

SO/BANGKOK
SOFITEL

DESIGN STATEMENT

Past, present, future – tradition meets trend. Amidst the non-stop buzz of vibrant Bangkok, discover striking moments of serenity and enchantment. SO Sofitel Bangkok, an oeuvre of contemporary sophistication, is the result of a one-of-a-kind collaboration between five Thai masters of design and the world-renowned Monsieur Christian Lacroix.

Experience The Five Elements – Water, Earth, Wood, Metal, Fire – each reinterpreted to form a fusion of sensations. Take in the glittering skyline, the 58 hectares of lush Lumpini Park crowned by towering skyscrapers and the majestic Chao Phraya river on the horizon. From dawn till dusk, dusk till dawn, experience the energy, tranquillity, sophistication and glitz that shapes SO Sofitel Bangkok.





THE VISIONARY

Verawat Ongvasith, the passionate visionary, sought to create a new landmark in Bangkok. Located in a prime location on the corner of North Sathorn and Rama IV roads, overlooking Lumpini Park, Verawat envisioned SO Sofitel Bangkok as a master collaboration between an acclaimed Thai architect and five celebrated Thai designers. Through the eyes of these designers, the essence of Bangkok has been reinterpreted into a unique experience that is SO Sofitel Bangkok.

“Bangkok is the city that never sleeps, offering the diversity of urban life. Together with our architect and designers, we have captured the sense of time and spirit of Bangkok. From high rises and exotic street scenes, to the tranquillity of Lumpini Park, all of these elements have been brought into the design with a touch of eclectic modernity”, Verawat explains.



Tree of Life



SIGNATURE DESIGN

The Tree of Life is an ancient symbol of nature, immortality, and the centre of all being, found across the globe in mythology and is a reoccurring theme in contemporary symbolism. Monsieur Christian Lacroix's powerful 'Neo Arbre de Vie', an Asian-inspired nouveau take on the age-old motif, is the realised vision of a true artist and an emblem unique to SO Sofitel Bangkok.

In conjunction with Pongthep Sagulku from August Design, Monsieur Christian Lacroix

has contributed his artistic expertise to Club Signature, an executive lounge on the 25th floor. A graceful congeries of his artistic influences and a unique interplay of old Siam meets nineteenth century France, the centre piece of this eclectically decorated space is the enormous surreal art piece that greets guests as they enter. A coterie of figures in historical French raiment are finished with heads of flowers typically found in Thailand – orchids, lotus, red coral, peonies and roses, while mythological animals prowls at their feet.

MONSIEUR CHRISTIAN LACROIX

World-celebrated couturier and curator, Monsieur Christian Lacroix brings his personal touch of theatrical flair, fantasy and folklore to the fore at SO Sofitel Bangkok; his uninhibited imagination emanating throughout every element of the experience. His magnum opus is the creation of SO Sofitel Bangkok's Tree of Life, a perfect harmony of The Five Elements.

Blending the delicate with the spectacular, Monsieur Christian Lacroix's opulent designs have come to embody French haute couture at its most splendid and extravagant. A world-renowned fashion designer, he has created everything from lifestyle products, accessories and perfumes to stage costumes for The Metropolitan Opera in New York and Opéra National de Paris.



ARTISTIC FLOURISHES

For Monsieur Christian Lacroix, SO Sofitel Bangkok is a canvas full of creative possibility, with inspiration derived from beauty both palpable and ethereal. The innovative uniforms, unique to each staff member, are imbued with bold style, enhancing the personalised experience of SO Sofitel Bangkok. His creations are rich in colour and texture, a brave and refreshing

fusion of traditional Thai design and French sartorial style. The visionary installation, suspended from the ceiling of the street lobby, artfully embodies the raw symmetry of The Five Elements. Ignited by Monsieur Christian Lacroix's oneiric spirit, mythological creatures play and ramble in mid-air, brought to life with unexpected materials and vibrant details.





ARCHITECTURE

Built on a grassy incline at the intersection of Sathorn and Rama IV, SO Sofitel Bangkok is Smith Obayawat's masterpiece. Like a treasured hardback book with both covers equally intricate, SO Sofitel Bangkok presents two façades on both major roads. The tower, with differing metallic shades and shifting glazed and solid panels, creates the sensual illusion of curves. In contrast, the tower sits upon a glass, zinc and stone podium with strong, clear definition, surrounded by

shallow pools. Lava stone columns rise up at the ground floor entrance. Ascending to the ninth floor lobby, guests are greeted by panoramic views of Lumpini Park. Both within the podium and the tower, airy three-storey atriums reveal elevated bridges and innovative spaces for relaxation. Higher up, rooftop restaurants, sky terraces and alfresco dining ensure sweeping views of the city and the park below.

SMITH OBAYAWAT

OBA Co., Ltd

A master of distinctive architectural designs across Thailand and beyond, Principal and Managing Director of OBA, Smith Obayawat fuses form with function, creating a structure of contemporary sophistication. A well-known lecturer and leading figure in Thai architecture circles, Smith Obayawat is renowned for his rich portfolio of boutique hotels, commercial properties and exclusive country clubs. He has won numerous awards, and is the only Thai to receive a 2009 A+D & Spectrum Foundation Architecture Award.





THE FIVE ELEMENTS

The heightened pace of the modern world, captured succinctly in this non-stop city. In the heart of bustling Bangkok, an unexpected soothing embrace, an oasis of green – Lumpini Park – and a convergence of The Five Elements.

Water. Sophistication and Calm

Earth. Wonder and Enrichment

Wood. Elegance and Tranquillity

Metal. Purity and Modernity

Fire. Indulgence and Flair





WATER - SOPHISTICATION AND CALM

Renowned for his aesthetic of simplicity, clean lines and timeless appeal, Pongthep Sagulku draws inspiration from the flowing Bangkok cityscape, creating a seamless montage of rich textures and glowing spaces. Experience panoramic views from every vantage point, including the walk-in closet – which features see-through panels and floor-to-ceiling windows. High ceilings and a palette of black and dark grey bring a soothing sensibility to the space,

the sound of water trickling from the atrium below. Clean lines of dark wood and mosaic tiles interplay with the organic curves of white furnishings. High-tech touches are incorporated in every detail, from the bathroom to the workstation. Prominently glowing against the sparkling city lights, the walk-in rainshower and luminaire custom bathtub – onyx against cool, dark marble – provide the perfect setting to drink in the city views.

PONGTHEP SAGULKU

August Design Consultant Co., Ltd.

A renowned specialist and leader in hospitality design, Managing Director Pongthep Sagulku has built up an expansive clientele list across the region, from global hospitality giants to one-of-a-kind boutique hotels. Pongthep Sagulku guest lectures at universities across the country, and has been the honoured recipient of numerous awards from the Association of Siamese Architects.





EARTH - WONDER AND ENRICHMENT

A calming haven of cobalt blue, curves and open-plan design create a feeling of airy tranquillity. Through an asymmetrical archway, light shines softly through translucent curtains, shadows of painted mythical fauna slowly shifting throughout the day. Vitoon Kunalungkarn presents a contemporary take on rare indigenous design from the northeastern caves of Thailand. Grounded in simplicity and in tune with Mother Nature, possessing an enfolding cocoon adorned by

Thai primaevial wall paintings. The softness of white furniture and an oversized bed contrast with dark wooden floors. To the left of the entrance, the open bathroom is bedecked with Art Deco black and white tiles, with floor-to-ceiling frosted glass, marble fixtures, a sunken bathtub and walk-in shower. A built-in minibar, work desk and flatscreen TV contribute to clean lines and the feeling of timeless sophistication.

VITTOON KUNALUNGKARN

I A W Co Ltd.

Architect and interior designer Vitoon Kunalungkarn has been the propelling force behind some of Bangkok's most chic commercial properties, from H1, Playground and Greyhound Cafes, to one of the city's most inspired boutique hotels, where he personally hand-painted scenes from the epic Ramayana on the walls. A visionary for SO Sofitel Bangkok, Vitoon Kunalungkarn is at the forefront of contemporary Thai design, often guest lecturing at high-profile design seminars.





WOOD - ELEGANCE AND TRANQUILLITY

Approaching the project as both an artist and architect, Nithi Sthapitanonda draws on the design of northern Thai heritage homes to provide a modern interplay of light and shadow. Teak shutters are reinterpreted, light shining through rooftop rafters. A soft blend of light wood, creams and glass provide a calming backdrop to

silk murals of old Siam, each one a reprint of hand-sketched drawings by the artist himself. Lush textiles and custom teakwood furniture, also designed by Nithi Sthapitanonda, complement flatscreen TVs. A four-poster bed takes centre stage, while a capacious bathroom boasts a rainshower and luxurious bathtub.

NITHI STHAPITANONDA

IA49

Chairman of IA49 – as well as Founder and President of Architects 49 and the renowned 49 Group, the team behind some of the regions most iconic landmarks – Nithi Sthapitanonda is famed for his multi-disciplinary approach to design. As well as practicing architecture and design, Nithi Sthapitanonda is known for his artwork, often incorporated in his projects, and for numerous design publications. In 2002, he was awarded the prestigious title of National Artist of Thailand.





METAL - PURITY AND MODERNITY

Through juxtaposition, Somchai Jongsaeng invites guests to contemplate the addictive momentum of Bangkok by pausing to reflect. Frosted glass on black opens onto rooms of brilliant white – spaces of complete stillness and light, where the blur of Bangkok and its life forces merge to form “a metaphorical filter, a material layer of immaterial feeling”. A borderless space of glass, translucent screens and a collage of whites, the green of Lumpini Park at

the fore. Contemporary Asian-style fixtures wrap around the room, from the bathroom with a venus marble customised tub and panelled wardrobe with built-in flatscreen TV and minibar, to a workstation and daybed taking full advantage of the view, all the way around to the headboard. At the centre, brushed metal Ramayana clouds crowning the bed, creating the dramatic effect of silhouettes floating above.

SOMCHAI JONGSAENG

Deca Atelier

Known for his philosophical approach to design – spaces as reflections of their locale and the interaction between space and user – Somchai Jongsaeng boasts a diverse portfolio, ranging from contemporary office spaces to luxury boutiques, to the private estates of Thailand’s elite. Currently working on the Royal Thai Government’s new Parliament House, Somchai Jongsaeng was recognised with the prestigious Silpathorn Award in 2009.





FIRE - INDULGENCE AND FLAIR

East meets West. Fiery meets chilled. A constant revolution in design, **Red Oven** is a global market of fine cuisine with nine distinct live cooking stations, from a Japanese robotayaki bar to a fresh seafood bar. Located on the seventh floor and projecting out over Lumpini Park, mother-of-pearl, bamboo, marble and wood fuse together to create a contemporary chic design.

At its heart is its namesake – a Molteni ‘Red Oven’ – the longest of its kind in Southeast Asia. Handcrafted in France, the Molteni is both a design marvel and a legend; a piece of extraordinary craftsmanship, and a symbiosis of traditional stoves and the most advanced cooking technologies.

RUJIRAPORN WANGLEE

PIA

Led by trailblazing Managing Director, Rujiraporn Wanglee, the PIA team brings the ‘Bangkok’ to SO Sofitel Bangkok. With a distinguished collection of projects including some of Thailand’s largest commercial complexes, award-winning spas, chic retreats and iconic hospitality projects, PIA combines contemporary chic with futuristic flair. Drawing on Bangkok’s rich past, PIA has created spaces to inspire, putting Bangkok’s soul into modern design at SO Sofitel Bangkok.



SO SOFITEL BANGKOK

A journey from the city's magical past to modern-day vibrant Bangkok. At the heart of the building, a three-storey atrium housing the reception, dining and function areas makes ingenious use of the Thai plinth, a reinvention of modern texture and depth. The lobby level floor-to-ceiling windows and the alignment of overlapping wood panels draw the eye to dual views of the city, while interspersed perforated wall features play with light.

Loft-style production studios take centre stage in SO Sofitel Bangkok's meetings and events offerings, with the **Social Club**

concept consisting of four private meeting spaces, a pre-function area and business centre. **The BOX** is an intimate creative space to entertain and delight. With walls of glass offering panoramas of the city below, the space is designed to see and be seen in. A place for inspired thinking and customised events, it offers a unique venue to impress VIP guests or host exclusive gatherings. Emerging directly onto the eighth floor, a red carpet sweeps guests into the pillarless **Ballroom** – a modern interpretation of a Parisian opera house, where touches of old-school glamour are offset by modern style and high-tech features.

SO WELL

Taking up the whole of the tenth floor, a surreal forest of blues and greens leads from one side to **The Water Club**, a playful and fun poolside retreat for light refreshments and daytime cocktails. As night falls, the locale provides a perfect venue to relax to chill-out music with sundowners, or dance the night away at one of the frequent pool parties with DJ rhythms under the stars.

On the other side, an oasis lawn - 'Solarium' - offers a sun-soaked spot for daylight tanning and exclusive evening events for select crowds. **SoFIT** provides alternating ambiances of energy and relaxation, with a fitness studio and aerobics room complemented by relaxation beds, each with individual TVs, a beauty salon, marble hammams and hot and cold soaking tubs overlooking the terrace garden.

The mythical enchantment extends upstairs to **SoSPA**, inspired by the Asian folktale of Himmapan. Each of the seven treatment rooms is steeped in mystique and linked to the Seven Heavenly Ponds. Retreat into the sylvan glades of bliss, with 600 square metres to uncover. SoSPA's three exclusive SO Suite Spa rooms are inspired by the Wood Element, with dedicated spa facilities perfect for overnight indulgence.



PARK SOCIETY & HI-SO

Crowning it all, **Park Society** rooftop restaurant and bar offers bespoke exclusivity and interactive dining. Entering a futuristic maze of embossed stainless steel, infinity mirrors, fibre optic display walls and intersecting polygons, guests are shown to their individualised booths, crystal

chandeliers exuding sophistication. Alternatively, guests can dine at the chef's table, a theatrical display of aromas and tastes. Outside, the moonlit cabanas of **HI-SO** are surrounded by a garden of light and sweeping vistas of the cityscape beyond.



SO BANGKOK, SO INSPIRING!



238 Rooms and Suites

Hotel Stylist: Monsieur Christian Lacroix

Park Society - Rooftop Restaurant and Bar

HI-SO - Rooftop Bar

The Water Club - Pool and Party on The Park

MIXO - Liquids and Stories

Red Oven - World Food Market

Chocolab - Experimental Melting

Club Signature

Ballroom

Social Club and Social Rooms

The BOX - Creative Space

SoSPA

SoFIT

Infinity Pool

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