

Thailand Report

July 2014

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- Project 1: Siam Square One (Shopping mall, Bangkok)

1. SIAM SQUARE ONE

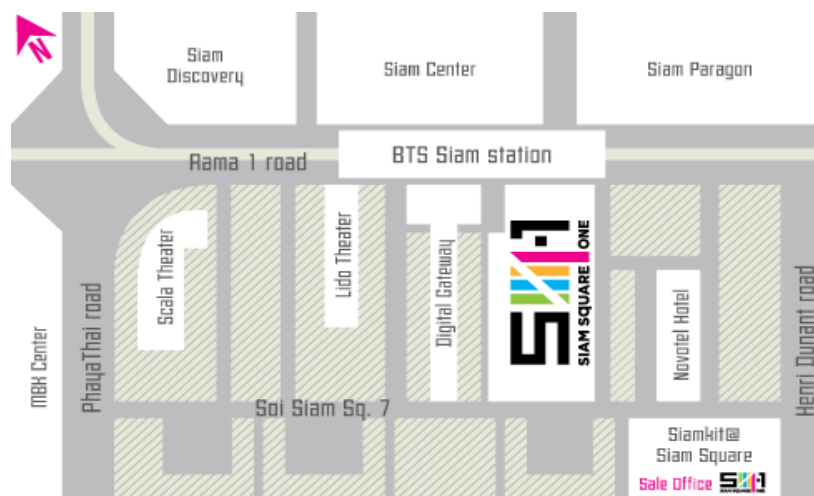
Project Overview

Siam Square One is the latest shopping mall to open in Siam Square. The Siam Square area is somewhat comparable to Shibuya – it consists of a maze of small streets, around Siam station and Chulalongkorn University, with many shops, restaurants, cafés and designer clothing boutiques. The area is very popular among Thailand's youth and university students to hang out and spot the latest trends. With its funky, open-plan architecture and many places to meet and sit, the new 7-storey mall fits perfectly within this area. Siam Square One focuses on in-trend fashion, lifestyle and digital technology outlets, with an enormous space reserved for restaurants and cafes on the upper floors. Shoppers can expect to find a lot of the young fashion designers from around Siam Square opening up stalls on the lower floors, while the top floor of Siam Square One features a Sky Hall and Roof Garden, offering interesting views of the surrounding area.

Project Details

1. **Type of Business:** Retail development
2. **Open Date:** 06/2014
3. **Concept:** Urban shopping streets
4. **Location:** Siam Square, Bangkok
5. **Target Customer:** University students, young shoppers and local residents
6. **Construction Area:** 70,000 sq m, including a retail area of 32,600 sq m
7. **Project Value:** 1,800 million baht (US\$ 55 million)
8. **Land Owner:** Chulalongkorn University; <http://www.chula.ac.th/en/>
9. **Developer & Operator:** Joint venture by Siam Piwat and The Mall Group; www.siampiwat.com, www.themallgroup.com
10. **Website:** <http://siamsquareone.com/home.php>

Location map



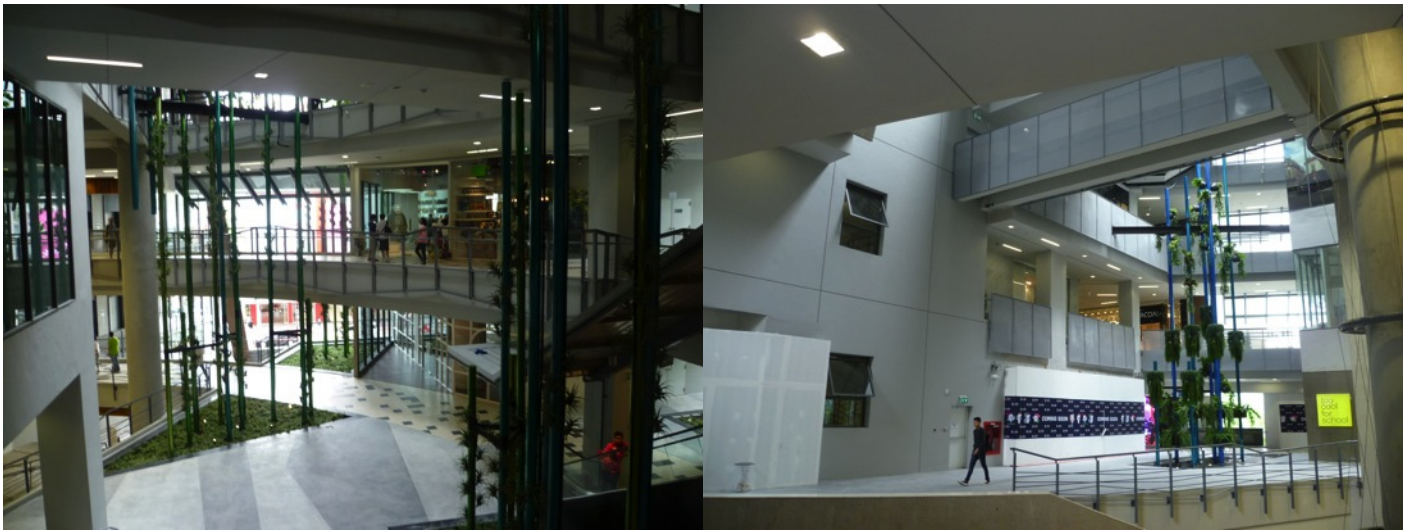
Siam Square One is located at Siam Square (BTS Siam station), across the road from Siam Paragon shopping mall.



The complex consists of 3 interconnected buildings.



The top floor of Siam Square One features a Sky Hall and Roof Garden.







The mall has an open-air concept with plenty of greenery and natural light.

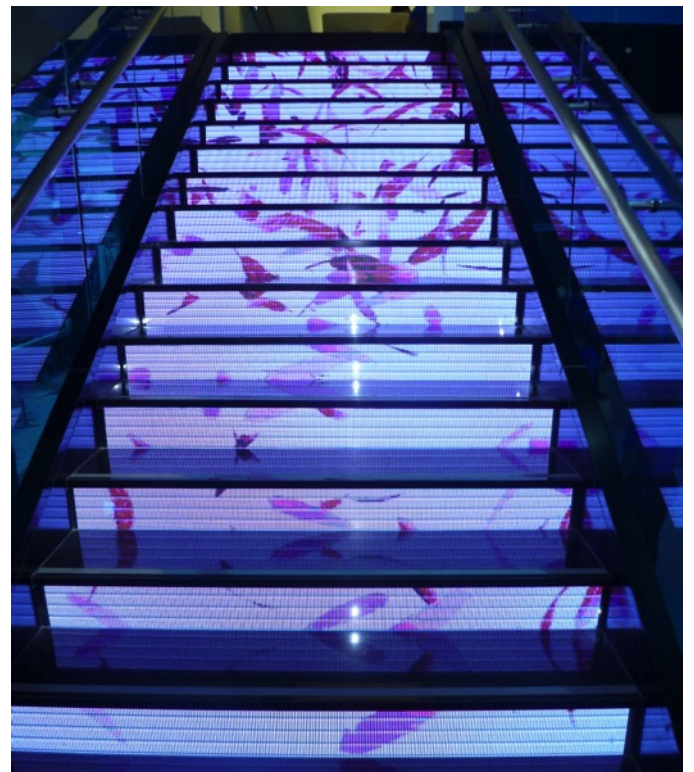


Views of the funky, modern architecture.





The Starbucks has been designed in a modern style to fit in with the architecture of Siam Square One.



The new Samsung store is also very stylish and features a digital-screen staircase.