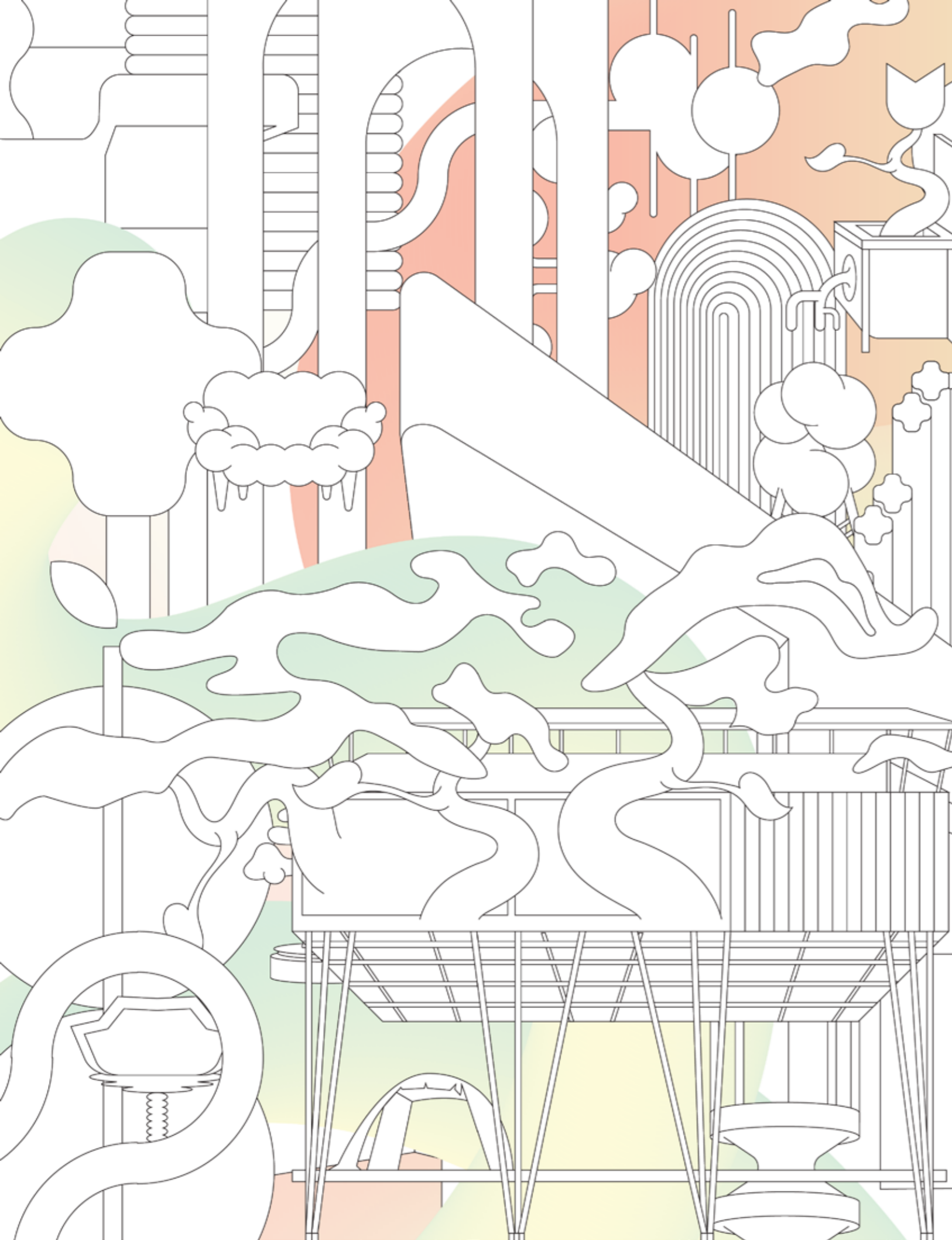




TOA COLOR TRENDS 2024

HYBRID HARMONY



INTERVIEW WITH
ARCHITECTS
FROM 4 REGIONS
OF THAILAND /
INTRODUCING
COLOR TRENDS
EXPLORING
ROOM SCENES

TOA COLOR
TRENDS 2024

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COLOR TRENDS 2024


HYBRID HARMONY INTRODUCTION

Interlaced Relationships, Intertwined Cultures, Interconnected Technology, and Ways of Life for the Novel Beauty of Hybrid Harmony

In a world where diversity intertwines everything and where technology continues to grow relentlessly, people are experiencing new living aesthetics and anecdotes that blend culture, technology, nature, and ways of life into a hybrid harmony.

This is the era of hybridization. The world is witnessing hybrid living that combines digital and physical realms; hybrid working, where online technology provides a new alternative to remote working; hybrid thinking, and how it has given birth to functional spaces with hybrid functions and the versatility to accommodate the growing diversity of people's lifestyles. Then there's hybrid style, in which interdisciplinary crossovers result in distinct, innovative beauty or hybrid technology, such as the advent of AI developed to make human life easier.

We have arrived at a point in history when new meanings of happiness can arise from varied combinations of different things, allowing new colors to emerge and be embraced. The newly discovered frontier of novel possibilities and definitions enables anybody and everybody to embrace every lifestyle and diversity as we explore and find our own balance and harmony in our own unique way.

The background of the image consists of numerous overlapping circles of various sizes. The colors are muted and earthy, including shades of sage green, dusty rose, and pale yellow. The circles are semi-transparent, allowing the colors of the circles behind them to show through, creating a layered, organic pattern.

THE CURATORS MOOD BOARDS COLORS

THE CURATORS

Insightful and imaginative interpretations of "Hybrid Harmony," presented by five leading Thai architects and design collectives, bring thought-provoking concepts and meticulously curated color palettes. In this era of a globally connected world, where cultures, nature, knowledge, and technology converge to accommodate the diverse ways of life, new creations embody a harmonious blend of diversity, depicting the splendor of hybridity.



KHWANCHAI SUTHAMSAO
PLANHRICH



PONGPON YUTTHARAT
HED DESIGN STUDIO



APICHART SRIROJANAPINYO & CHANASIT CHOLASUEK
STU/D/O ARCHITECTS



PARIN JONGSUKHITPANICH
VESSU COLLABORATION



RACHIT RADENAHMAD
SUBPER

KHWANCHAI SUTHAMSAO

ARCHITECT & FOUNDER AT PLANKRICH

Khwanchai Suthamsao, the architect and founder of Plankrich, a Chiang Mai-based studio that has been in operation since 2005, has expanded his extensive portfolio to include projects of varying scales, ranging from residential buildings and holiday houses, accommodations in mountainous regions and hillsides, restaurants, cafes, and camp sites, to large-scale projects such as office buildings, showrooms, condominiums, hotels, student dormitories, university school buildings, kindergartens, and schools. The studio's body of work has been based on the simple idea of 'keeping things natural.'



The Northern Way of life: Implications for Residential Design

As a long-time observer of people, especially those in Thailand's design and architectural communities, Khwanchai has witnessed people's shifting preference to a more natural way of living that offers them the experience of being able to relax and enjoy outdoor lifestyles and activities. Khwanchai sees this phenomenon as a result of COVID-19, as people are becoming more aware of the significance of nature and the environment. Khwanchai, an avid camper himself, has seen the notable influence of the outdoor living movement on design, particularly color trends.

"Camping or glamping is nothing new to the people of the north. However, the vast increase in the number of camping products introduced to the market since last year shows that camping is now more mainstream. I believe that the outdoor lifestyle has influenced color trends as well as the design of apparel, shoes, and automobiles, as well as activities such as home camping and camping-style cafes, including how cafes are more interested in incorporating outdoor spaces into their spatial program."

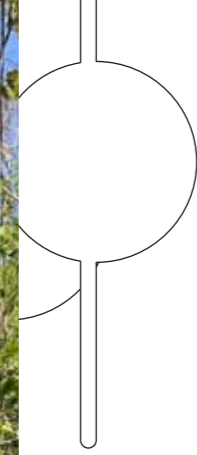
Idendrophile 54, a glamping-style accommodation that houses both rooms and a campground for outdoor enthusiasts to have a closer experience with nature while still not having to worry about unpredictable weather conditions and changing seasons, is one of Plank Rich's projects that perfectly reflects the outdoor lifestyle trend in architecture. The outdoor elevator can accommodate users of all ages. The dry construction approach uses less concrete and more human effort to build all of the parts, which include materials with similar physical components such as steel bars or parts with a size variation of no more than 10 cm, all of which are employed alongside synthetic wood.

Another interesting project from the studio's portfolio is 123 Glamp, a camping-style cafe by the Ping River that converts an old wooden house with a design that caters to modern-day users' enthusiasm for the outdoor lifestyle." This establishment proposes a new way of operating cafes. Customers do not have to choose a table from the pre-arranged seating plan, but they can grab an outdoor chair and sit wherever they want. The location we provide is this huge, lovely lawn with giant trees and their expansive canopies that create nice shaded spots for everyone to sit and relax. They can chill on a mat or bring their dogs. It's like a great campground with a really relaxed vibe."



Color Trends: The Outdoor Living Impact

Khwanchai noted how colors associated with the outdoor lifestyle, such as green, russet, khaki, cream, zync, bronze, gray, polished or glossy texture that reflects the colors of nature, such as trees, grassland, earth, stone, water, and stair lights, have become popular choices in fashion, automobiles, and camping equipment. The colors of camping equipment, the ambiance light of candlelight, lanterns, and starlight, and so on, are also among the inspirations.



Materials and Colors in Northern Thai Architecture

“Northern Thai architecture has distinct characteristics, such as color tones derived from locally sourced materials. Plank Rich’s designs, in particular, make use of metal, steel, galvanized steel, and real wood. The colors we utilize are frequently associated with nature, taken from the natural colors of materials. We select paints whose color tones complement the materials we use. For example, if one of the components is brick, and bricks do come in a variety of shades with a tint of orange, red, or brown, we’d choose the color of the paint that corresponds with one of these shades.”

Khwanchai also discusses how colors from vernacular architecture have been given new interpretations and meanings, resulting in more contemporary architectural creations. In current architectural projects, such an approach can be found in the deliberate exposure and rearranging of materials’ natural colors, as well as the incorporation of a more outdoor-forward lifestyle. “123 Glamp is an interesting example in which we highlight the natural colors of the materials, whether steel, concrete, mirror, or a dark tone of distressed wood. And instead of painting, we would go for wood varnishes for a more natural finish.”

Environmentally conscious construction processes are just as important as design.

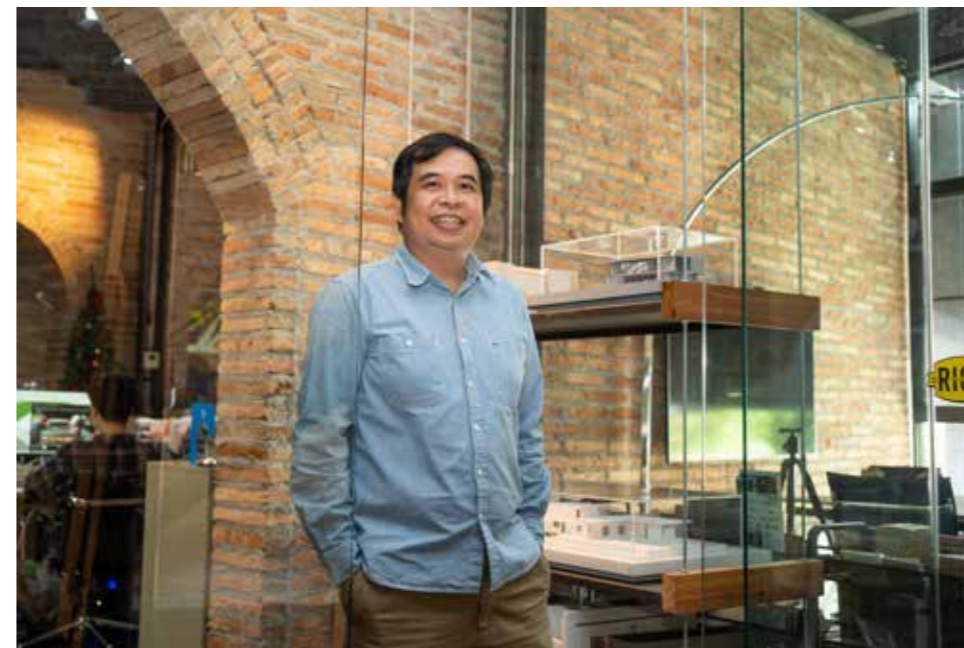
One of the most distinguishing aspects of Plank Rich’s architecture is the design’s emphasis on minimizing construction waste. “It’s always been one of the problems we’ve had to deal with. When construction takes place in such a way that requires all materials to be transported to the site before beginning the handmade building process, it ends up creating a huge amount of waste. Because these materials could not be reused, they had to be discarded. In order to solve this issue, we must develop designs that are less complex and do not necessitate complicated construction processes, as well as installations that are more reliant on human labor and hence produce relatively less construction waste.” Plank Rich’s construction methods include the dry system, which minimizes the use of concrete and opts for pre-fabricated parts. This allows everything to be assembled on-site without the need for conventional wet construction methods. The use of materials with similar sizes to reduce the amount of leftover material is also one of the solutions we have adopted.

Khwanchai’s approach and perspective on design are centered on balancing indoor and outdoor living spaces, making rooms for nature, and crafting environmentally friendly living spaces and experiences.



Design Concept: Catering to emerging trends and lifestyles

“People do not want to just live in air-conditioned rooms. They desire to be outside, in nature; thus, designing a living space is about gearing towards more outdoor spaces, or open areas that are physically or visually connected to nature, ones that allow people to enjoy outside activities more. This tendency has resulted in a variety of spaces, ranging from the return of stilt structures to building a house with a large terrace or a semi-outdoor area where one can enjoy making a cup of pour-over coffee. It’s basically the design of a living space that allows us to live life at a slower pace while remaining more connected to nature.”



RHWANCHAI SUTHAMSAO MOOD BOARD

1. Gray – Representing the sleek stainless-steel finishes of weather-resistant outdoor equipment



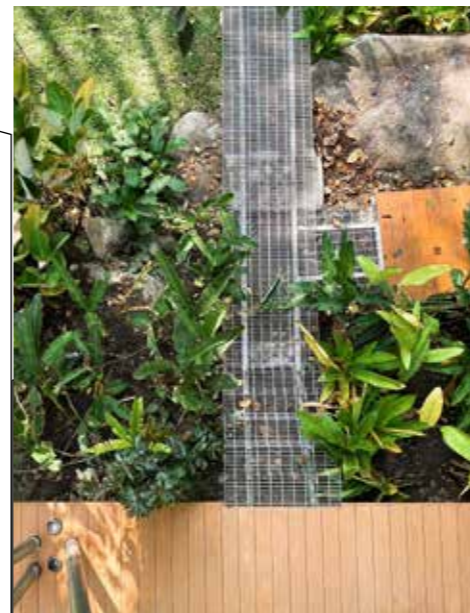
3. Russet - Representing the dual nature of wood as a natural material and a key component in architectural construction



2. Green – Representing the colors of nature, trees, grass fields, forest lands, plants and mountains



4. Bisque- The creamy shade of brown of young wild grassed gently illuminated by the morning light



5. Brown- Symbolizing the earth's color and warmth, surrounded by nature's embrace





PONGPON YUTTHARAT

DESIGN DIRECTOR & FOUNDER AT HED DESIGN STUDIO

Pongpon Yuttharat, the founder of hed Design Studio, a small design practice based in Udon Thani, chose the name 'hed,' an Isan (northern area of Thailand) term for 'to make or to do,' because it emphasizes the value of 'actual implementation,' which can lead to endless learning experiences. The studio's operation is closely associated with nature-based solutions, something that has been an integral part of its design philosophy.

Applying Natural Laws: From Biomimicry to Design Principles

Bio stands for life, and mimicry stands for imitation. Biomimicry, as the name implies, is the mimicking of natural models, systems, and elements and is regarded as one of the processes by which living things evolve. Pongpon poses an intriguing question of how nature-inspired strategies might be applied to the art and science of residential architecture. "A lotus leaf is formed with all these minuscule hairs with sizes measured in nanometers, which distinguishes it from the leaves of other types of plants. These hairs also include a wax-like component, which gives a lotus leaf a super hydrophobic surface that repels water, dust, and stains. This is why lotus leaves have a mud-free surface, allowing the photosynthesis process to fully activate chlorophyll. The procedure and the results can be used to manufacture paint with hydrophobic characteristics."



Colors from the Isan Land

"I've always been interested in the colors of art and design that are derived from or relate to the geology of the Isan region. The emphasis on geology has inspired me to explore other areas of knowledge, such as local community culture and history."

Pongpon explains how studying the geological history of the region where Khon Kaen province is located has helped him understand why the soils in this part of the country is so red. The cause can be traced back to the time before dinosaurs existed on Earth. A meteorite impact occurred, resulting in a high density of iron and, hence, a very red earth. The geographical condition of the region gave rise to the name 'mor din daeng' (red earth mound), which became the nickname of Khon Kaen University due to its location in this red earth region.

Aside from Khon Kaen, Pongpon highlights the distinctive qualities of the earth in other northeastern provinces such as Udon Thani and Sakon Nakhon, which are rich in potash or rock salt. Historically, the area was once a sea before the earth's crust moved and formed a saucer-shaped plateau that contained the seawater. Millions of years passed, and the seawater changed into rock salt, which subsequently became part of the layers that comprise the land of this specific region. Because of the area's geological history, the soils are saline and salty.



Hybrid Harmony: Reflecting the Isan Identity

“I believe the Isan people are inherently hybrid. An Isan person may not be an expert in one area, but he or she can be a jack of all trades. Their primary occupation may be agriculture, but after the harvest season is over, people can build their own houses and shelters. It’s a part of who they are and their way of life. Simultaneously, the Isan people have adopted this wonderful harmony in the way they live with neighbors, the environment, and nature, which is consistent with their easy-going, open personalities. They live a simple life that is friendly to both people and nature.”

According to Pongpon, the uncomplicated and simplistic way of life is represented in the characteristics of Isan architecture, which are about a simple way of thinking and straightforward forms and functions. Architecture is intended to bring people’s lives and the environment into harmony. However, within such simplicity lies the ability to meet a wide range of functional requirements.

“Think of Nobita and Doraemon’s house and how Nobita can do almost everything in his room, from eating to homework to sleeping. The space is highly multipurpose and exemplifies the design of a very functional LDK (living, dining, kitchen) in which you can lounge, eat, cook, and sleep in one open-plan layout, and every part is connected without any partition, making the overall space appear even larger.”



In the Earth Lies the Art

Pongpon’s fascination with the colors of Isan soils prompted him to launch “e A R T h t o n e,” a little project he did with a group of Khon Kaen middle and high school students. They collaborate to extract colors from locally sourced soils. The pigments are later used in the creation of art and design works. “It’s interesting that the word ‘earth’ contains the word ‘art. So, what we’re trying to do is find new ways to make art out of earth and teach children about the geology of their local communities through art. This is why the color scheme I’m most interested in is made up of numerous colors from a variation of earth in the Isan region. We’ve created an intriguing color code. We used to think of ‘earth tone’ as a collection of light brownish colors, but the colors extracted from Isan soils are so vibrant and diverse.”



The Colors of Culture and Region

The hues of the soils are linked to the regional identity, making them one of Isan’s most unique and precious assets, as well as a source of inspiration for designers’ creativity and imagination. However, the region itself is culturally rich. Pongpon gives the example of Udon Thani’s Ban Chiang Pottery. Ban Chiang, a world heritage site, and its pottery are the results of inherited ancestral wisdom passed down from ancient times. It is also the source of Pongpon’s interest and passion in the use of Isan soils in design and architecture.

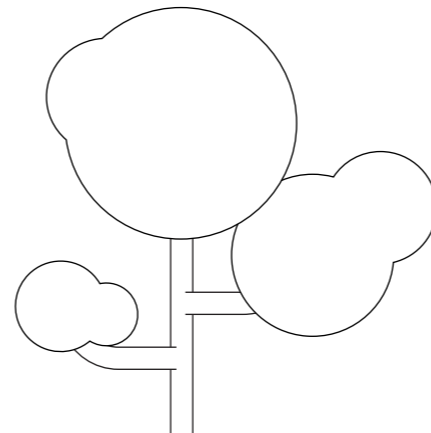
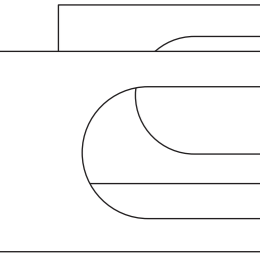
“I’m drawn not only to the Ban Chiang Pottery’s unique patterns but also to the way it was made from a mixture of finely crushed hematite and botanical gums, which resulted in this reddish brown tone paint that was used to draw patterns on the pottery. What’s amazing about this is that after 3,000–4,000 years, the colors are still vibrant and only slightly faded. It demonstrates how art has been a vital part of the Isan way of life for a really long time.”

Torrane Si Isan: The Isan Colors and Land

The charms that come with various shades of Isan soils have been used and developed in innumerable works of art. Pongpon, having acknowledged such potential, has launched another project aimed at collecting the color codes of Isan soils. The project is currently in the data preparation stage, with soil samples being collected from various regions in several Isan provinces in order to extract pigments and produce color codes that will eventually be employed in architectural design.

“We’ve developed an 80:20 ratio for incorporating colors into architecture.” 80% of the colors are earth tones that are warm and visually relaxing, making a space feel more livable. The remaining 20% are hues that correspond to the more bright shades of Isan soils in order to make the architecture more stylistically distinct and colorful, similar to Isan food. We create designs that are in harmony with nature while also retaining the flavorful qualities that define the Isan spirit.”

The colors of Isan are a synthesis of cultures generated from people’s ways of life, nature, localities, and soils—the earth on which people dwell. Everything has been transformed into color tones that are stunningly simple, harmonious with nature, and full of spirit.



PONGPON YUTTHARAT MOOD BOARD

Pongpon has discovered a magnificent array of colors, drawing inspiration from the soils of the Isan region, the place he calls home. The color combinations of the Isan soils have led him to two key discoveries, one in geology and one in the artistic realm, where colors derived from soils become the very basis that connects people's way of life and cultures. Pongpon refers to this artistic learning approach through geology as e[ART]h tone.

1. Excavated ground in Khon Kaen province showcasing distinct layers of earth, reflecting the region's nickname, 'mor din daeng' (meaning mound and red earth in Isan and Thai language).



2. Soils from various regions exhibiting a range of vibrant colors. Samples collected and archived, providing insights into the diversity of colors. These variations may signify differences in soils, minerals, chemical compounds, as well as the historical and geographical backgrounds of the areas.



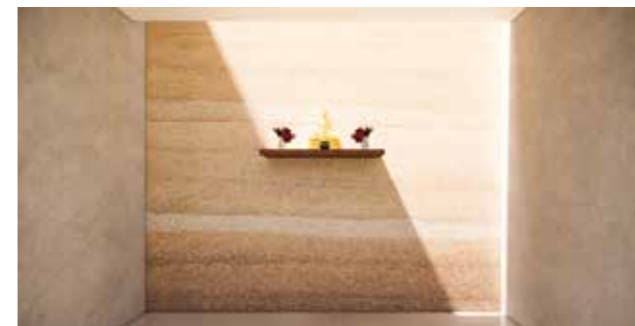
4. The vibrant colors of soils in Isan influence various aspects of life and culture, including the local cuisine. The colors of the ingredients used in Isan cuisine are representative of the Isan identity, implicating the simplicity and straightforwardness that do not need elaborate cooking methods nor techniques while still being able to create dishes that are full of flavors.



3. Pongpan, a designer with an art background, extracts colors from soil samples using ancient methods from the Renaissance era to create pigments for painting by crushing, filtering and mixing colored pigments with binders.



5. Many of hed Design Studio's projects are based on earth tone colors with a touch of the Isan flair, curating color combinations that bring a perfect balance of livability and vivacity.





RACHIT RADENAHMAD

DESIGN DIRECTOR & FOUNDER AT SUBPER

Rachit Radenahmad is the founder and design director of the architecture firm SUBPER. This fifteen-year-old office from Hatyai, Sonkhla, Thailand, seeks to build designs that will provide their clients with effective and satisfying solutions.

Nature and Life

“I believe that people in the southern region of the country are becoming more aware of the importance of being able to live in clean air and a healthy environment and are even prioritizing them above beautiful looking buildings. They want more outdoor spaces in their houses than interior functional spaces, which is essentially a desire to be close to nature by including natural elements as an intrinsic component of the living space, both indoors and outdoors. If it’s a project in an urban area with limited space, we would talk with the owner about the possibility of keeping some areas unoccupied rather than filling the land with functional spaces. They will realize how significant this is after a period of actually living in the house. They usually don’t grasp it just by looking at plans or working drawings on paper or a computer screen until they have lived in a house where they can feel the wind breeze and have rooms that are illuminated by natural light; these factors create a different living experience.

“The southern region’s climatic condition consists of rain almost all year round, while some of the seafront regions face issues concerning corrosion of concrete or metal caused by the acidity of salt. As a result, one of the most important considerations in the construction of homes and other types of buildings is the selection of materials and exterior paints that can endure the local climate. They also go hand in hand with creating a building that can protect functional spaces from rain and water leakage, particularly if they have extremely modern shapes.”



Colors of the South

Rachit believes that pre-existing preferences for bright, vibrant colors are a form of cultural impact expressed through and influenced by traditional Nora costumes, a type of southern Thai performing art, including the bright, colorful clothes worn by Muslim people in the country’s three southernmost provinces during festive times and events. However, Rachit is seeing more natural tones being used in design projects and craft products, ranging from the azure tints or indigo tones of the sky to the color of the soil. The color trend in the southern region is headed towards nature, with softer and more visually relaxing tones.

“Southern architecture, whether in urban or rural areas, had more bright colors 50–90 years ago than it does today. It could be because people are wearing more colors, and their homes reflect their appreciation and preferences for colors. Take, for example, the Pattani old town. Buildings were painted in pastels before they were subsequently followed by more faded tones. Bright colors are no longer a preference for exterior painting, but they can still be seen in interior decoration.”

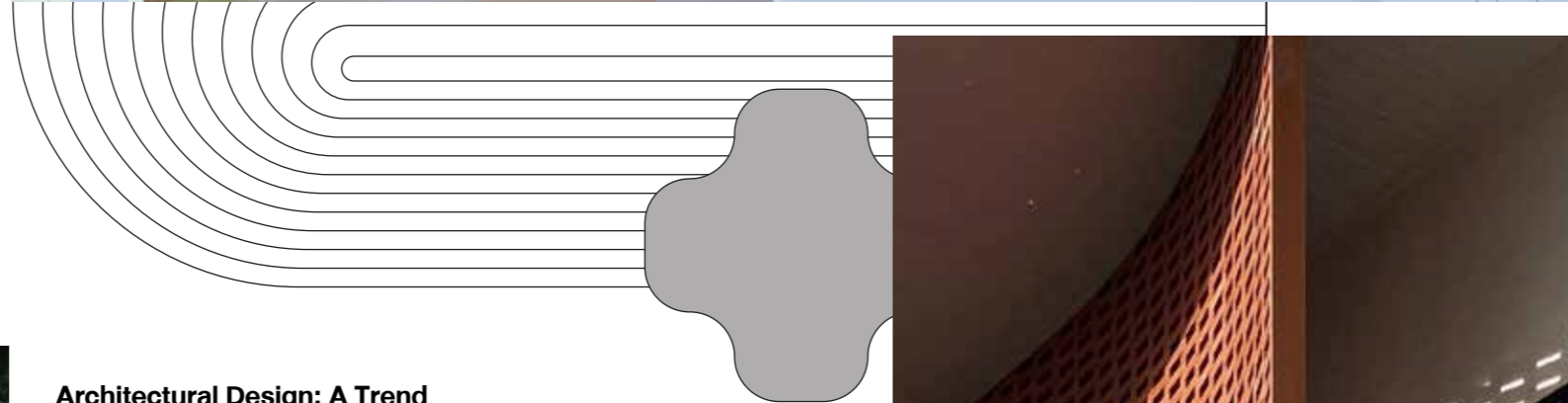


Coexisting Diversity

The Sino-European-style shophouses exemplify a clear manifestation of hybrid harmony in the architecture of southern Thailand. These structures seamlessly blend the distinctive features of both Chinese and European architectural styles. It is not uncommon to come across European-style buildings adorned with Chinese patterns used or owned by Muslims. Architecture is an expression of how diverse beliefs and cultures harmoniously come together and coexist.

Architectural design that can resonate with the needs of individuals from different faiths and cultural backgrounds, allowing for the harmonization of differences, is a concept that Rachit thinks encompasses more than just functionality. It also takes into account the unique behaviors and beliefs of each user. "I have always been interested in the dynamic interactions between users and their engagement with spaces throughout the entire day. It intrigues me to explore the diverse individuals who inhabit these spaces and observe how they utilize and interact with them. And that extends to public buildings too. I consistently seek opportunities to communicate with users regarding their requirements and expectations, beyond mere functionalities. For example, if they have Thai or Chinese heritage, there might be specific considerations concerning Feng Shui. If the user is a Muslim, there may be factors related to specific directions and certain restrictions. The dwellers' satisfaction and comfort are at the core of everything, serving as both the origin and driving force.

Another captivating element lies in the interconnectedness of people's lives. Multigenerational living fosters human interactions and close relationships, prompting ideas that factor flexibility for future expansion and adaptation of living spaces in residential design."Take Muslim families in the three southernmost provinces, for example. Their houses are frequently designed as single-story structures, prioritizing the convenience and comfort of senior family members. The living area features a private yet open plan layout, allowing everyone to use the space with greater comfort and flexibility. It's a versatile space that caters to both occupants and visitors, including family and friends who stop by for a visit."



Architectural Design: A Trend

Rachit thinks that people will eventually go beyond trends and more toward sustainable living. The very essence of life that persists through time while remaining authentic and relevant is nothing other than the personality of the person who lives in and uses a space. "In the end, we might disregard all trends. The benefit of trends is that they inform us about what the rest of the world is interested in, but they can also be a trap. I had a client who saw himself in a certain way. But the more we got to talk, he realized that what he had imagined was merely a trend he was passionate about at the time. In the end, he chose a design that evoked recollections of the type of house and space from his childhood memories. He didn't want a modern home and returned to his Chinese roots—a Chinese family home where people of all generations live together. The final result we developed together is a modern Chinese-style residence."

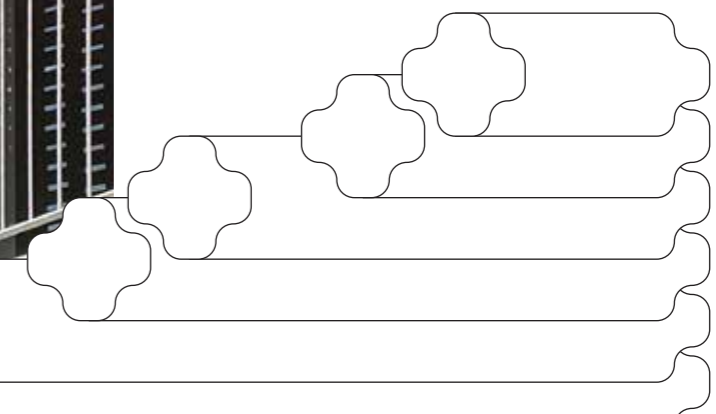


Blooming: Colors and Architecture

"I see colors associated with nature and close to people's daily lives. Colors that will stand the test of time, such as the red and orange earth tone from soils, indigo, and the green of budding leaves. These colors make us feel at ease."

Rachit uses the word 'blooming' to describe something reaching its peak, the rebirth of living things; the season when trees grow and flowers bloom. "It's that time of year when the colors of nature bring a sense of freshness and joy: the wonderful morning light, the green of the leaves, and the other colors of blossoming flowers. However, the hues are still rather muted since they reflect the period where things are just starting to change, before they reach the point of perfection."

People ultimately seek not just a living place that provides thermal comfort that is not solely dependent on the air conditioning system but also naturally-derived visually and physically pleasant elements. When architecture can coexist in harmony with nature, thermal comfort can be attained in the most natural way.



RACHIT RADENAHMAD

MOOD BOARD

1. A captivating view of light shining through naturally carved stone walls, showcasing a vibrant blend of colors and textures, with sandy ground and striking silhouettes enhancing the contrasting elements.



2. Seni Bunga Pasu: A close-up of a beautiful vase with a vibrant floral pattern symbolizing the fertility of a new life, bridging the art and cultures of Malays and Pattani.



3. A serene scene of a flowing stream, with delicate flowers and leaves gently swaying in the wind, showcasing the harmonious coexistence of nature and humans.



4. A deteriorated structure illustrating striking hues that blend with its surroundings, while the materials reflect the changing definition of contemporaneity over time.



5. The black elements in the silhouette of a person, pendant, and shadow, along with the lighting, highlight the red brick floor, walls, and ceiling.



6. A captivating structure showcasing repeated elements, the balance between people and space, their unwavering faith, and the divine connection indicated by illuminated light.



8. A component of a roof tells a story waiting to be discovered—a captivating glimpse into a bygone era when the wood's colors were achieved through a firing technique, transforming the material with varying dimensions and shades of black.



9. Sunlight shining through the rain, creating a serene scene inside an old wooden structure under a banyan tree.



7. Sun-heated masses of crystallized seawater float on the surface of the water. Once the crystallized masses fully expand and water completely evaporates, sea salts are formed, conveying the once pivotal role of salt in shaping humans' security and prosperity.



10. Light illuminates colors, shadows, and objects, bringing them to life before our eyes.

APICHART SRIROJANAPINYO & CHANASIT CHOLASUEK

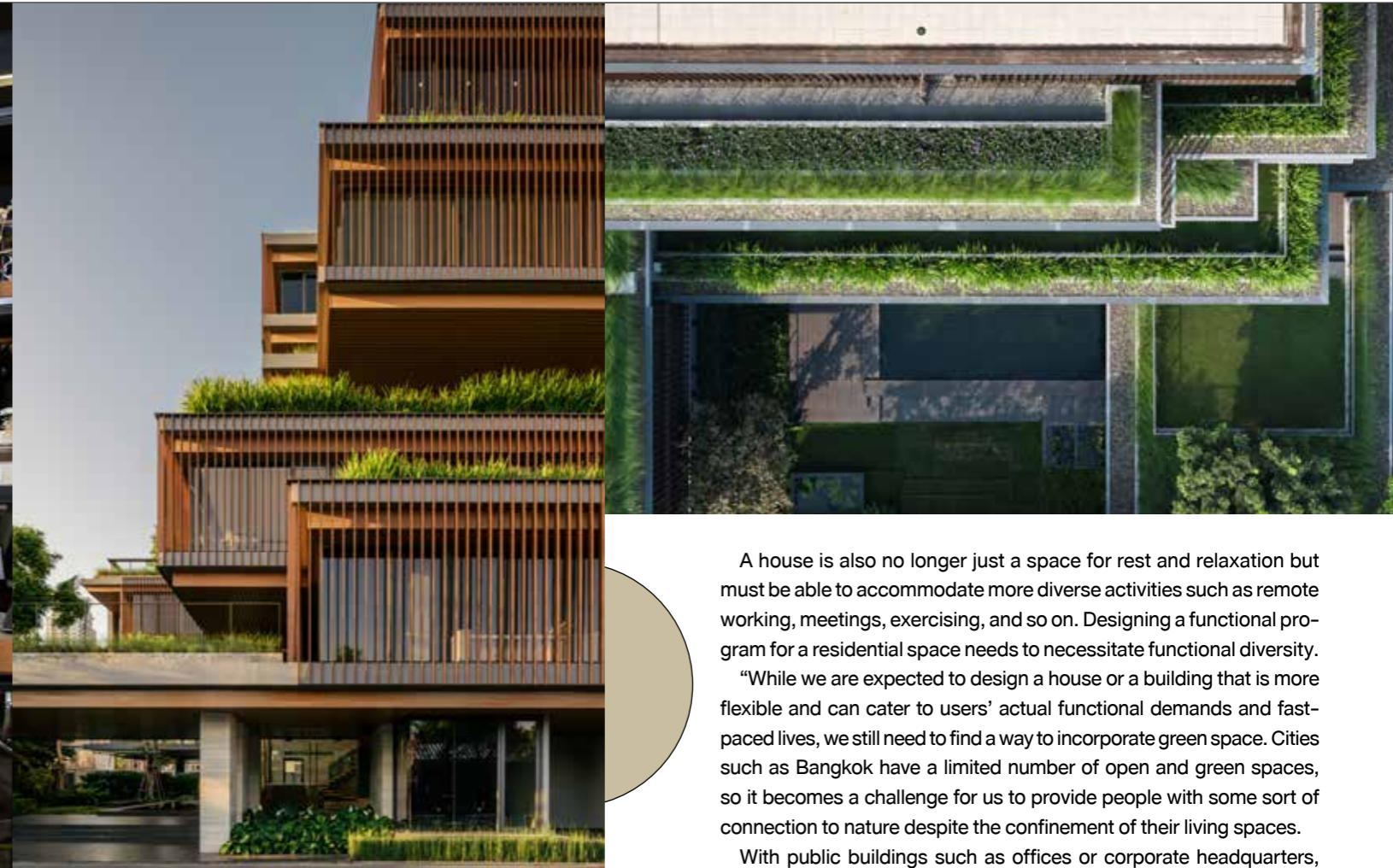
ARCHITECT & FOUNDER AT
STU/D/O ARCHITECTS



Apichart Srirojanapinyo and Chanasit Cholasuek are architects and founders of Stu/D/O Architects, an interdisciplinary architectural practice that merges the bodies of knowledge in architecture, urbanism, and sustainable design. Their works are architectural creations that are functionally fulfilling and focus on humans' seamless connections with nature and the surrounding environment.

Stu/D/O Architects and an Approach to Sustainable Design

While Apichart is an urban design graduate from MIT (Massachusetts Institutes of Technology), Chanasit pursued his study at the Architectural Association School of Architecture in London to deepen his knowledge of sustainable design in tropical climates. The combined bodies of knowledge of the two founders have resulted in a careful consideration of sustainability in every step and aspect of all of the studio's projects. "From design, layout development, conceptualization, and construction, we always think of everything based on the idea of how to make a building or a house the most thermally comfortable under Thailand's tropical climate while consuming less energy. It's something rooted in our desire for people, architecture, and nature to coexist in balance within the curated program and context."



A house is also no longer just a space for rest and relaxation but must be able to accommodate more diverse activities such as remote working, meetings, exercising, and so on. Designing a functional program for a residential space needs to necessitate functional diversity.

"While we are expected to design a house or a building that is more flexible and can cater to users' actual functional demands and fast-paced lives, we still need to find a way to incorporate green space. Cities such as Bangkok have a limited number of open and green spaces, so it becomes a challenge for us to provide people with some sort of connection to nature despite the confinement of their living spaces.

With public buildings such as offices or corporate headquarters, users' expectations and preferences are gearing towards the same direction of being closer to nature and flexibility. The duo raises 111 Praditmanoontham as an example. "It's an office building whose design is developed from the division and deviation of architectural masses to provide shading for the plaza area at the center of the project. The plaza holds flexibility and multifunctionality because it can be used as an event space or the office's co-working area thanks to the way it connects the right and left wings of the building together. At the same time, another building gradually descends, becomes a stepping green terrace, and contributes to the project as an additional green space. So by designing the functional program to be more open rather than enclosed by dense walls, it helps make the office space more sustainable in a way."

People's awareness of the environment is also growing, as evident in clients' perspectives and requirements, be it for large-scale projects or residential buildings. "Our clients have shown great interest in the use of energy-saving technology such as solar panels in buildings, which we think is a good sign."

Architectural Design Concepts for Thailand's Central Region

Stu/D/O Architects views population density as one of the main components in the context that characterizes the central region of Thailand and its impacts on architectural design. That, coupled with the lack of green spaces and the chaotic way of life of people living in urbanized areas, have all become challenging tasks for them as designers. "Increasing population density caused by urban sprawl results in more confined living spaces. It forces us designers to come up with functional programs that are the most efficient and beneficial, allowing for greater flexibility despite the limited spaces given. Meanwhile, buildings are constructed relatively close to each other, making privacy a more prominent issue. Users look for homes that come with an interior courtyard or semi-open spaces and partitioning that can help screen visual access from the outside without dwellers having to keep their curtains closed all the time.



Stu/D/O Architects, Color Trends, and Design

The color that is most representative of Stu/D/O Architects' character and identity is 'gray with a tint of green.' The gray signifies architecture, while the green represents nature, and together they embody the studio's design philosophy. Their use of colors is practical and references the materials that are being used. "We like to match the exterior colors of a building with its materials. For example, for a structure with a concrete or wooden exterior, we'll go with a neutral color like off white, smoke, or dark gray. If it's a material for interior decoration, we choose tones such as concrete or gray and mix them with the metallic finish of stainless steel to get a monotone look and feel but with nuances of reflective surfaces and textures."

When asked to forecast the color trend for 2024, they both agreed that it was too difficult of a question to answer. "It's just that our design leaves a lot of room for interpretation. We don't have a specific style or character when it comes to design, but



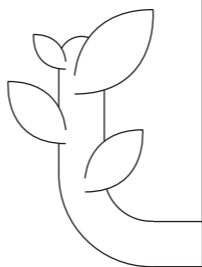
we believe that neutral colors that reference materials we like to use, such as warm gray wood or cool gray stainless steel, as well as natural tones, are all ideal choices for buildings that integrate nature as a part of their existence."

"There may be times when certain projects we do will draw inspiration from the original building's color scheme, such as renovations of old buildings where the use of colors is referenced with culture, memories, and the site's preexisting context. Some examples include the green color painted on an old building's doors and the red-orange tone of an old Chinese-style building's terrazzo floor. These colors evoke people's memories of buildings and are used as a part of a new storytelling."

"At the end of the day, the way we use colors in architecture is for them to be a backdrop for people, furniture, and the surroundings. We tend to select colors that can coexist with nearly every tone and element, whether it's furniture, decorative items, or whatever, and together they create some sort of ambiance and spirit for the architecture."

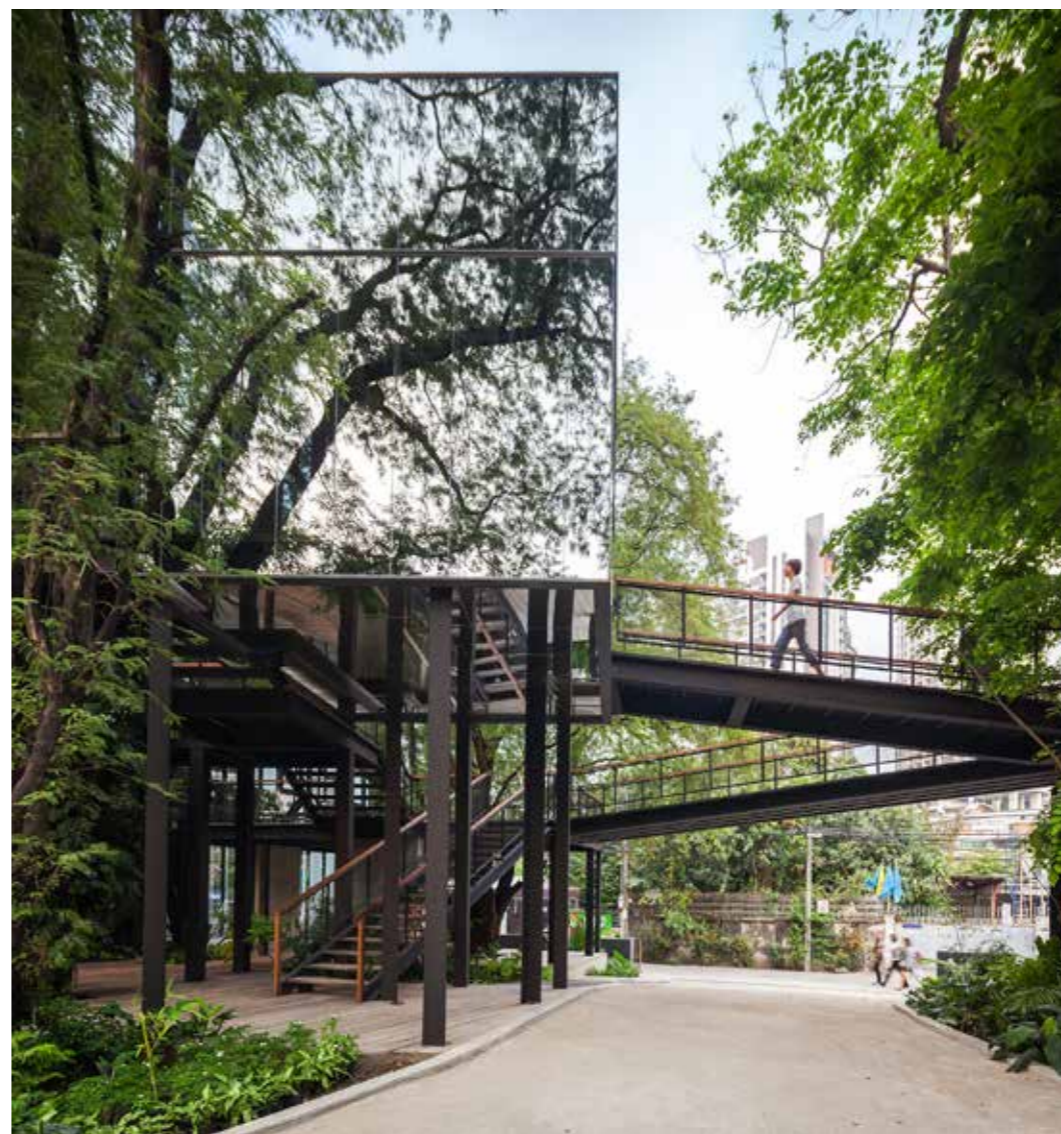
Colors and Sustainable Design

Colors have an impact on a building's energy-saving qualities, according to the duo. "Because a wall is one of the components that is directly exposed to sunlight, selecting a suitable shade or type of color is critical and contributes to the design's sustainability. If you choose a color that is highly heat absorbent, the building will have to rely more on its air conditioning system, resulting in higher energy use."



Hybrid Harmony: A Definition by Stu/D/O Architects

"For us, it is about the harmony between architecture and its surrounding environment; a harmonious blend between natural materials and the colors chosen for a building."



Current and Future Directions

"Architectural design is complex and involves many components that we architects must consider and factor, whether it be functions, structures, system works, or collaborations with experts from other different fields to create a great work of architecture. So one of our major challenges is figuring out how to simplify this complexity. How to design something to provide a perfect union of art and science is what architecture is expected to do—create works that are profound and meaningful while satisfying each owner's individual desire and preference as well as the work's own specific program. These are fundamental things that we are supposed to achieve."

"Our guiding principle is to create architecture that allows humans, the environment, and nature to coexist. Our conviction is that we never seek convenience that disconnects people from nature and their surroundings."

APICHART SRIROJANAPINYO
& CHANASIT CHOLASUEK

MOOD BOARD

1. Gliders and Mountains

Gliding Villa, Khao Yai

Wooden roof tiles designed and constructed to mimic a glider, blending seamlessly with the mountain's contours and shape.



2. Stair to Nowhere, Nowhere

Ekkamai, Bangkok.

A gray concrete staircase leading to boundless imagination.



6. House in the Fog

A gray wall and soft pastel travertine stone veiled by morning fog

7. Floating Heritage

Baan Trok Tua Ngork, Bangkok

The sunbeam illuminates the space that is materialized from the owners' recollections, giving a new light to old memories while adding a new dimension to the renovated space.



8. Wood and Concrete

Casa de Alisa, Bangkok

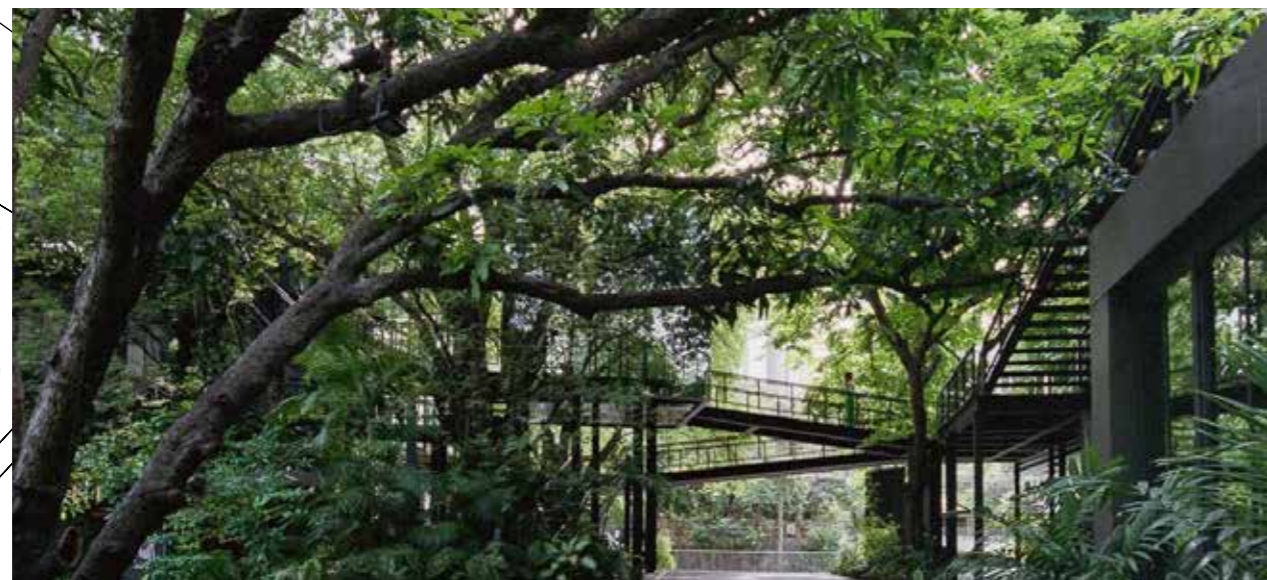
Textured concrete walls featuring intricate patterns and details, achieved through the use of custom pine wood molds.



3. In the Forest, Nalipa Art

Complex, Bangkok

A gallery space walled with mirrors adds depth to an urban oasis situated at the heart of Bangkok



9. Shadow

Zonic Vision Office, Bangkok

The shifting shadow of a tree dances across the translucent surface of glass panels.



10. Monotone Residence, PN, Bangkok

A concrete wall, a stainless steel finish, and gray sand stone



4. Curve of Concrete, Winding Villa, Nakhon Nayok

The curved line of concrete walls gradually transforms into a walkable roof.

34



5. Living in Nature

Gliding Villa, Khao Yai

A bedroom with a view of lush greenery



11. Overlap

Gliding Villa, Khao Yai

Travertine walls and wooden tie beams supporting a glass-covered walkway.



12. Embed in the Green

Winding Villa, Nakhon Nayok

A house nestled in a verdant forest, seamlessly blending garden and nature with its graceful curves

PARIN JONGSUKKITPANICH

MANAGING PARTNER / CO-FOUNDER AT
VESSU COLLABORATION

Parin Jongsukkitpanich is the managing partner and co-founder of Vessu Collaboration, an architectural and interior design practice whose expertise has birthed projects of various scales and genres, encompassing residential and commercial buildings, hotels, and hospitals. One of the firm's core beliefs is to venture beyond the scope of trends and instead focus on creating a meaningful and unique architectural language that is unique, creating a craft-based design that caters to clients' demands and expectations.



Progressive Technology: Keeping Small Spaces Functional

Vessu collaboration finds the role of technology in architecture to be a fascinating future trend. What technology can offer are living spaces that may not be large but are highly versatile and diverse in their functions. "Imagine being transported into a sci-fi movie like Ready Player One, where individuals can enter an alternate reality with just a 3x3-meter space. This compact area would enable you to immerse yourself in a completely different and vast space. There is a growing trend of people opting for smaller living units. As the world witnesses the rapid advancements in technology and the increasing dependence on digital mediums, designers face a significant challenge in designing smaller spaces that can offer, sustain, and enhance the utmost benefits and well-being for inhabitants."

One design concept that aligns with the modern lifestyle is called "adaptive use." This concept focuses on creating spaces that can be easily modified to serve multiple functions. An open floor plan design allows for more flexible identification of each node and proportion, ensuring that they can accommodate a wide range of activities. The approach can be applied to both residential and healthcare projects, the latter of which is something that the studio has been increasingly tasked with, including their winning design of the Ramathibodi-Sri Ayudhya Medical Center.

Sustainability as a Sustainable Way of Living

When it comes to sustainability, Vessu Collaboration has adopted a comprehensive approach that goes beyond the conventional understanding of the term. They consider aspects that are not just the environment or the planting of trees to reduce carbon dioxide in the air, which is how many people typically perceive sustainability. To them, sustainability means embracing a lifestyle that is environmentally conscious while allowing for a comfortable living experience. This includes creating living spaces that can be easily adapted to accommodate individual needs, as well as incorporating biophilia by integrating green spaces into human habitats.

Central Region: Connecting Context and Design

The design and construction of buildings and houses in the central region of Thailand are influenced by a number of things. Architects must take into account factors such as pollution, including fine dust and heat. This consideration leads them to think about solutions for interior heat ventilation, as well as the careful selection of colors and types of paint that meet requirements for hygiene, aesthetics, and maintenance. In cities with limited green spaces, incorporating the right color tones can evoke or enhance the natural look and feel of a building or space.

Design Concepts: Embracing the Diversity of the Central Region’s Way of Life

1. Respect

Due to the high population density in urban areas of the central region of Thailand, buildings are constructed in close proximity to one another. The concept of respect in architectural design, as proposed by Vessu Collaboration, centers around a work’s understanding of its social context. This involves creating a building that takes into account the existence of community members and neighboring structures. Colors also play an important part in addition to a building’s architectural components and characteristics. “Let’s consider exterior paint as an example. The painted exterior surface of a building should not cause excessive reflection or glare when illuminated by light that can disturb people commuting on public roadways. We prefer to use colors that are not overly vibrant, but rather opt for more neutral shades that create a warm and visually soothing feel.”

2. Timeless.

“I believe that the works created by Vessu Collaboration will stand the test of time, even after a hundred years have passed. This is because our focus has always been on creating architecture that embodies simplicity and timelessness rather than relying on visually striking and overly dramatic elements, making our work relevant no matter how long time has passed.”

3. Adaptability

Parin views architecture from the past as lacking adaptability and flexibility, which is why renovations are needed after a certain period of time. Renovation may involve partial modification or complete demolition and reconstruction. These methods and processes used in construction have resulted in air pollution due to the creation and disposal of construction debris, causing damage to the environment as a result. Contemporary architectural design concepts place a greater emphasis on adaptability. “If walls are unnecessary, there is no reason to demolish them. Simply modify the functional zone. We have been applying this principle to both our hospital projects and residential buildings in our design process. Hospitals typically undergo renovations every five years, and they often involve the demolition or dismantling of specific areas. In addition to the cost, these processes also have environmental impacts. Vessu Collaboration has implemented a modular design method in many of our designs, aiming to reduce the need for structural demolition.”

Cities and Nature

Ecopolis is a term derived from the combination of the words ‘eco’ and ‘metropolis.’ It describes a city that prioritizes environmental sustainability, where the natural landscape and man-made structures are harmoniously integrated into the urban lifestyle. This integration is achieved by striking a suitable balance between the two elements. Thailand is also in the process of developing it. Vessu Collaboration has successfully completed various commercial projects, including healthcare facilities and offices. These projects showcase a growing trend of incorporating natural elements and introducing new accents to the landscape. If we are unable to use real trees, we will incorporate various shades of green into the building design to achieve a more natural appearance.”



Colors and Genres of Architecture

The utilization of colors in architectural design differs between healthcare and residential settings. Private homes typically opt for neutral colors, such as white. We have experimented with various shades of white, and one color that has received positive feedback from users is the TOA shade of white with a hint of beige. Hospitals vary because there are different types of hospitals, each with its own unique characteristics. In addition, within a hospital, there are multiple units, each necessitating a distinct mood and tone. This is why the use of colors can be very diverse. For example, there is a hospital that specializes in plastic surgery. They have chosen yellow as the primary color for their interior decoration because it symbolizes wisdom, which aligns with their objective of providing users with wisdom and knowledge. Another hospital, on the other hand, aims to create a sense of luxury, so they have opted for the color orange with a reddish hue.”



Conceptualizing Design Through Hybrid Harmony

According to Parin, adaptability has always been a design concept that Vessu Collaboration prioritizes, and it is considered a subset of the Hybrid Harmony concept, which emphasizes a design’s ability to change or adapt to deliver various solutions and outcomes. When considering the use of colors in different spaces, it becomes evident that certain tones are commonly employed in corporate design, while other colors are preferred in residential design. As designers, we now need to consider how colors can be utilized to create a productive and efficient workspace within a home, as more offices are adopting remote working. It’s important to create a balance where the space doesn’t feel overly comfortable, ensuring that individuals can maintain focus and productivity while working from home.

“I am interested in the concept of “reinvention,” which involves refreshing things for new creations to be conceived. And it doesn’t have to be limited to one thing; it can be a combination of different elements that result in a new innovation or invention, hence the term “reinvention.” For instance, a successful combination is the pairing of red and green, which are complementary colors, because it’s the color pairing that has been widely recognized as the traditional corporate colors of Christmas for as long as we can remember.”

Color Trend

In addition to beige, which evokes a sense of comfort and homeliness while still reflecting urban characteristics, I find dark green and viridian to be interesting color choices for urban dwellers in areas lacking sufficient green space. These two shades, one with a tint of blue and the other an intense shade of green, can be associated with the environment and elements of nature, such as trees. They evoke a sense of comfort and a soothing ambiance. I believe that the three colors embody urban living, where maintaining a connection with nature remains an integral part of people’s living experiences.”

The upcoming challenge for humans is to find a way for residential design to help achieve a balance between cities and nature, humans and the environment, allowing everything to coexist without causing harm to one another but rather complementing each other in a state of true hybrid harmony.

PARIN JONGSUKRITPANICH MOOD BOARD

1. -10 Meter, The Fifth Island, Krabi
An awe-inspiring underwater cave with a mesmerizing color gradient, transitioning from vibrant viridian to pure white, creating a captivating visual spectacle.



2. -30 Meter, Ko Losin, Pattani
The bluish green of the water intensifies as light gradually diminishes at a deeper level into the sea. A captivating glimpse into the world of whale sharks, where they live and explore for a lifetime, mirroring the span of an average human life.



6. Efeso, Turkey
Deteriorating marble transitions into a new stage of its natural condition. A time-worn structure that appears less rundown compared to other more modern buildings, despite being built later.

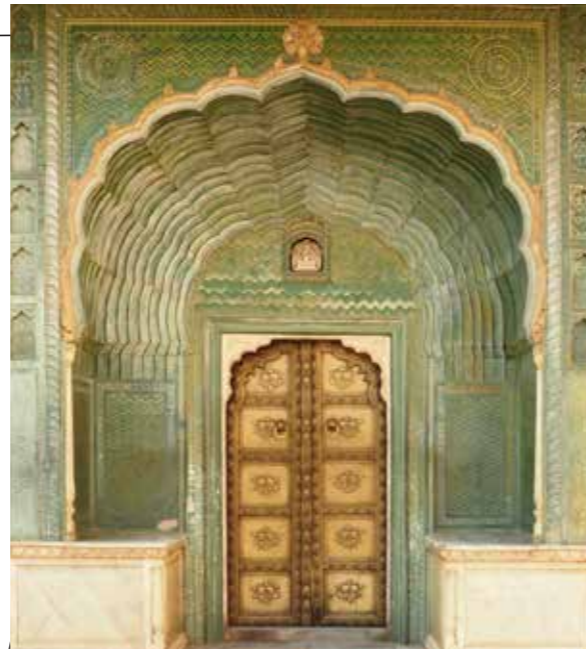
7. Athens, Greece
Different final outcomes resulting from different processing methods applied to the same material from the same source.



3. Gyeongbokgung Palace, Seoul, South Korea
Traditional pattern and color representing the upper class of Korea's Chosun era.



5. Gate in Jaipur, India
A door inviting people to participate in religious ceremonies, symbolizing the long-standing coexistence between humans and colors



8. Niko, Japan
A public toilet facility constructed using simple, locally sourced materials appear even more charming despite having stood through the test of time.



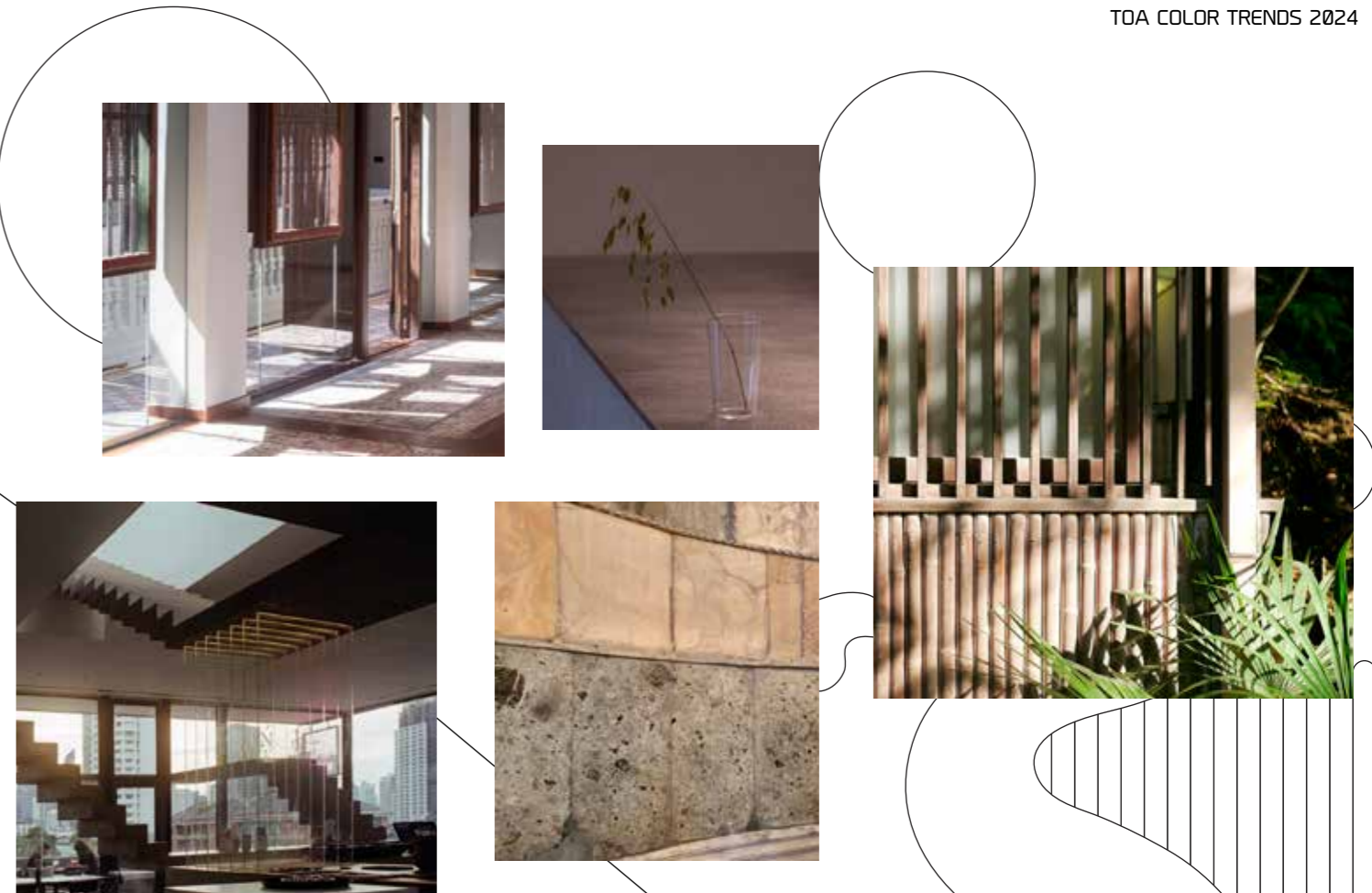
9. A Construction Site, Bangkok
Demolition reveals the hidden beauty of a nearly century-old house, showcasing traces of past renovations and color transformations caused by chemical reactions.



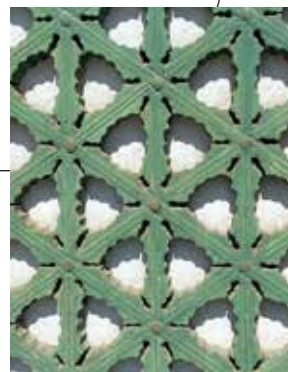
4. MOMA, Seoul, South Korea
An art installation featuring egg-shell colored pieces of paper arranged in a simple yet dynamic sequence, creating appealing effects of light and shadow that transform with the passing of time.



10. Majia Acupuncture Clinic, Bangkok
A geometric form highlighted by a calculated presence of lines, creating a beautiful illusion complemented by a vibrant green space



MOOD BOARDS COLORS



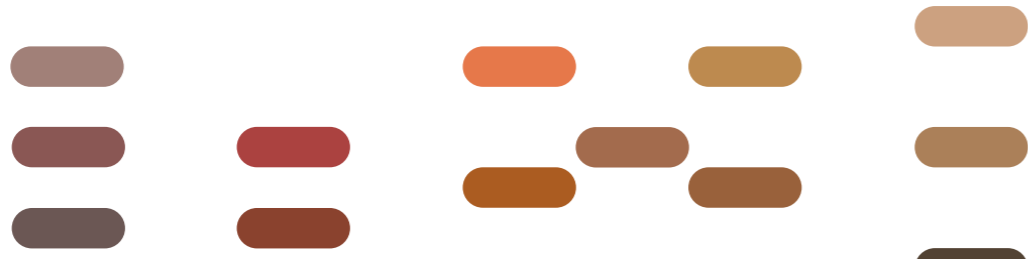
The background of the image is a dense, abstract composition of overlapping circles. The circles are rendered in a variety of soft, muted colors, including shades of sage green, pale yellow, and warm orange. The circles overlap in a way that creates a sense of depth and movement, with some appearing in front of others. The overall effect is a vibrant yet harmonious pattern.

COLOR FLOW
COLOR PALETTE
ROOM SCENES

COLOR FLOW

From the creative musings of five esteemed teams of architects, meticulously analyzed by the discerning eyes of TOA's color experts, Trendscape unveils a visual symphony inspired by interlaced cultures, disciplines, technologies, and lifestyles. Born are four glorious aesthetics of color combinations, each one a harmonious complement to the other, beautifully put together into the magnificent composition of the 2024 color trends.

POWER OF THE EARTH



DELIGHTED WITH NATURE



THE INTERVAL



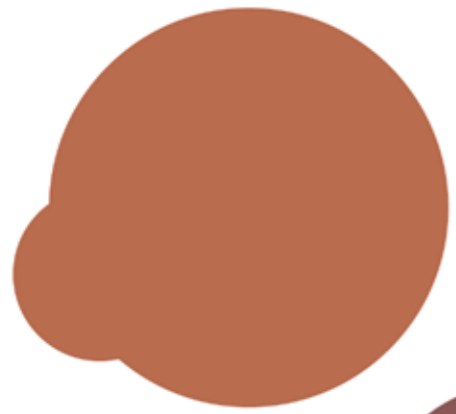
NEVERTHELESS



TOA COLOR TRENDS 2024

HYBRID HARMONY

POWER OF THE EARTH



01098
COGNAC LIVING



Y0123
CAMEL ADVENTURE



R2055
COCOA HISS



R2019
CHILLY PEPPER

THE INTERVAL



W9040
THAI JASMIN RICE



N6041
MORNING SAND



N6009
DUST SUNLIGHT



N6021
GRANITE SAND

DELIGHTED WITH NATURE



G5136
GREENERY



G5334
SUBTLE MOSS



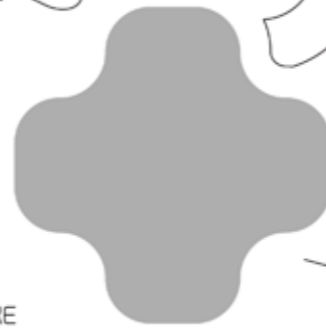
N6296
AEGEAN TEAL



N6315
NATURAL BEAUTY



N6388
UP IN SMOKE



N6266
HALE NAVY

NEVERTHELESS



N6321
SAND GREEN



H7020
MYTH



TOA COLOR TRENDS 2024

COLOR SUMMARIZE

TOA COLOR TRENDS 2024

THE FOUR COLOR TRENDS OF 2024

Interwoven realms of cultures, wisdom and knowledge, technology, and ways of life give rise to distinct interpretations of beauty, where all elements seamlessly coexist in perfect harmony.

POWER OF THE EARTH

Drawing inspiration from local cultures and traditions, from cuisine and clothing to the abundant natural resources, designers to pigments extracted from the earth's soil. This magnificent palette of colors reflects the rich tapestry of our diverse world. (O1098 COGNAC LIVING, Y0123 CAMEL ADVENTURE, R2055 COCOA KISS, R2019 CHILLY PEPPER)

DELIGHTED WITH NATURE

The longing quest for an intimate encounter with the nature of modern-day individuals evokes concepts that express diverse facets of nature's connection with all living beings. From the deep admiration and profound appreciation that humans hold for nature to their unwavering commitment to finding ways to coexist with nature without inflicting further exploitation, humanity is constantly seeking to preserve the natural world with a new mind and approach. The pursuit of greater sustainability takes place alongside the integration of technological advancements, with the aim of reaching a state of true coexistence and harmony. The concept inspires the color group that encapsulates the significance of nature. (G5136 GREENERY, G5334 SUBTLE MOSS, N6296 AEGEAN TEAL, N6315 NATURAL BEAUTY)

THE INTERVAL

People have come to realize the uncertainty of life through firsthand experiences of disruptions, from economic and political crises to unexpected threats to their well-being to wars and natural disasters. The collective experiences give rise to colors that symbolize tranquility, rejuvenation, and serenity—a momentary pause amidst the chaos to gain perspective before embracing the altered reality. (W9040 THAI JASMIN RICE, N6041 MORNING SAND, N6009 DUST SUNLIGHT, N6021 GRANITE SAND)

NEVERTHELESS

Humans become exhausted by the rapidly evolving world, disposable fashion, unstoppable technological advancements, and relentless influx of information. The experiences ignite desire and a search for lasting simplicity that surpasses the ephemeral nature of trends and disregards unwelcome opinions. Appreciation for architectural masterpieces that withstand the test of time is reflected in a collection of timeless colors. (N6388 UP IN SMOKE, N6321 SAND GREEN, N6266 HALE NAVY, and K7020 MYTH)



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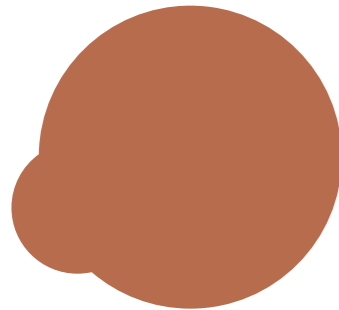
TOA COLOR TRENDS 2024

HYBRID HARMONY

ROOM SCENES

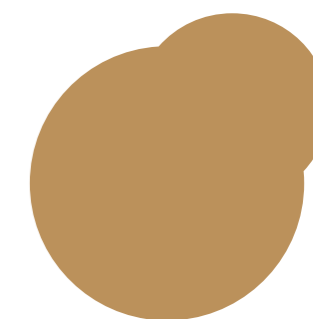


POWER OF THE EARTH



01098
COGNAC
LIVING

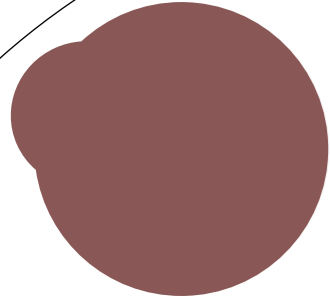
The color of the earth;
nature's beautiful asset and artistic
masterpiece.



Y0123
**CAMEL
ADVENTURE**

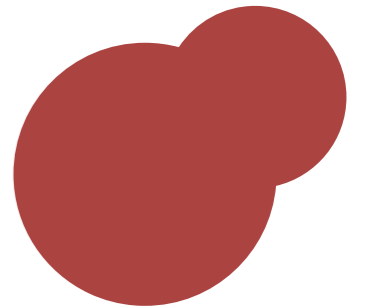
A yellow sandstone, capturing the warm and vibrant essence of the local spirit and its connection to natural beauty.

POWER OF THE EARTH



R2055
COCOA KISS

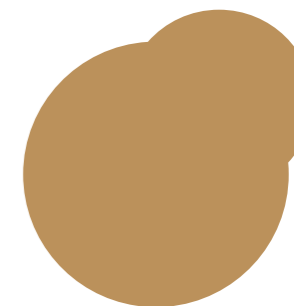
Extracted pigment from local ingredients and materials representing the prosperity of a region's local wisdom.



Warmth and heat, invigorating energy; a fun spirit derived from the vibrant and flavorful local cuisine and food culture

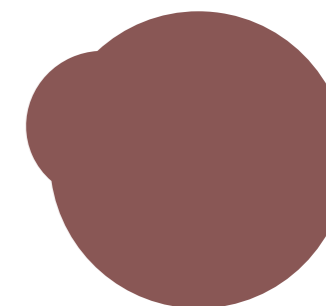
R2019
CHILLY PEPPER

POWER OF THE EARTH



Y0123
**CAMEL
ADVENTURE**

A yellow sandstone, capturing the warm and vibrant essence of the local spirit and its connection to natural beauty.



R2055
COCOA KISS

Extracted pigment from local ingredients and materials representing the prosperity of a region's local wisdom.

DELIGHTED WITH NATURE



65136
GREENERY

Wonderful burst of freshness,
vibrancy, youthfulness, and
positive energy



DELIGHTED WITH NATURE



G5334
SUBTLE MOSS

The tranquil bliss of being immersed in the soothing embrace of nature



N6296
AEGEAN TEAL

Serenity and solitude; the hidden, unpredictable enigma

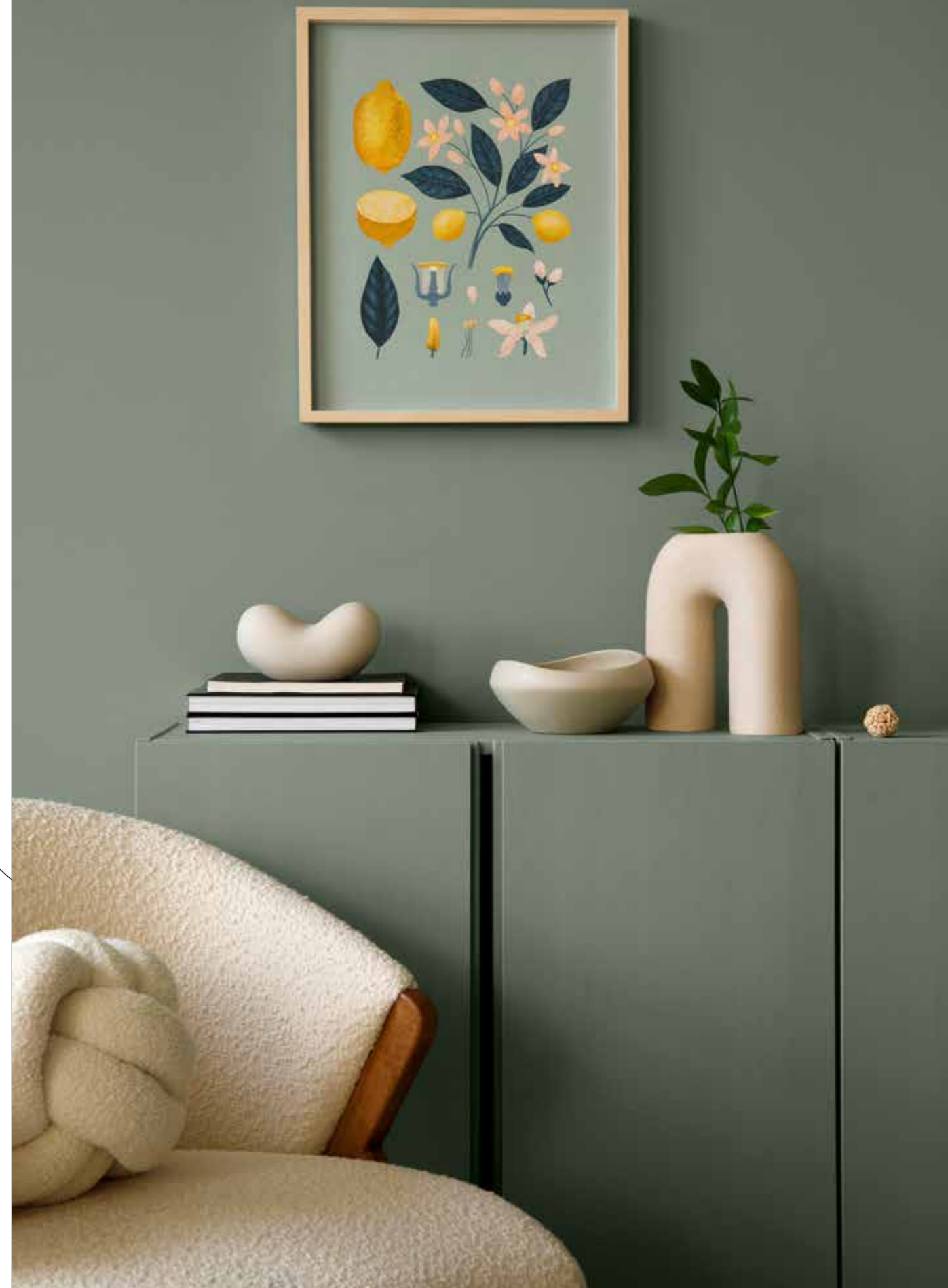


DELIGHTED WITH NATURE

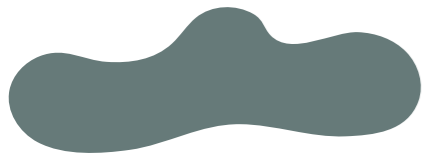


N6315
NATURAL BEAUTY

The harmonious blend of modernity and nature; a symbolization of a respectful and awe-inspired connection with the natural world

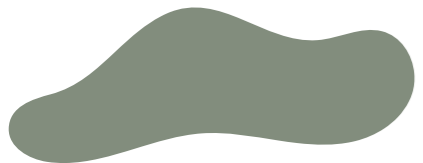


DELIGHTED WITH NATURE



N6296
AEGEAN TEAL

Serenity and solitude; the hidden, unpredictable enigma



N6315
NATURAL BEAUTY

The harmonious blend of modernity and nature; a symbolization of a respectful and awe-inspired connection with the natural world



THE INTERVAL



W9040
THAI JASMIN RICE

Balance and serenity; a beautiful soft glow that brings a sense of security



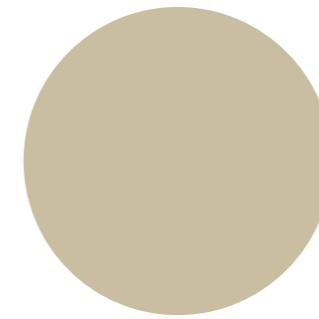
THE INTERVAL



N6041
MORNING SAND

Warmth and comfort; an inner peace
awaiting a new beginning

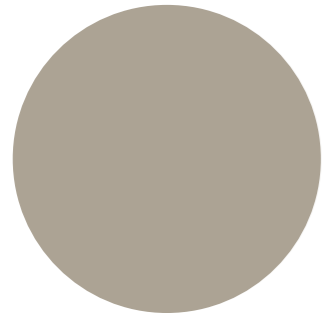
THE INTERVAL



N6009
DUST SUNLIGHT

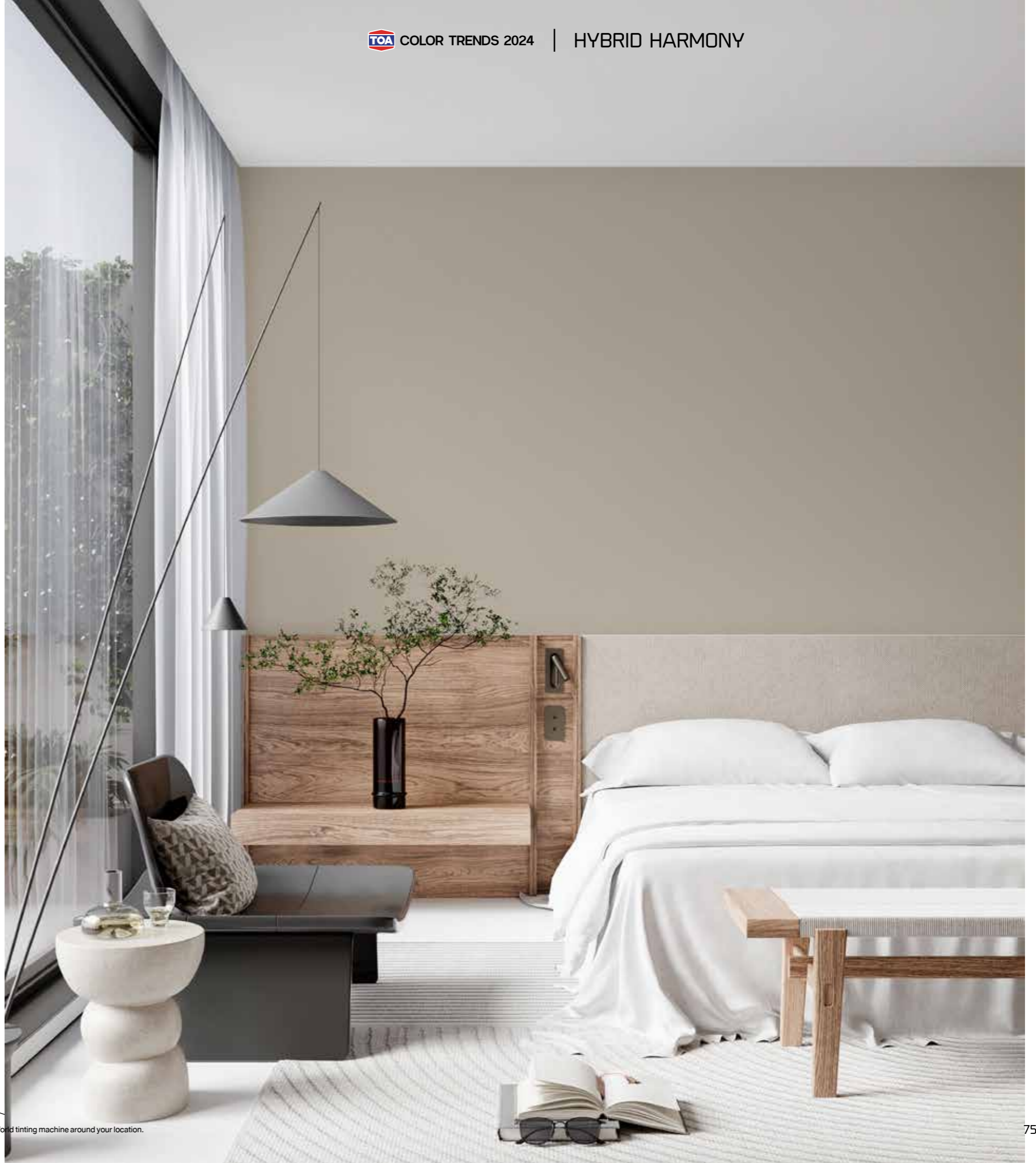
A tiny particle touched by a ray of light, obscured yet charming and enigmatic

THE INTERVAL

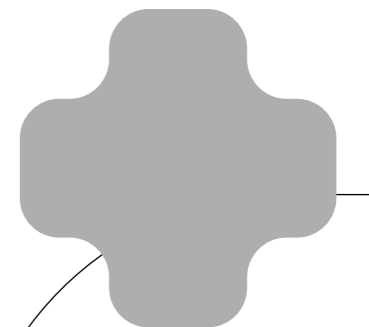


N6021
GRANITE SAND

Inner strength; graceful and elegant
yet delicate and loving



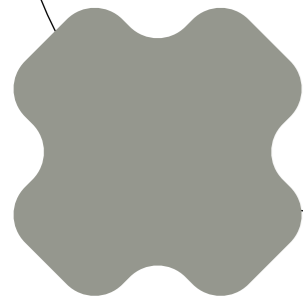
NEVERTHELESS



N6388 UP IN SMOKE

Unshakable individuality, a perfect balance, understatedly stylish, and tasteful

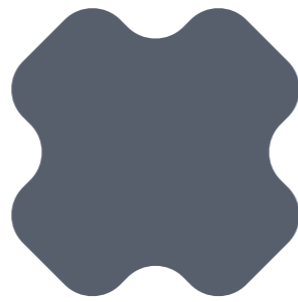
NEVERTHELESS



N6321
SAND GREEN

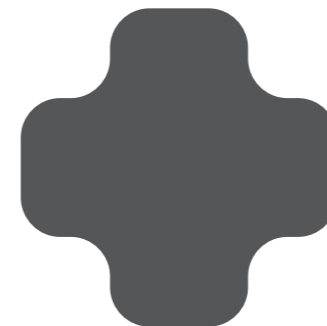
Unfaltering conviction, resoluteness, and unaffected physical and emotional strength that define an incredible individuality

NEVERTHELESS



N6266
HALE NAVY

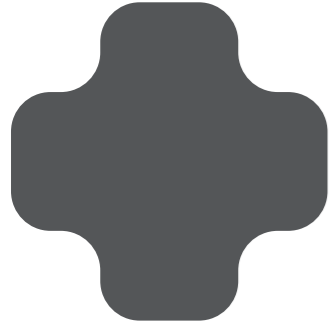
Distinctive and unique; the kind of beauty that speaks serenity, strength, and integrity



H7020
MYTH

A timeless beauty that embodies unwavering individuality and celebrates the unique essence of each element

NEVERTHELESS



H7020
MYTH

A timeless beauty that embodies unwavering individuality and celebrates the unique essence of each element







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