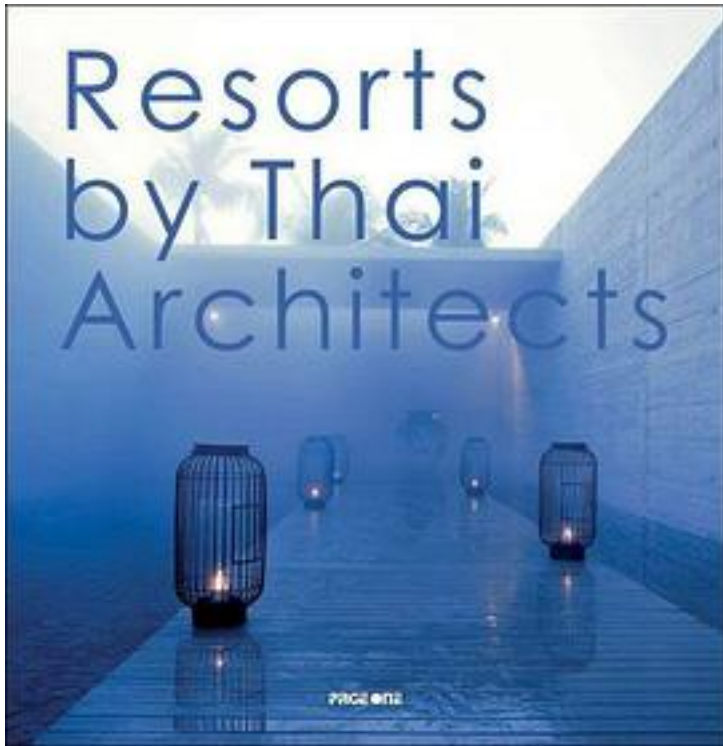


Resorts by Thai Architects



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出版者:

出版时间:2010-2

装帧:

isbn:9789812459183

Hospitality design in Thailand has produced one of the most vigorous architectural scenes in South-East Asia and the Asia-Pacific region. Thailand is not only considered as one of the richest in the region where beauty and diversity of nature is concerned, it also has cultural heritage and value that has made it a major destination for travellers today. Throughout hospitality design and its related context, Thai architects today are increasingly concerned with arriving at an appropriate architectural identity with regard to both cultural and environmental values. However, a direct movement towards modernisation of traditional characteristics is still at the inception stage, in

the 'architectural womb' as it were. Some leading architects have suggested that Thai architects should be encouraged to make use of indigenous wisdom and design, and to incorporate the 'soul' of traditional architecture into modern creations and inventions, allowing the architects to enjoy their 'reinvention' as a kind of renaissance. 'Resorts by Thai Architects' not only presents selected works by architects but also focuses on works that are widely accepted by other people such as tourists, designers and those in the hotel business from around the world. They are well recognised and the designs of these projects have been through the critical concept and integrated design stages. Some have even involved research-based design and professional marketing strategies. Thus, the 8 resort projects selected for this book are a confirmation of design and management skills, and partly a record of the development of modern Thai architecture over the last century.

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