

The Association of Siamese Architects Under Royal Patronage holds Architect Expo'18 under the concept “Beyond Ordinary” featuring Thai vernacular architecture

[Bangkok, 31 January 2018](#) — At a press conference, the Association of Siamese Architects Under Royal Patronage (ASA) and TTF International announced the new Architect Expo'18, themed “Beyond Ordinary”, to celebrate the making of vernacular architecture in contemporary Thai society. The event will take place between 1 - 6 May 2018 at IMPACT Challenger Hall 1-3, Muang Thong Thani.

Ajaphol Dusitnanond, president of the ASA said, “Architect Expo is the largest exhibition in ASEAN that showcases architecture, and construction materials and technology. It was first introduced by the ASA in 1986, making this its 32nd year. More than 350,000 visitors participate each year, with numbers increasing on an annual basis. It is our objective to show the country’s potential in every aspect of architecture, such as construction technology, products for architecture, from interior to landscape. This year, the expo has several exhibitions and activities to offer such as forums, seminars, and services for ASA’s members and members of the public.

A key theme has been decided in each year to give inspiration to our fellow architects and to inform them of international trends and new building technology. This year, we chose the theme about vernacular living to explore the roles that vernacular architecture plays in the contemporary Thai society. This event will certainly be useful not only to architects and related professions, but also to the public audience.”

In the press conference, Asst Prof Apiradee Kasemsook, chairperson of Architect Expo'18, spoke of the concept behind this event: “The key idea that we want to explore this year focuses on vernacular living, particularly on the process involved in the creation of vernacular architecture within contemporary Thai society.

Local architecture is currently being challenged by social and natural phenomena such as globalisation, climate change, and a transformation from rural living to urban living. As such, the aim of ‘Beyond Ordinary’ is to discuss the way in which vernacular architecture responds to such changes through its exhibitions and the activities within its many spaces.”

This year is the first time that ASA opens the space for architects, designers, and skilled craftsmen across generations to offer their interpretations of vernacular architecture in the contemporary Thai society, predominately through five themed pavilions covering domestic living space, working space, meeting space, ‘moving in the city’, and a pavilion dedicated to introducing the overarching theme of the event. These pavilions host the following exhibitions:

- 1. Domestic Living Space Pavilion** displays the development of vernacular architecture from primitive to contemporary. It proposes a thesis that mass housing production fails to meet the needs for good living. The exhibition is presented through

a specially lit collection of photos and a model of an old-fashioned cooking fireplace. The pavilion is designed by Boonlert Hemvijitraphan of Boon Design.

2. Working Space Pavilion presents the development of working space. While working space and living space used to be indistinct from each other, they started to separate during the Industrial Age. More recently, however, these spaces have become blurred again due to new technologies. Furniture installation is used along with multimedia for the exhibition. The pavilion is designed by Jariyawadee Lekawatana and Luke Yeung from ARCHITECTKIDD.

3. Meeting Space Pavilion, designed by Suriya Umpansiriratana from Wallasia, is an exhibition on superimposed layers of contemporary public spaces. It contemplates how physical public space and augmented reality interact with each other, and how it changes the role of a city's public spaces. The display is done via the very apt medium of a game app.

4. Moving in the City Pavilion houses an exhibition which explores modes of local transportation such as motorcycle taxi, tuk tuk, express boat, and minibus. It addresses the emergence of new digital technology that allows greater service exchange. A structure made from bamboo, the pavilion is designed by Prof Veera Inpantang and **Pitch Poshyananda**.

5. Introduction Pavilion presents the overall concept of the event, introducing the roles that vernacular architecture has played in Thailand. It also tells a story of those who laid the foundation of the study of vernacular architecture in the country and promoted contemporary vernacular architecture. Built with pneumatic systems, the pavilion structure changes its shape according to the changing environment, which reflects the character of vernacular buildings that are designed without architects. The pavilion is designed by Savitri Paisalwattana and Kuba Gardolinski from PAGAA in collaboration with Methus Srisuchart from MAGLA.

The event will also host many more pavilions designed by Thailand's leading architects and designers, making up to twenty pavilions to explore. In addition, the common area will offer various activities for visitors to participate in and enjoy, including workshops, leisure space, and a centre stage at which performances and fun activities take place throughout the event. There is also **ASA Sketch**, an activity area for children and those who love sketching, and **ASA Guide (Mo Baan ASA)** that helps the members of public with design and construction advice from a team of volunteered architects.

As for academic activity which has always been a part of the annual event, **ASA Forum 2018** is an international conference for designers and architects.

For further information, please contact Wipada Chainontee via info@aminbaba.co, or 087-566-4275
