceiling. The gray wall panel with changeable color illuminated from recessed, bamboo leaf – like shape lighting slots illustrate exiting and unexpected feeling as well as reflect oriental touch. As the LED lighting inside the cinema can be programmable to change from one color to other colors over time, the overall touches and feels of this Megastar cinema is differentiated from conventional cinemas in the market. In this sense, the design strategy of enhancing moviegoers' experiences can be integrated into marketing or positioning strategy for the cinemas.

MegaStar Cineplex Pandora City



Project Name
MegaStar Cineplex Pandora City
Building Type
Cinema Theatre
Service Type
Architectural Design, Interior Design
Location
Tanbinh Distric, HCMC, Vietnam
Gross Area
4,000 Square Meters
Construction Completion
November 2012

Megastar Cineplex Pandora locates at the left hand side wing, on the 3rd floor of Pandora Building. The approximate area is 3,000 sq.m. Additionally, approximate 1,000 sq. m. on the 4th floor is to be provided to accommodate projectors, working area for staff, and other mechanical space for engineering system supports the cinema operations.

The anchor component of the project is 8 cinemas of the Cineplex. The images of the décor is derived from the name “Pandora” of the complex. The world “Pandora” is interpreted as “The Box of Amusement”, that is the place where originates all entertainment beyond all imagination—the place where everyone can experience the sense of fun and exciting from the moving image.

Key Personnel



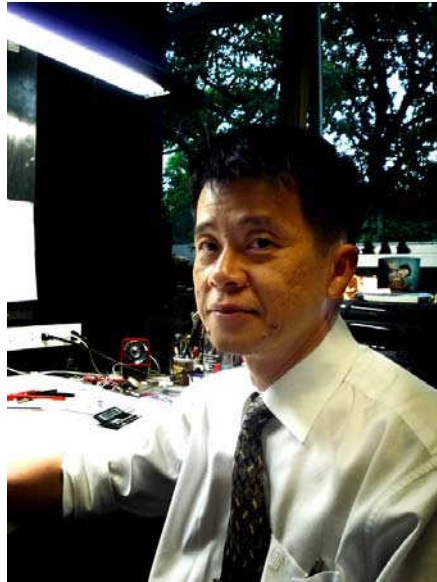
Smith Obayawat

Smith Obayawat received his Master of Architecture from the University of Minnesota, USA in 1987. Prior to that, he gained a Bachelor Degree in Architecture from Chulalongkorn University in Bangkok and spent almost 3 years practicing at the newly-established-at-the-time A49 company.

Smith was gainfully employed by the large Architectural / Interior retail design firm, Walker Group / CNI in New York, after his graduation, working with the top retailers such as Saks Fifth Avenue, Bloomingdale's, Bon Marche, which included shopping centers in Germany, Mexico and United Kingdom.

Since his establishment of OBA in 1994, Smith has best utilized his abilities to emphasize on design oriented projects. He has led the firm to successfully accomplish many Entertainment Complex, Shopping Centers, Hotels & Resorts, Sport Facilities, Condominium & Housing development within Thailand and overseas including Saudi Arabia, Burma, and China.

Besides running OBA, Smith also devotes himself in serving the Association of Siamese Architects (ASA) as Vice President of foreign affair from 2006-2008 and as the chairman of annual event "ASA'09", and as the president from 2012-2014. He is continually invited as a guest lecturer and thesis advisor at many architectural schools in Bangkok.



Waroon Limpchalerm

Waroon Limpchalerm has joined OBA as a partner since 1996. He gained his Bachelor degree in Architecture from Chulalongkorn University in Bangkok in 1984 and received his Master of Architecture degree in 1993 from Pratt Institute New York, USA, where he practiced as an architect at Graft & Lewent Architects after his graduation. When he returned to Thailand in 1995, he joined Singha Land Public Company Limited as a senior architect prior to joining OBA.

In becoming a partner at OBA, Waroon has brought in his strength in problem solving and analytical skills, expertise in architectural planning & detail design as well as comprehensive experience from working abroad with various kinds of projects including shopping centers, multi-family residential buildings, hotels and resorts.

During his professional practice between 1997-2001, he also in an academic contribution as a visiting lecturer of Kasembundit University.



Chisagarn Rojanasoonthon

Chisagarn Rojanasoonthon joined OBA in 2003. She received her Bachelor degree in Architecture from Silpakorn University in Bangkok in 1995 and Master's degree in Urban Planning from the University of Michigan, USA in 2001. Prior to joining OBA, she had gained experience working on architectural design and masterplanning works in an architectural firm in Bangkok and in Makers Architecture and Urban Design Company in Seattle, Washington.

Chisagarn has brought in her architectural design capabilities with good interpersonal and managerial skills. She is very keen on coordinating within teamwork environment.



Poonrit Kuakul

With a strong background in both design and management, Poonrit provides a highly tuned awareness of the practical processes of design management, brief formulation and strategic planning. His experience working across all phases of project execution ensures clients requirements are specifically addressed and value engineered to provide the highest quality of project delivery.

Poonrit graduated with Bachelor Degree in Architecture from Chulalongkorn University in Bangkok, and Master of Science in Facility Planning and Management from Cornell University, Ithaca, New York. With 15-year experience track records working in international environments, his high-profile clients include, for example, IBM, Merrill Lynch, Shell, and Starwood's Westin.