

Transforming Bangkok with Design and Creativity

Bangkok Creative City Dialogue

February 10th, 2023

CEA — Creative Economy Agency

ABOUT



Established on 14 August 2018, the organization formerly known as Thailand Creative and Design Center (TCDC) is now Creative Economy Agency (Public Organization): CEA. Under the supervision of the Office of the Prime Minister, CEA has taken on a larger role in promoting the creative economy for the sustainable economic development of Thailand.

One of CEA's missions is to put forth to the development of the creative district. By promoting the district and its conducive atmosphere to new businesses, CEA is aiming to connect the local community with each stakeholder.

With creativity as a key driver to level up businesses and quality of life, CEA is tasked with enhancing the prominence and competitiveness of Thai entrepreneurs and the creative network to advance Thai creative industries.

UNESCO Creative Cities Network, Bangkok City of Design

driven by



**Bangkok Metropolitan
Administration
(BMA)**

focal point

+



**Creative Economy
Agency
(CEA)**

Alternative focal point



**Use Design and Creativity
Quality of life**

- Economic Impact
- Social Impact



**Improve
livability**

**Attract
Investment**

**Enhance
Tourism**



WHY
BANGKOK
=
DESIGN?



PM 2.5 pollution



pavement obstruction

BANGKOK

a city full of challenges

Inequality and Poverty



Traffic Congestion



Flood





Cultural Diversity

BANGKOK

a city full of assets

Art & Design History



Creative talents in various fields



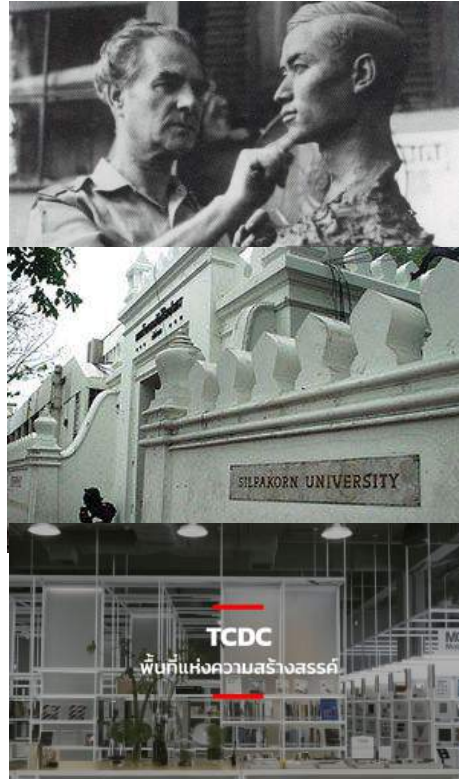
Design Movement



DESIGN strengths of BANGKOK



Design aesthetics and style built from inherited multicultural assets



Hub of design education



Distinctive design related human capital



Variety of design movements and events

Bangkok City of Design strategy and application according to Sustainable Development Goals (SDGs)



From small to mega projects initiated by all sectors
(public/ private/ academic/ civil society/ professional)

DESIGNING THE CITY

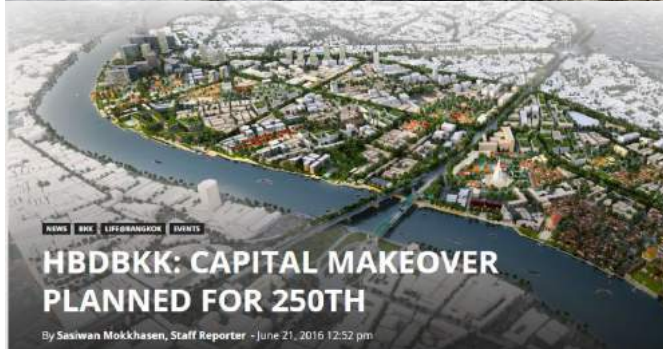
Design = essential tool for Bangkok's urban development from past to present

Solving problems | Regenerating & Transforming the city | Coping with 21st - century challenges

Turning an abandoned city structure into a green pedestrian bridge and public space - New possibilities for adding green to the city, connecting districts, linking communities, by promoting a high-value walking experience.

Increasing accessibility from 46 to 76%

- 280 x 8.5 m. and 22,400 sq.m is the total utility space
- 200 is the number of tourist attractions, cultural heritage sites, religious places, and educational amenities around the project



Solving problems | Regenerating & Transforming the city | Coping with 21st - century challenges

DESIGNING COMMUNITIES



Lan Kila Pat

Abandoned land plots turned into recreational spaces for the local communities



Green Bridge

Makeover of an abandoned pedestrian-bicycle ways to link two popular public parks and communities



Active Play project

Explorative playground for local community



City Lab Silom

Temporary laboratory sidewalks to serve as a public space to promote safety and health.



Low-cost micro houses for homeless in Klong Toey Community



Ruam-Jai Oke

Installation art with Karaoke activity to connect local people and visitors



Bottom-up approach: Built upon local needs/ pain points | Lift up communities' living quality & economic competencies

DESIGNING WEALTH



Design, technology and other creative fields are combined to add value and to promote local cultures and cultural products.

DESIGNING GREEN CITY



Green projects are considered as platforms for collaboration (public-private-academic-professional-civil society), aiming to transform Bangkok into an environmental-friendly city.

DESIGNING GREEN CITY



The Bangkok Climate and Energy Action for Net Zero Greenhouse Gas Emission 2021- 2030

Cooperation between the Bangkok Metropolitan Administration (BMA) and the Japan International Cooperation Agency (JICA) for supporting and driving “Carbon-free Bangkok (BMA Net Zero).”

Reduction of risk and natural disaster management cost from the increase of greenhouse gases by BMA-pioneered activities with discernable outcome.

Related Measures

- Low Emission Vehicles (LEV)
- Develop and increase bicycle route
- Increase the number of green public space to 15 parks

DESIGNING CITY BRANDING



The 25 Best Inventions of 2016

TIME Staff Nov 27, 2016

Every year, TIME selects the best inventions that are making the world better, smarter and—in some cases—a little more fun. In the past, we've featured everything from the [real-life hoverboard](#) to the [desktop DNA lab](#). Here's which ones made this year's unranked list.

Soccer Fields That Fit Anywhere

[View as List](#) 5 of 25

The Unusual Football Field
/ Developed by AP Thailand

The Khlong Toei district in the heart of Bangkok is packed tight with buildings and people—which doesn't leave much



Chula's Centenary Park Wins Award from World Landscape Architecture Awards 2019

1 May 2019 Awards & Honours, Featured News



International design events & design innovations make Bangkok known as one of the World's Design Metropolises.

BANGKOK DESIGN WEEK – BKKDW



CREATIVE & DESIGN FESTIVAL AIMS AT SHARING VISIONS AND ACHIEVEMENTS THAT REVITALIZE THE POTENTIALS OF BANGKOK

Bangkok Design Week (BKKDW) propose the prominence of Bangkok's design and creative works. Through these works, the festival presents ambitious ideas and new possibilities of Bangkok, now and in the future.

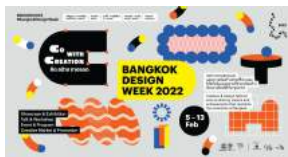
Celebrated in the creative district, these creative works range from experimental piece to the work with social and business impacts. With fun activities and memorable experiences, the festival is blended beautifully with the charm of Bangkok and attract visitors from across the world to experience Bangkok's latest happening.

IMPACT

ENCOURAGE CREATIVE INDUSTRY, GENERATE INCOME, AND BRING THE CITY BACK TO LIFE

<p>Economic Value ^(THB)</p> <p>฿ 1,368M</p>	<p>Media Value ^(THB)</p> <p>฿ 315M</p>	<p>Visitors ^(N)</p> <p>1.75M</p>	<p>Participants ^(N)</p> <p>5.1K</p>
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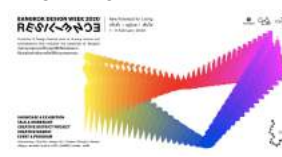
2022
5-13Feb
CO WITH CREATION



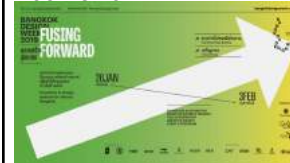
2021
8May - 31July
RESURGENCE OF POSSIBILITIES



2020
1-9Feb
RESILIENCE



2019
26Jan - 3Feb
FUSING FORWARD



2018
27Jan - 4Feb
THE NEW-IST VIBE



The new design of bus stop signs built from users' pain points

- Good example of how the government sector work together with designers and young people to play a role in urban development.
- Being tested in Bangkok Design Week 2018, the redesigned bus stop signs have been proved to be practical and user-friendly.
- Over 1,000 units of actual signs are implemented by BMA in the main areas of Bangkok in 2019-2020.



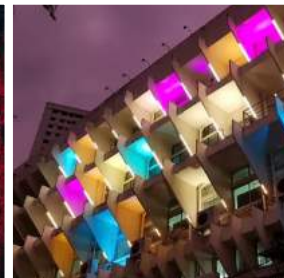
Safezone Shelter - Air quality pavilion

- A prototype for a green safe space from air pollution, consisting of green plants, wind, and water, and incorporating design, creativity, and state-of-the-art technologies, aims to purify air and provide comfort for people and raise awareness about air-pollution in Bangkok.
- To inspire government and public sectors to apply further in other scales ie, purified bus stop, skywalks.



Urban Light Installations

- To connect small alleys, allowing people to enjoy the beauty of the city's hidden gems and to raise attention to historical building conservation.
- To increase night-time safety for local residents and extend operating hours of the local economic activities.
- 9,000 Visitors Daily / 100,000 Visitors Throughout the 9 days / 200,000 reached through social media



Creative City Index

Policy
Maker

Carry out policies
based on the data
analysis

Creative
People

Encourage the
creative and
design cluster to
move into the
district

Visitors

Create accessibility
to most of the
areas, improving
safety and local
economy

Community

Increase business
and social
opportunities from
collaborative
projects

2018

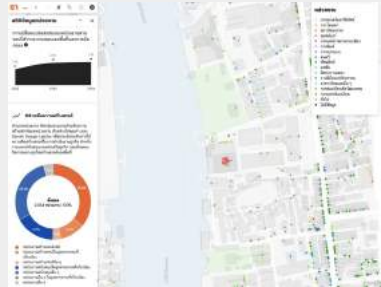


Database Collection

Data & Statistics of the
Creative Districts

- Creative & None creative
businesses
- Vacant Spaces
- Activities & events

2019



Map Editor & Analysis Tool

- Analysis
- Data visualization
- Exportable

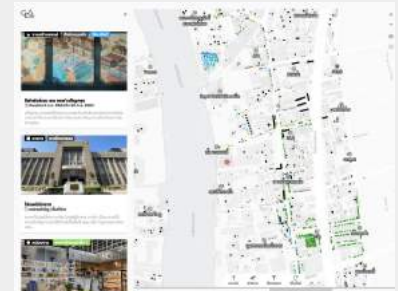
2021



Public Website

- Public interaction
- Spotting destinations
- promote local tourism

2023-2024



Public Maps

- Understanding the area
- Spotting destinations
- promote local tourism

Long-term economic driving

Stimulate new investment

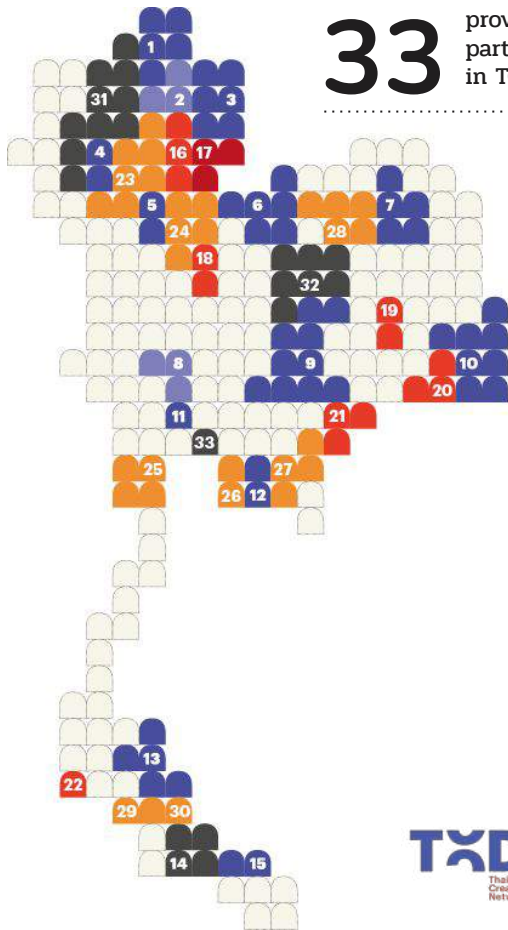
Before CEA(2017): 127 empty units / After CEA: 35 empty units

Approx. 1 sq. km.	2020		2021	
	GOAL	RESULT	GOAL	RESULT
Total business opened	33	54	59	65
<u>-Creative Business</u>		<u>15</u>		<u>20</u>
<u>(place)</u>		<u>39</u>		<u>45</u>
<u>- The number of businesses opened</u>				
<u>(Creative Business + General Business)</u>				
<u>(place)</u>				
Increased size of creative space (sq.m..)	1,016	2,548	2,159	2,796

charoen 43 art & eatery



Thailand Creative District Network



33 provinces participating in TCDN



2563	01 Chiangrai	02 Payao	03 Nan	04 Lamphun
2564	05 Sukhothai	06 Loei	07 Sakon Nakhon	08 Suphanburi
	09 Nakhon Ratchasima	10 Ubon Ratchathani	11 Nakhon Pathom	12 Rayong
2565	13 Nakhon Si Thammarat	14 Songkhla	15 Pattani	
	16 Phrae	17 Uttaradit	18 Phichit	19 Roi Et
	20 Si Sa Ket	21 Sa Kaeo	22 Phuket	
2564	23 Lampang	24 Phitsanulok	25 Phetchaburi	26 Pattaya
	27 Chanthaburi	28 Udon	29 Trang	30 Phatthalung
	31 Chiang Mai	32 Khon Kaen	33 Bangkok	

5 Creative Economy District

- | | |
|--|---|
| <p>Bangkok
 ย่านเจริญกรุง
 ย่านสามย่าน
 ย่านอารีย์-ประดิพัทธ์
 ย่านทองหล่อ-เอกมัย
 ย่านพระนคร</p> | <p>Chiang Mai
 ย่านช้างม้อย</p> <p>Khon Kaen
 ย่านศรีจันทร์</p> |
| <p>Songkhla
 ย่านเมืองเก่าสงขลา</p> | <p>Phare
 ย่านเจริญเมือง</p> |

UNESCO CREATIVE CITIES NETWORK

- Phuket** - City of Gastronomy (2558)
- Chiang Mai** - City of Crafts & Folk Art (2560)
- Bangkok** - City of Design (2562)
- Sukhothai** - City of Crafts & Folk Art (2562)
- Phetchaburi** - City of Gastronomy (2564)

จังหวัดที่กำลังเตรียมพร้อม (CEA ร่วมมือ อพท)
ChiangRai (Design) | **Nan**(Crafts & Folk Art) | **Nakhon Pathom** (Music) | **Suphanburi** (Music) | **Phare**

