

Thailand News

June 2015

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1. ABBOT

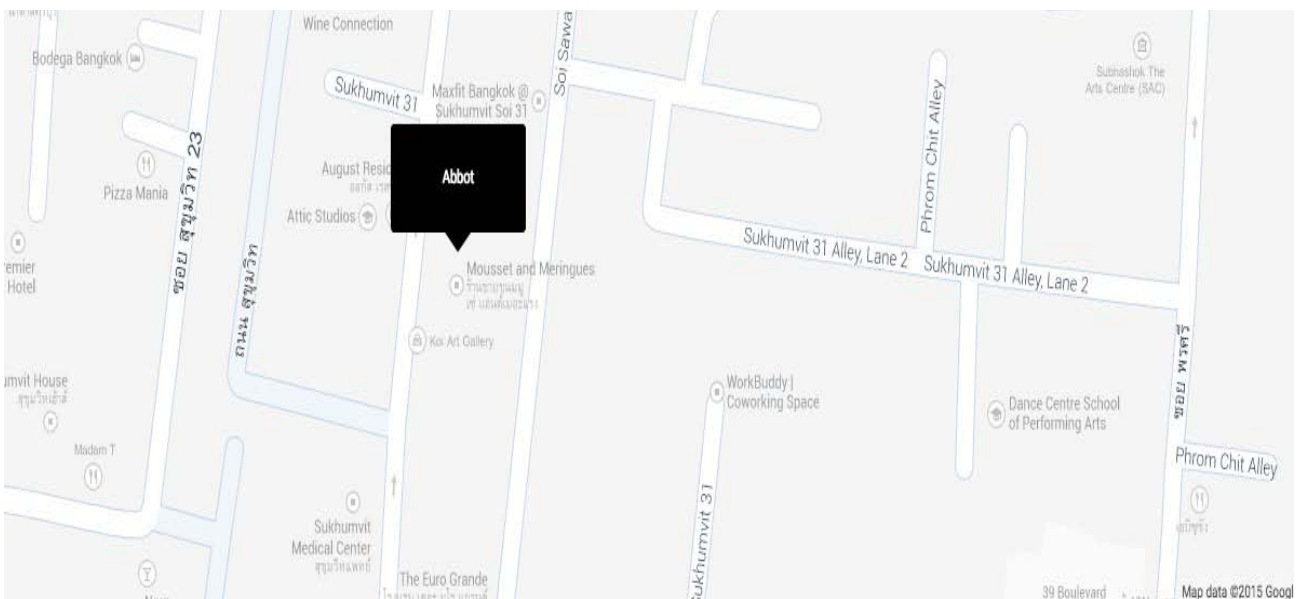
Project Overview

Part of the team formerly behind the legendary Bed Supperclub is opening several new restaurants, the first of which is Abbot. Named after LA's very cool Venice Beach neighborhood, Abbot Kinney Boulevard, the 100-seat restaurant is large, bright and welcoming. It provides around 50 seats upstairs including 12 private dining and a further 50 seats downstairs.

Project Details

1. **Type of Business:** Restaurant and bar
2. **Open Date:** 03/2015
3. **Concept:** Californian-inspired restaurant and bar using local produce
4. **Location:** Sukhumvit Soi 31, Bangkok, Thailand
5. **Target Customer:** Local residents
6. **Website:** www.abbotbangkok.com

Location map



The restaurant is located in Sukhumvit Soi 31.



Taking its name from the eclectic boulevard in Venice Beach, California, the restaurant features a bohemian décor.



The interior is casual, natural and laidback.



There's a lively bar downstairs, while the mezzanine offers a much more refined dining experience. A sizable bar, which can seat around 10 people, sits next to the stairs to the mezzanine, boasting chic wooden shelving.



The arched ceiling and mezzanine are complemented by a bare concrete floor, dangling light bulbs, canvas-upholstered low chairs and wooden tables.

2. AMARA

Project Overview

Amara Bangkok is a stylish, new hotel by Singapore-based Amara Holdings. Designed as a lifestyle hotel for both business and leisure travelers, the 250-room hotel is located in a popular shopping and nightlife district. Highlights of the hotel include the 26th floor AkaAza rooftop bar (which means sky in Sanskrit), which is situated adjacent to the hotel's infinity pool and affords spectacular views of the Bangkok skyline. It's the Singapore hotel group's first hotel in Bangkok.

Project Details

1. **Type of Business:** Boutique hotel
2. **Open Date:** 04/2015
3. **Concept:** Combination of contemporary Thai culture and Singaporean heritage.
4. **Location:** Surawong Road, Bangkok, Thailand
5. **Number of Rooms:** 250 rooms
6. **Room Rate:** Promotional rate starting from THB 2,558 (USD 80) per night.
7. **Target Customer:** Leisure and business travelers
8. **Developer:** Amara Holdings (Singapore); www.amaraholdings.com
9. **Architect:** Architects 49 Limited; www.a49.co.th
10. **Interior designer:** Wallflower Pte Ltd; www.wallflower.com.sg
11. **Website:** www.bangkokamarahotels.com

Location map



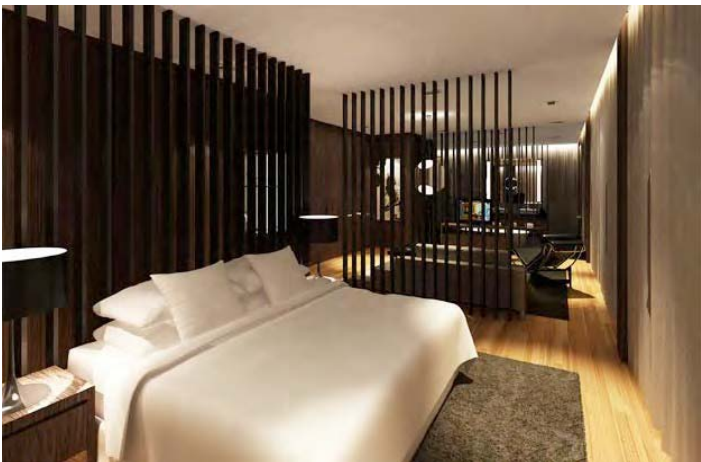
Amara Bangkok is located in central Bangkok, in the Surawong Road area, close to Silom and Sathorn Roads, a busy commercial district in downtown Bangkok.



The hotel has an eye-catching exterior of 597 timber fins and includes a total of 250 stylish rooms.



The hotel is designed to encapsulate the essence of contemporary Thai culture while at the same time embracing the Singaporean heritage.



Each guestroom features art prints depicting abstract Thai art, while the original art pieces are on display throughout the hotel – all conceived by local Thai artists, winners of an art competition launched by Amara Bangkok in 2014.

3. MAISON CHLOE

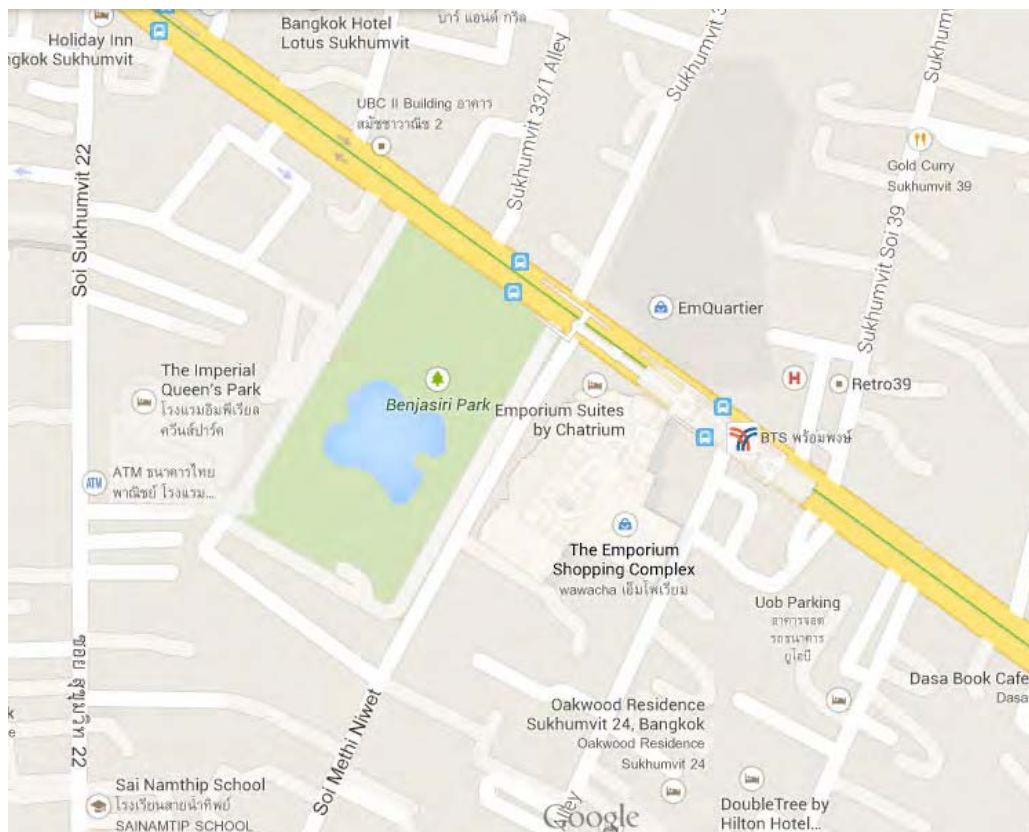
Project Overview

French luxury brand Chloe recently unveiled its Bangkok store at The Emporium shopping mall, which recently underwent a major renovation. The 155-sqm space, designed by Joseph Dirand, echoes Chloe's cool new attitude and “best friends” hospitality. The play of clean lines, sharp angles, gilded metal forms, neutral colors and textural finishes make the new concept store a fancy yet comfortable space.

Project Details

1. **Type of Business:** Luxury boutique
2. **Open Date:** 02/2015
3. **Concept:** Californian-inspired restaurant and bar using local produce
4. **Location:** The Emporium shopping mall, Sukhumvit Road, Bangkok, Thailand
5. **Size:** 155 sqm
6. **Interior designer:** Joseph Dirand; www.josephdirand.com
7. **Website:** www.chloe.com

Location map



Chloe Maison is located on the mezzanine floor of The Emporium shopping complex on Sukhumvit Road.



The play of clean lines, sharp angles, gilded metal forms, neutral colors and textural finishes make the new concept store a fancy yet comfortable space.

