

THAILAND HOTEL NEWS

February 2012

CONTENTS

- **Sofitel SO** – Hotel (Bangkok)

Sofitel SO

Project Overview

Sofitel's newest property in Bangkok is Sofitel SO, a spin-off launched by the French hotel chain last year to attract a younger, more style-minded clientele, comparable to Starwood's trendy W brand.

The 30-storey urban design hotel was created by Smith Obayawat, a well-known local Thai architect. Five different Thai interior designers were hired to each create differently themed accommodation inspired by the five elements of water, earth, wood, metal and fire. The first four elements inspire the design of guestrooms spread respectively over different floors, while fire is the theme of the public areas and restaurants.

Sofitel is opening two more hotels in Bangkok in April – one on Sukhumvit Road and another one in Silom (a re-branding of a Pullman hotel).

Project Details

1. **Type of Business:** Urban design hotel.
2. **Open Date:** February 28, 2012
3. **Concept:** Themed accommodation created around the 5 elements of water, earth, wood, metal and fire.
4. **Location:** Corner of North Sathorn Road and Rama IV Road, Bangkok
5. **Target:** Young and style-minded guests.
6. **Number of rooms:** 238 rooms and suites.
7. **Room Rate:** Special opening rate of US\$ 80 per night for 80 days.
8. **Developer:** Verawat Ongvasith, Director at Major Cineplex Group;
www.majorcineplex.com
9. **Hotel Management Group:** French hotel group Accor; www.accor.com
10. **Architect:** Smith Obayawat from Office of Bangkok Architects (OBA);
www.bangkokarchitects.com
11. **Interior Designers:** Pongthep Sagulku, Vitoon Kunalungkarn, Nithi Sthapitanonda, Somchai Jongsaeng and Rujiraporn Wanglee.
12. **Website:** www.sofitel.com

Location Map



The hotel is located on the corner of North Sathorn and Rama IV roads, adjacent to Lumpini Park, business and entertainment districts, and in close proximity to Lumpini subway and Sala Daeng skytrain stations.



Exterior of the 30-storey urban design hotel.



The hotel's architecture was designed by leading architect Smith Obayawat. Taking full advantage of the site, he created an angled building so that the hotel presents facades on both major roads. The high-rise property blends a mosaic of materials that give a contemporary, high-tech look while at the same time appearing accessible and inviting. Sitting on a glass, zinc and stone podium with strong clear definition, the tower is striking in its different metallic shades and shifting glazed and solid panels. Floor-to-ceiling windows optimize the building's commanding views.



Sofitel So Bangkok is conceptualized as an urban design hotel with themed accommodation created around the 5 elements – **water, earth, wood, metal and fire** – using different Thai architects.



Created by Pongthep Sagulku of August Design, the **water** element rooms have a dark and mysterious tone that dims and stills the space to absorb the striking view of Bangkok from floor-to-ceiling windows.



The **earth** element rooms, the work of IAW Design's Vitoon Kunalungkarn are grounded in simplicity, in tune with mother nature, and decorated with Thai primeval wall paintings set against a ravishing blue that makes the rooms come alive.



Nithi Sthapitanonda, national artist and founder of 49 Group, designed the **wood** element rooms, where wood and light interact to create space as art, with the overall effect being a sense of calmness in contrast to the bustling city outside.



The **metal** element rooms, by Somchai Jongsaeng of Deca Atelier, are immaculate spaces, simple and tranquil and yet bright and welcoming in their different shades of white and sleek metallic details.



Restaurant Red Oven on the 7th floor includes live cooking and three distinct styles of seating. Rujiraporn Wanglee of PIA Interior used the **fire** element to create a dynamic space with a sense of warmth, energy and playfulness.



Park lobby. Rujiraporn Wanglee of PIA Interior designed the restaurants, function rooms, Lobby, So SPA and So FIT.



The "Social Club" meeting facilities offer a pre-function area for the social rooms and feature an open-kitchen for live cooking and refreshments.



The “Chocolab, Experimental Melting” in the lower lobby is chocolate delicatessen with an open kitchen where a variety of chocolate creations are made and displayed for either eating in or takeaway.



An infinity pool on the 10th floor captures an unobstructed view of Lumpini Park, while poolside restaurant The Water Club offers snacks and drinks, as well as hosting pool parties and evening happenings.



Anodad treatment room in SO Spa.