



**Summary of the Creative District Prototypes
from the Project Thailand Creative District Network (Phase 1)**

Survey and Study of the Potential of the Target Districts
for the Development of Creative Districts



Thailand Creative District Network

(TCDN) is a platform for all areas of all provinces in Thailand with potentials and assets that are ready to be further developed, be it their population, cultural capital, or facilities, and, in turn, develop the areas into “Creative Districts” with their unique identity with the participation from all sectors and through the use of creativity in finding their strengths, creating added values for their existing local cultures, and, ultimately, improving their residents’ quality of life.

Get to Know Definitions



What is a Creative District?

A space that makes use of creativity to create and enable people to see “opportunities” and “possibilities” for them to run businesses in the area, which results in the increase in spending in the area and tourists attracted to the area, as well as the improvement of the area’s residents’ quality of life.



Creativity

An ability to integrate various areas of knowledge and experience to invent and create something new that is valuable or better.



Creative Economy

Development of an economic system through the use of creativity rooted in knowledge and research that is to be connected with culture, history, technology, and innovation to invent new products, services, and business models with economic and social added values, which will be an important tool that helps Thai economy overcome the medium-income trap.

The 15 districts included in this book are creative district prototypes that will be the first step towards long-term development, leading to the interconnection and creation of an inter-district – and even to inter-city – “cooperation network” for them to, in turn, learn and share experiences to drive cities into “creative cities” on the international arena.



“There being several liveable districts, it amounts to making the whole city liveable, hence a district development concept being one of the primary tools for city development.”



Project Objectives

01

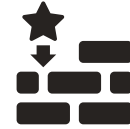
STRATEGIC PLANNING & DEVELOPMENT



Determine a district's development directions or frameworks through strategic planning for the development of a creative district including its capitals and assets.

02

CREATIVE PLACE MAKING



Develop the district's physical infrastructures in accordance with its usage patterns and creative activities to increase walking connectivity within the area through the effective use of the existing physical capitals and the adjustment of their functions to meet the needs of the activities and creative business.

03

STRENGTHEN CREATIVE BUSINESS



Provide necessary infrastructures as well as conditions and benefits conducive to various creative business operations and activities in the district; develop its entrepreneurs' potentials and skills in creative business operation and product and service development, as well as their business knowledge to anticipate changing trends of the world; and improve its business network that encompasses the entire work chain of its entrepreneurs to empower not only creative businesses, but also supporting businesses in order that the latter can contribute to the development of the district.

04

DISTRICT BRANDING



Develop a creative district's identity in accordance with the district's identity, history, culture, and needs of the community to create a sense of belonging; and disseminate the information among the public and promote communication to raise public awareness of the district's identity.

05

CO-CREATING A CREATIVE COMMUNITY

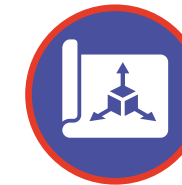


Build not only creative district development networks at local, national, and global levels, but also amicable relationships between public, private, and civic sectors through a participatory development practice: allowing all groups of people in the district to have opportunities to take part in the decision-making process in choosing a suitable development plan that attaches great importance to the community's traditional way of life through a design thinking process.

District Development Opportunities

The districts that join the Thailand Creative District Network project will be allowed to access the TCDN Intensive Program that allows for entrepreneurs' knowledge and skill preparation, business network establishment, communication improvement, and initial consultation with experts to lay the foundation for development in five key areas.

DEVELOPMENT MODEL



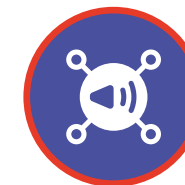
analyze strengths and potentials of the district and province to determine guidelines for the development of creative economy areas;

KNOWLEDGE AND SKILLS



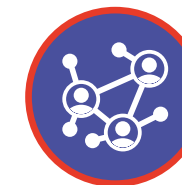
enroll in training courses and exchange knowledge to enhance local artisans' potentials and develop their skills;

COMMUNICATION AND ACTIVITIES



disseminate the information regarding the district through various channels;

NETWORKING



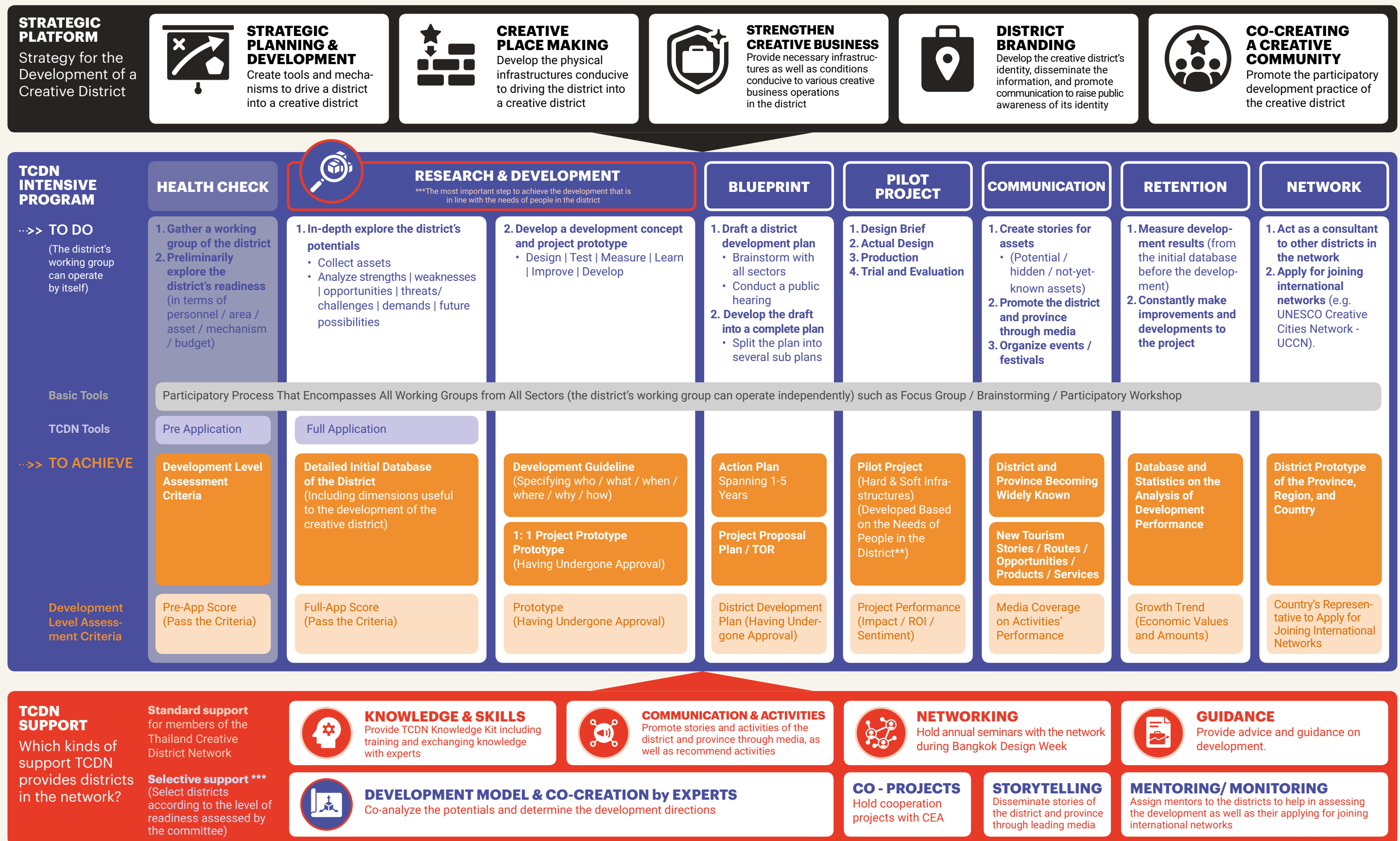
gain access to support and cooperation from relevant public and private agencies;

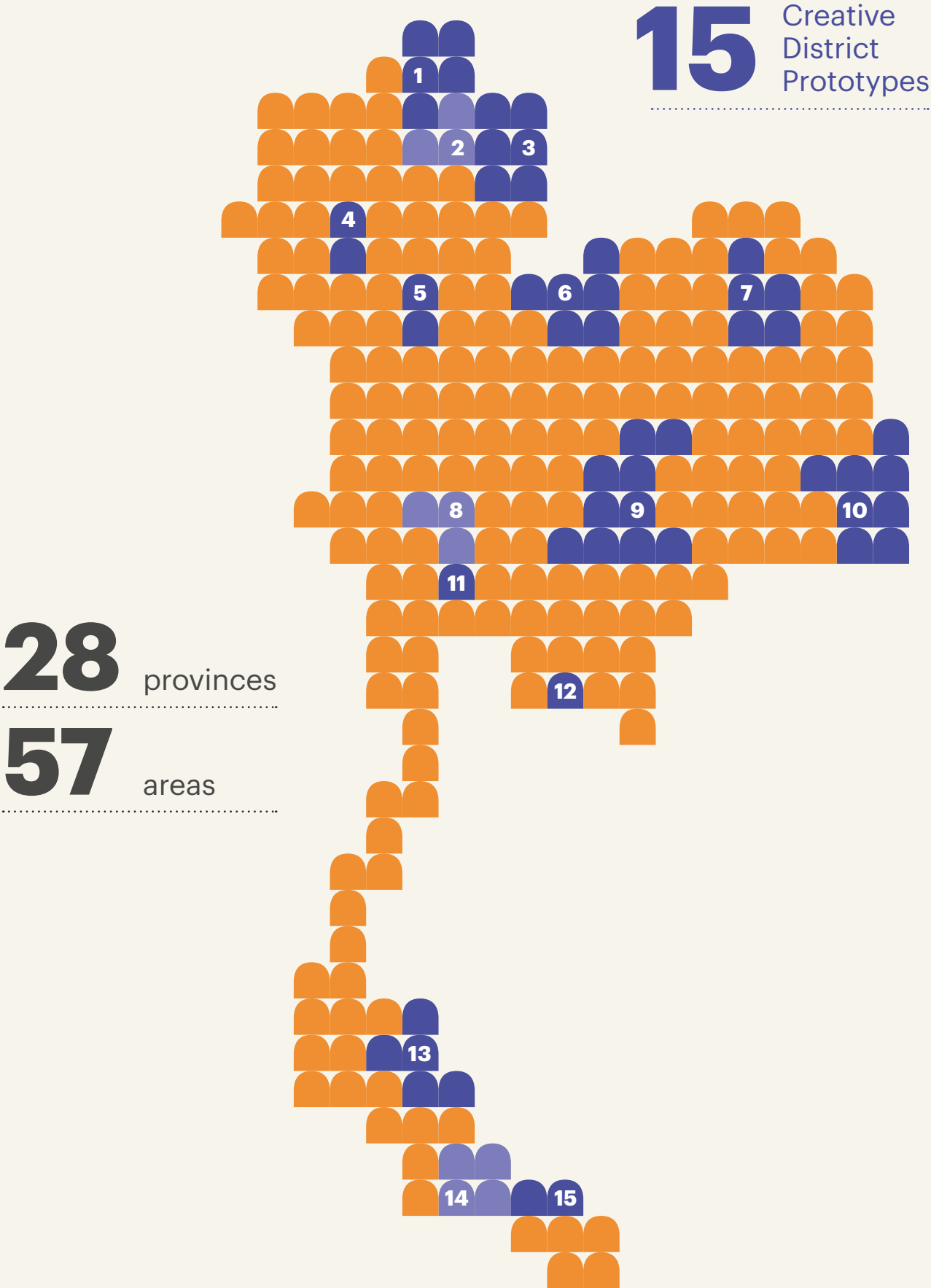
POLICY



gain opportunities and access to economic and business privileges that meet the needs of the district.

Flowchart for the Development of a Creative District of the Thailand Creative Economy District (TCDN)





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Naiwieng District
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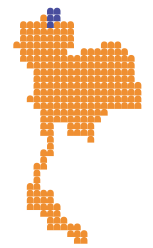
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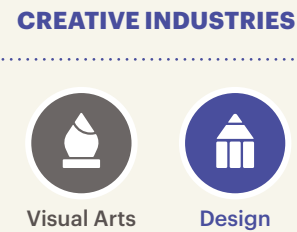
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SUMMARY of 15 CREATIVE DISTRICT NETWORK



01 Chiangrai Naiwieng District



CREATIVE INDUSTRY ASSETS

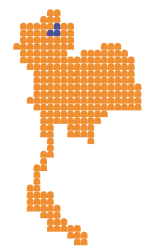
1. Historical and religious architectural objects, most notably Wat Phra Kaew Chiangrai;
2. Important Lanna festivals of the province organized in the district, in particular Waed Wieng Jiang Hai Buddha Image Procession Festival;
3. Skills necessary for further development in visual arts and urban development;
4. Art and cultural activities organized throughout a year, including Chiang Rai Flower Festival.

STRENGTHS

1. Availability of the existing cultural capitals and artistic assets;
2. Availability of the largest number of artists in Thailand (approximately 7,000 people);
3. Availability of a robust network with strong leadership that is 'Khua Silpa' Art Bridge Group that holds Chiang Rai festivals;
4. Availability of good physical landscape, be it footpath or green space, as well as safe environment suitable for living.

RECOMMENDATIONS

1. Organize projects to improve the landscape of the district into creativity-conducive one by encouraging local artists to take part in the projects, such as projects to make the most of vacant buildings with historic architecture;
2. Create venues for organizing permanent or rotating exhibitions and distributing art works within the district to be a space for gathering, exchange, and development for creative people.



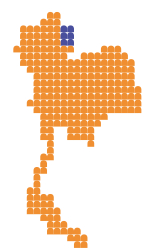
02 Payao Rabiang Kwan District



1. Fertility of the district as well as natural scenery of the lake right at the heart of the district;
2. Skills necessary for further development of local materials for manufacturing;
3. Tranquil, close-to-nature, self-sufficient lifestyle.

1. Availability of cooperation between various agencies in each and across sectors in the form of various projects and activities with the aim of driving the community;
2. Availability of distinctive cultural assets, such as water hyacinth and bamboo hand-woven basketwork by Chawawad, delicacies prepared based on fishermen's local wisdom and using locally available ingredients, both natural like vegetables and fruits and processed like 'Pla Som' sour fish, just to name a few;
3. Status as a city with a superior quality of life and plenty of areas for outdoor activities along the lake;
4. Status as a district that serves as a source of materials, and manufactures products for other provinces.

1. Build the brand and image of the district as a district steeped in life philosophy in line with the development concept of the province that is 'Cradle of Life';
2. Develop the district into a 'Lake City', with Kwan Phayao being the landmark, to present 'Nawatwithi' innovative living with nature based on local wisdom in utilizing locally available raw ingredients and materials in preparing delicacies and desserts and handicrafts, and to promote activities that make beneficial use of the district's superior scenery, such as outdoor activities and activities conducive to artistic inspiration;
3. Promote convenient transportation within the district by, for example, making bicycle lanes around the lake, developing a public transportation system suitable for the district's contexts;



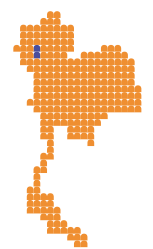
03 Nan Nan Old Town District



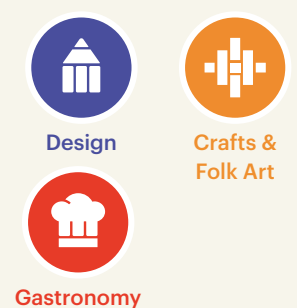
1. Preserved historical and cultural architectural objects;
2. Kad Kong Noi;
3. Hand-woven cotton fabric and other local fabrics;
4. Local delicacies prepared with distinctive local ingredients.

1. Location right at the heart of the city and adjacent to a river as well as availability of important historical and cultural attractions of the province in the district;
2. Continuous organization of activities for promoting creative industries in the district from past to present, such as Kad Kong Noi Walking Street;
3. Integration of working groups in the district to continuously drive its development;
4. Status as a distribution hub of products from creative industries to all areas in the province.

1. Promote knowledge necessary for further development of creative industries in the district to create a design thinking process, which involves thinking, designing, and creating the creative industries that meet the needs of modern people;
2. Provide policy and financial support as well as benefits, such as incubation and distribution centers, to attract newer generations to turn to working in the creative industries all the while creating new working positions for them to fill, as well as to encourage the integration of creators of the district;
3. Develop traffic facilities within the district, such as parking lots.



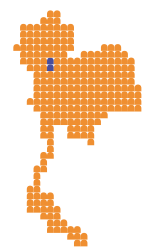
04 Lamphun Lamphun Old Town District in Moat



1. Traditional civilizations, cultures, and way of life;
2. 'Yok Dork' brocade silk;
3. Salak Yom Merit Making Festival;
4. National artists.

1. Close relations between people dedicated to driving the district and local people, which makes it possible to quickly form groups and make decisions about urban development;
2. District of a compact size as well as its location in a moat surrounded by ditches, which makes it easy to identify the boundary of its area and develop its various infrastructures;
3. Local people's meticulousness embodied in each architectural object and handicraft regarded as cultural heritages;
4. Local people's creativity as a capital that in the first place thrives well in the creative economy.

1. Build the brand and image of the district with the aim of making people perceive the Lamphun Old Town as a 'Refined City, a small town with refinement';
2. Connect older-generation folk philosophers with knowledge regarding the district's history with newer-generation creative minds with a desire to organize creative activities to form a mutually supportive network and work together with a shared vision and goals;
3. Provide support in terms of knowledge and expertise that is in line with the district's unique selling point as a sophisticated slow-life city;
4. Develop the district into one worth walking around.







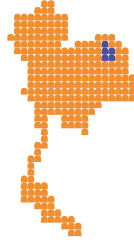



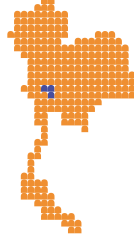

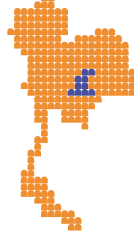


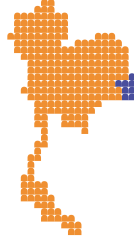






05 Sukhothai Sukhothai Old Town District



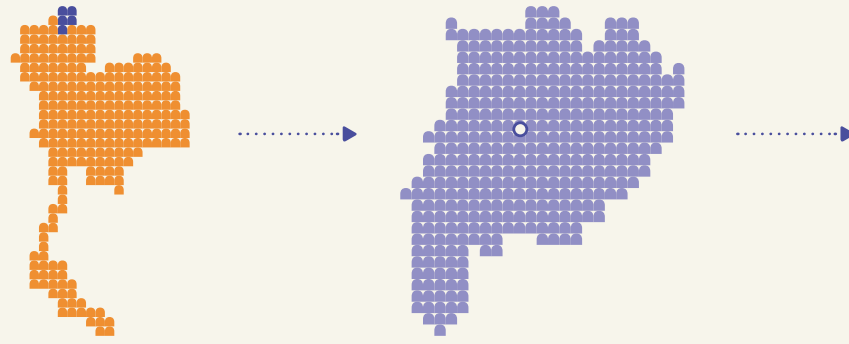
1. 'Sangkhalok' celadon ware;
2. 'Tin-Chok' hand-woven cloth;
3. Sukhothai antique gold jewelry;
4. Wood;
5. Fish.

1. Close proximity to the "Mueang Mai" modern town, the commercial district of the city;
2. Availability of working group, members of which have been joining forces since 2019 when Sukhothai has joined the UNESCO Creative Cities Network as a 'Creative City of Crafts and Folk Art';
3. Availability of a whole host of handicraft artisans as well as a variety of handicrafts in the district;
4. Availability of a whole host of creators capable of further developing and adapting cultural assets and handicrafts.

1. Educate handicraft artisans through the provision of necessary knowledge and training with the focus being placed on fostering creativity to be in turn used in the further development of local handicraft into products;
2. Develop other distinctive assets or industries of the province, such as organic agricultural tourism, in tandem with craft industry to create new economic foundations for the district and city's economy;
3. Develop the district into a center of integration of people and assets from many districts given that assets are spread across the province.

	CREATIVE INDUSTRIES	CREATIVE INDUSTRY ASSETS	STRENGTHS	RECOMMENDATIONS
 06 Loei Ban Dern - Ban Dan Sai District	 Performing Arts  Crafts & Folk Art  Gastronomy	<ol style="list-style-type: none"> 1. Unique processable agricultural products, such as Sathorn leaf and dragon fruit; 2. Boon Luang Merit Festival and Phi Ta Khon Mask Festival; 3. Important cultural and religious attractions of the province in the district, such as Wat Phra That Si Song Rak, Wat Phon Chai. 	<ol style="list-style-type: none"> 1. Availability of local wisdom in processing food ingredients unique to the district, including 'Nam Phak Sathorn' seasoning water; 2. Availability of local handicraft wisdom, including Phi Ta Khon ghost mask-making; 3. Availability of cooperation with and support from government agencies; 4. Availability of creative entrepreneurs and communities with potential of further development of cultural assets, such as Phi Ta Khon Mask Group, Chemical-Free Agricultural Community Group. 	<ol style="list-style-type: none"> 1. Develop and educate local government personnel in all sectors so that they understand the creative economy development process; 2. Support and drive the further development of local agricultural products; 3. Provide financial support for and bestow awards on the district's newer-generation artists and designers; 4. Build the district's potential as a city in transit for short stopovers to generate revenue and income; 5. Develop a public transportation system for more convenient access to and transportation within the district.
 07 Sakon Nakhon Sakon Nakhon Old Town District	 Visual Arts  Crafts & Folk Art  Gastronomy	<ol style="list-style-type: none"> 1. 'Pha Khram' indigo-dyed fabric (registered as a Geographical Indication or GI); 2. Beef Brisket, Maoberry, Maoberry Juice, and Khao Hang rice (GIs); 3. Wax Castle Procession and Christmas Star Festival; 4. Ancient architecture and antique wooden houses. 	<ol style="list-style-type: none"> 1. Status as an economic and occupational center of the province; 2. Availability of religious, cultural, and natural attractions; 3. Grid-like city plan with its roads originally running past 'Hong Chao Muaengs', the residences of the city's governors, forming a grid-like plan; 4. Availability of five products that have been registered as Geographical Indications (GIs), namely indigo-dyed fabric, beef brisket, 'Khao Hang' rice, maoberry, and maoberry juice; 5. Concentration of entrepreneurs selling 'Pha Khram' indigo-dyed fabric within the district (be it retail stores throughout the district or Pha Khram Road); 6. Availability of integration of newer-generation creative minds with a desire to further develop creative works within the district. 	<ol style="list-style-type: none"> 1. Promote and develop potential business models and activities using creativity and building on the district's existing assets by encouraging local newer-generation creative minds and creative entrepreneurs to serve as a driving force; 2. Find intermediaries or platforms to coordinate the needs between the public, private, and creative sectors, as well as promote local activities to generate income for local people of the district; 3. Promote the district's potential by developing public spaces and historic architectural objects so that they are beneficial to boosting the local economy and improving the local quality of life; 4. Develop the already existing public transportation system in the district.
 08 Suphanburi Western National Theater District	 Music	<ol style="list-style-type: none"> 1. Folk music, such as Ee-Saew; 2. Fusion music, such as Luk Thung, Phue Cheewit; 3. Nationally renowned music artists, including national artists of Thai music and performing arts, master songwriters, Luk Thung artists, Phue Cheewit artists, and newer-generation singers and musicians of Suphanburi; 4. Ethnic music, such as Ram Tong, Kaen. 	<ol style="list-style-type: none"> 1. Western National Theater of Suphanburi as the area to be developed into the region's center of music and dramatic arts; 2. Total revenue from the district's creative industries mostly generated by the educational sector that is the College of Dramatic Arts; 3. District of a compact, walkable size; 4. Availability of activities that promote the music industry, from upstream, midstream to downstream, such as musical instrument production, music incubation, music performance. 	<ol style="list-style-type: none"> 1. Create for the province a music scene by developing the district into a music center; 2. Facilitate the economic development of the city through landscape development and footpath improvement to increase its walkability; 3. Promote the application and integration of folk music wisdom into other creative fields to benefit the development of the district in all dimensions by making the most of its music personnel resources.
 09 Nakhon Ratchasima Ban Doo District and Ban Ja Poh District	 Fashion  Crafts & Folk Art	<ol style="list-style-type: none"> 1. Pak Thong Chai mudmee silk; 2. Local delicacies and desserts, such as 'Kanom Dard' pancake, 'Sakhu Sai Moo Rad Kati' tapioca balls with pork filling topped with coconut milk, 'Kaeng Pah' hot and spicy curry, 'Khao Jee' grilled sticky rice dipped in egg; 3. Local traditions, such as Nang Dong Dance, Hae Phi Lhong Spirit Dance. 	<ol style="list-style-type: none"> 1. Availability of a cultural asset like Pak Thong Chai mudmee silk, both traditional and contemporary, that has been passed down over generations and is renowned for its unique patterns and weaving quality; 2. Location in close proximity to the downtown as well as various natural attractions; 3. Availability of local handicraft groups, including silk-weaving groups that weave silk fabrics unique to the respective communities. 	<ol style="list-style-type: none"> 1. Enhance knowledge of the district's personnel and promote the integration of networks of people or young entrepreneurs with the aim of inheriting and further developing the local wisdom in weaving silk, from upstream (planting) to mid-stream (production and processing) to downstream (sales); 2. Develop a public transportation system for convenient access to the district to make both communities a creative district; 3. Promote the local silk industry through developing infrastructures, such as commercial zones, and disseminating information to raise public awareness of the district and its products.
 10 Ubon Ratchathani Ubon Ratchathani Old Town on Mueang District Side and Warin Chamrap District Side	Old Town  Gastronomy  Crafts & Folk Art  Design Warin Chamrap  Design  Visual Arts  Gastronomy	<ol style="list-style-type: none"> 1. Skills and local wisdom in carving Lent candles as well as traditional Buddhist Lent Candle Procession; 2. Kabbua mudmee silk; 3. Ubon Ratchathani-style Isaan delicacies influenced by those of other ethnic groups, such as Ubon Ratchathani-style Vietnamese food, local ingredients for wild and river food, such as wild mushroom, red ant egg, Mekong and Mun fish, as well as local wisdom in the selection and preparation of ingredients, such as pickled fish, curry, stir-frying, and pickling. 	<ol style="list-style-type: none"> 1. Availability of the stakeholders in many sectors and their projects scattering throughout the districts, such as Ubon Only group which provides support for entrepreneurs and merchants, Warin Future group which is dedicated to the restoration of the old town on the Warin Chamrap District side, just to name a few; 2. Availability of cultural assets in abundance in the districts, which is conducive to the creation of a new identity that is suitable for the development of a creative corridor; 3. (Muang District) availability of a variety of learning, research, and incubation centers; 4. (Warin Chamrap District) availability of a whole host of artists with a desire to drive the city of residence. 	<ol style="list-style-type: none"> 1. Promote the development of the two districts into a creative corridor by including it in the province's list of main development policies to develop each district to have their own creative industry – namely food (for Muang District) and design (for Warin Chamrap District); 2. Connect the network of each sector and between the two districts with the emphasis being placed on encouraging creative people to scatter in the nearby districts to join activities held in the two districts; 3. Add more public spaces for organizing creative activities and running creative businesses, in which most local people can participate, to attract more creative people to congregate in the district.

	CREATIVE INDUSTRIES	CREATIVE INDUSTRY ASSETS	STRENGTHS	RECOMMENDATIONS
 11 Nakhon Pathom Mueang Nakhon Pathom District and Salaya District	 Music	<ol style="list-style-type: none"> 1. Fusion music and international music 2. Folk music, such as 'Lam Tat' Thai-style antiphonal singing, dance-drama, as well as Luk Thung artists and Thai musical instrument makers of Nakhon Pathom; 3. Nationally recognized music college, festivals, and activities; 4. Important attractions of the province in the district, such as Phra Pathom Chedi, Sanam Chandra Palace, Phutthamonthon. 	<ol style="list-style-type: none"> 1. Availability of a music educational institution in the district with clear goals and a mission to drive the project; 2. Close proximity to Bangkok, as well as convenient access to and transportation within the district; 3. Commercial zones concentrated right at the heart of the city and in walkable distances; 4. Areas around Phra Pathom Chedi as a venue for main music activities of the province; 5. Availability of a clear working group with its members from across various sectors that can drive forward the development of the district and province. 	<ol style="list-style-type: none"> 1. Present itself as a city of music festivals, continuously holding annual music events under the name of the province throughout the districts and showing its identity in terms of musical diversity, encompassing various genres of music; 2. Establish itself as a city of all kinds of music in Thailand, ranging from traditional music to fusion music and international music; 3. Replan and improve the urban landscape as well as systematically allocate space for optimum usage of the available space to make the district's environment conducive to fostering creativity.
 12 Rayong Rayong Old Town District	 Design  Gastronomy  Music	<ol style="list-style-type: none"> 1. Local architecture and preserved British-colonial / Sino-Portuguese architectural objects; 2. Yomchinda Road as the first road in Rayong; 3. Local delicacies made with ingredients from the sea; 4. Folk music based on poetry by Sunthorn Phu. 	<ol style="list-style-type: none"> 1. Availability of physical assets and complete urban elements suitable for the district's development; 2. Availability of collaboration between the public and civic sectors in the district's development, as well as a private organization like the Rayong Creativity Development Center (RCDC) responsible for stimulating and promoting development of the district; 4. Availability of lucrative cultural assets as well as continuous organization of activities dedicated to promoting creative industries, such as Yomchinda Walking Street. 	<ol style="list-style-type: none"> 1. Promote and support a design thinking process in the manufacturing process in Rayong Old Town, encouraging the people to think, design, and create products within the district; 2. Provide policy and financial support as well as benefits to attract newer generations to turn to working in the creative industries all the while creating new working positions for them to fill; 3. Develop physical infrastructures that promote a positive environment conducive to improving quality of life and running businesses in the district.
 13 Nakhon Si Thammarat Tha Mon - Tha Wang District	 Design  Crafts & Folk Art  Gastronomy	<ol style="list-style-type: none"> 1. 'Mang Khut Cut' crispy fresh-cut mangosteen; 2. Nakhon nielloware; 3. 'Hang-Oun' materials (originally used for making 'Hang-Oun' fish traps attached to the end of trawls); 4. Festivals and cultures related to sacred beings and beliefs. 	<ol style="list-style-type: none"> 1. Status as a historic shopping district and the then hub connecting the West and the East; 2. Availability of policies pertaining to the preservation of historic architectures and prominent cultures in the district; 3. Availability of physical landscape conducive to walking given the district being laid out in a grid plan consisting of small blocks and alleyways within each block that are connected to each other; 4. Availability of various annual festivals of the city being held in the district, such as the Chinese New Year, The Awakening of Yak Mueang Khon. 	<ol style="list-style-type: none"> 1. Present to the public the district's history and cultural assets from an interesting perspective and with easy-to-understand manner to make the local people realize their importance or values; 2. Promote the district into a creative district through the collaboration between various sectors in various areas; 3. Promote understanding among the local people and those dedicated to driving the district, given there being a lack of understanding regarding the benefits of the creative economy or driving the district into a creative district.
 14 Songkhla Songkhla Old Town District	 Design  Visual Arts  Gastronomy	<ol style="list-style-type: none"> 1. Authentic Thai, Sino-Thai, Sino-European architecture; 2. Delicacies prepared with raw ingredients from the sea as well as fishermen's local wisdom, such as 'Kaphong Sam Nam' three-water sea bass, 'Khai Khrop' double duck egg yolks steamed in a cut-into-half egg shell; 3. Koh Yor tiles and woven cloths; 4. Traditional Chinese, Thai, Muslim delicacies and desserts. 	<ol style="list-style-type: none"> 1. Status of a historic city adjacent to seas and with uniquely magnificent landscape; 2. District of a compact size conducive to walking; 3. Way of life staying true to the name 'Living Heritage', which people in the district cherish and are proud of; 4. Availability of a complete creative ecosystem and an inspirational environment; 5. Continuous organization of creative activities by local creative people in the district; 6. Availability of a working group with clear goals that has been continuously driving the district's development. 	<ol style="list-style-type: none"> 1. Develop new easy-to-understand, newer generation-oriented presentation media for various movements to drive the district; 2. Increase the time spent in the district by tourists through using creative works, given its limit in accommodating a large number of tourists due to its size; 3. Promote the development of the potential of people in the district in further developing their businesses and traditional skills using creativity in more diverse ways.
 15 Pattani A-Rom-Dee District	 Design  Gastronomy	<ol style="list-style-type: none"> 1. Ancient architecture; 2. Location along the Pattani river; 3. Thai-Chinese-Islamic multicultural society. 	<ol style="list-style-type: none"> 1. Availability of various ancient architectural objects from various eras, which reflects the evolution of the district; 2. Symbiosis between traditional and contemporary businesses; 3. Coexistence of people of different cultures (Thai, Chinese, and Muslim) and ages; 4. Location right at the center of the city adjacent to the Pattani River connecting to the estuary to the Gulf of Thailand; 5. Availability of a whole host of creative people and venues for creative activities; 6. District of a compact, walkable size; 7. Availability of art and cultural learning centers. 	<ol style="list-style-type: none"> 1. Drive the district into a tourist destination of people, both inside and outside the province alike, through the construction and improvement of footpaths and riverside walkways and the development of riverside public spaces; 2. Collect and record the history of the district and disseminate collected historical stories in various formats to communicate with the general public; 3. Require people dedicated to driving the district to jointly determine the direction of the district's development.



01 Chiangrai

Naiwieng District



Chiang Rai has undergone a continuous significant transformation over its more-than-700-year history: from an important historical site of the Lanna Kingdom to a secondary city generating the most values from tourism businesses in the country. The province takes pride in **Naiwieng District**, a district powered by a multicultural symbiosis between ethnic groups residing on Thanalai Road, the main road running through its heart, which has been being its vital commercial zone since the past till now. Having been granted tourism promotion as well as a development plan, Chiang Rai is to be developed into a creative city for sustainable development incorporating arts as a tool to connect the city with its people and, in turn, drive it to become a creative district prototype.



Criteria



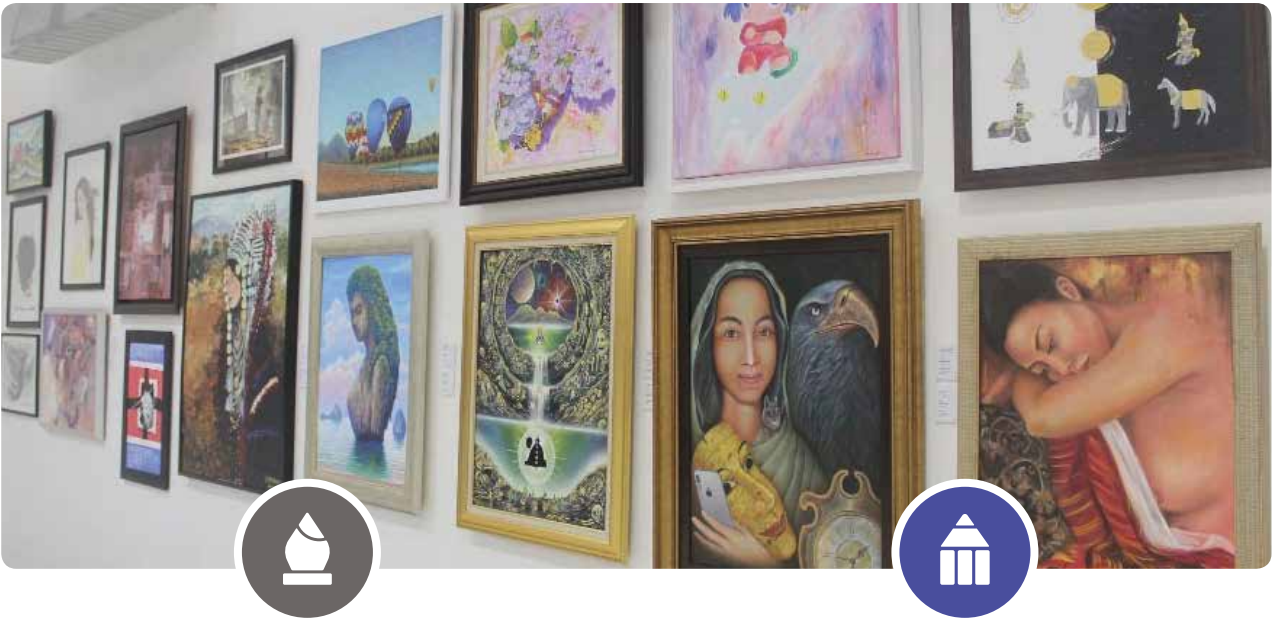
Stakeholders

- Government Sector**
 - Central Administrative Agencies
 - Chiang Rai Municipality
 - Other Agencies
 - Chiang Rai Provincial Cultural Office
 - Chiang Rai Provincial Tourism and Sports Office
 - Ministry of Culture
 - Chiang Rai Office of Contemporary Art and Culture
 - Chiang Rai Provincial Electricity Authority
 - Chiang Rai Provincial Public Works and Town & Country Planning
 - Chiang Rai Provincial Electricity Authority
- Educational Sector**
 - Chiang Rai Rajabhat University
 - Mae Fah Luang University
 - Chiang Rai Vocational College
 - Samakkhi Witthayakhom School

- Commercial Colleges
 - Chiang Rai Technical College
 - Damrongrat Songkhro School
 - Putthiwong Wittaya School
- Civic Sector**
 - San Khong Community, Rong Suea Ten Community
 - Pa Daeng Community
 - The Verge Community
- Private Sector**
 - Telephone Organization of Thailand (TOT) Public Co., Ltd
 - Singha Corporation Co., Ltd
- Creative Sector**
 - Art Bridge Association
 - Local Artist and Artisan Network

The Role of The District and Creative Works

The sustainable development of Naiwieng district is carried out in tandem with the preservation of Lanna arts and cultures, with the focus being placed on human resource incubation and development mainly for improving the quality of life of the people in the community and reducing social disparities, which will result in the equitable income distribution to all sectors and the establishment of a robust network in the development of creative cities through the use of arts as a tool to connect the city with its people.



Visual Art

The district’s major landmark is Buddha Silpa Clock Tower towering over a street teeming with street furniture pieces, such as road sign and illumination art, a Buddhist art work designed by Ajarn Chalermchai Kositpipat with the aim of showing the use of arts to create a distinctive identity for an area. In the district, there is a variety of outstanding visual art works as well as related projects and activities, most notably “Khua Silpa” Art Bridge art space and Chiangrai Terminal of Art where the landscape around the bus terminal is to be reimagined through the use of signages and public displays of art works for it to be the first terminal of art in Thailand.

Design

Given its being steeped in historic buildings with the indigenous architecture, the district set up an area for designers or creators to allow for their joining forces in preserving the important evidence for studying the history of the city and promoting learning about its cultures and traditions from that period, so that newer generations are aware of their values and willing to inherit them.

SWOT Analysis

- Availability of the existing cultural capitals and artistic assets;
- Availability of the largest number of artists in Thailand (approximately 7,000 people);
- Availability of a robust network with strong leadership that is “Khua Silpa” Art Bridge Group that holds Chiang Rai Festivals;
- Availability of good physical landscape, be it footpath or green space, as well as a safe environment suitable for living.

Strenght

S

W
Weakness

Threats

T

O
Opportunities

- Annual air pollution and smog problems;
- Lack of knowledge regarding the district's identity among its people (according to a survey conducted with the people in the district).

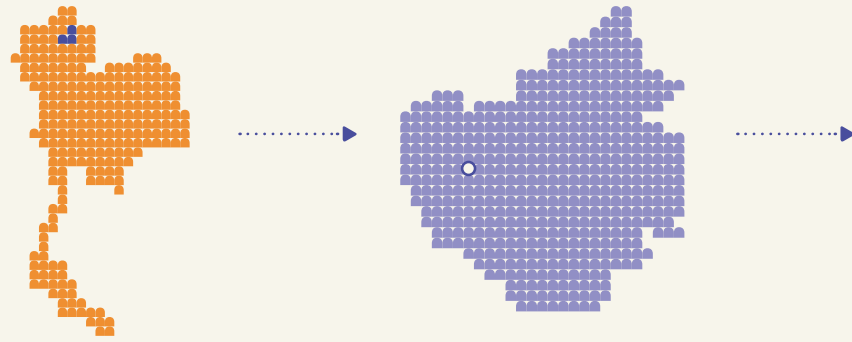
- Lack of connection between relevant agencies and local artists, as well as a lack of cooperation and exchange of knowledge and skills between relevant agencies;
- Lack of a variety of independent funding sources, which leads to the district and province having to wait for annual budgets from the government, and, in turn, the development projects being delayed;
- Lack of connectivity between the Old Town and the downtown.
- Lack of channels, both offline and online, for local artists to present and distribute their works at the district and province level;
- Availability of few local creative entrepreneurs in visual arts.

- Availability of policy support as well as a development plan and budget from the Ministry of Culture to promote the district as an art city;
- Status as a secondary tourist destination with the highest revenue generated from tourism and an increasing number of tourists every year.

Suggestions and Future Potential of the District



- 1 Organize projects to improve and develop the landscape of the district**, starting from areas around Singhakhlai road, which currently are covered with large trees, into creativity-conducive one, with the aim of facilitating the development of a western urban district brimming with pedestrian and green areas that attracts people to walk through its historic architectural objects, which will, in turn, drive the district into a creative hub of the district;
- 2 Create a venue for organizing permanent or rotating exhibitions of art works** within the district to be a space for exchange and development for creative people, establish a museum to be a learning center for those interested in the history of the old town, as well as organize activities to promote the preservation and inheritance of its traditions, cultures and local wisdom to preserve its cultural heritage;
- 3 Develop a distribution center for creative works** to generate income for their creators as well as distribute revenue to all communities within the district;
- 4 Renovate and remodel ancient architectural objects and abandoned venues** to make the most of their space; for example, for setting up a gallery, a coffee shop, or a hostel.



02

Payao

Rabiang Kwan District



Dubbed as a *Cradle of Life* given its being steeped in nature, from waterfall to sea of fog, Phayao is a province in the North characterized by its large lake or “Kwan”. The creative district prototype for the province, therefore, must be none other than **Rabiang Kwan District** renowned for its philosophy of self-sufficient lifestyle with the focus being placed on innovative living with nature. Considering its being widely known and valued for its identity as a Lake City, a city on the banks of a lake, where people in nearby districts frequent for indulging in its spectacular views and exercising in nature, suffice it to say Rabiang Kwan is suitable not only for living, but also for working.



Criteria



Stakeholders



Government Sector

- Central Administrative Agencies
 - Phayao Provincial Office
 - Phayao Municipality, Mueang Phayao District, Chiang Kham District
- Other Agencies
 - Phayao Provincial Administrative Office
 - Phayao Provincial Public Works and Town & Country Planning Office
 - Phayao Tourism and Sports Office
 - Phayao Provincial Sports Authority of Thailand
 - Phayao Provincial Cultural Office
 - Phayao Provincial Office of Buddhism
 - Phayao Provincial Community Development Office
 - Phayao Provincial Local Administration Office
 - Phayao Provincial Administration Organization



Educational Sector

- Faculty of Architecture and Fine Arts, Phayao University



Civic Sector

- Communities in Phayao Municipality



Private Sector

- Phayao Chamber of Commerce
- The Federation of Thai Industries Phayao
- Tourism Council of Thailand Phayao
- Phayao Provincial Cultural Council
- Youth Entrepreneur Chamber of Commerce (YEC)
- Pracharath Raksamakee Social Enterprise (Thailand) Co., Ltd



Creative Sector

- Nithan Baantonmai
- Lake Land Cafe & Store
- Pye Space
- Coffee id456
- Made by Hud

The Role of The District and Creative Works

Rabiang Kwan district serves as a center of development in all aspects, be it social, cultural, commercial, or tourism. Being a creative district prototype will enable Phayao to attract public and private sectors to invest in or choose it to be a venue for various activities, hence Rabiang Kwan being the starting point in creating a distinctive unique selling point for the province by presenting the existing capitals so that they become more internationally recognized and, in turn, become a channel for the local communities to generate income and build financial stability.



Photo credit: www.museumthailand.com

“Nawatwithi”

Innovative Living with Nature

The development concept of Phayao attaches great importance to its being a Cradle of Life. Its people leading a close-to-nature lifestyle, creating added values to locally available assets, such as handicraft and cuisine, and having physical activities, such as running and cycling around the lake, indicates that Rabiang Kwan district, given its having a variety of creative lifestyle activities, is a district with the potential to improve the people's quality of life and further the philosophy of self-sufficient lifestyle, hence its being developed into a Learning City.

Crafts & Folk Art

Rabiang Kwan takes pride in having local handicrafts that are connected to the people's way of life, most notably water hyacinth and bamboo handwoven basketwork brought about by local innovators' further development of local materials into products. The district has enough potential to serve as a place where an OTOP exhibition center is established given there being Pye Space, a creative venue for exhibiting works by artists and designers drawing inspiration from the community.

Gastronomy

A source of food is one with people's way of life in the Phayao Old Town. The fertility of the district and town contributes to their availability of delicacies in abundance. There are 17 fishing communities and a fishing learning center at Kwan Phayao renowned for tilapia and orchestia agilis (small shrimp); markets selling delicacies processed from local ingredients, such as “Pla Som” sour fish; restaurants serving delicacies and desserts prepared using local ingredients and incorporating food science, such as mango chutney, “Makieng” java plum ice cream, and foxtail palm in syrup; as well as areas allocated for growing vegetables as well.

SWOT Analysis

- Availability of cooperations between various agencies in each and across sectors in the form of various projects and activities with the aim of driving the community;
- Availability of distinctive cultural assets, such as water hyacinth and bamboo handwoven basketwork by Chawawad, delicacies prepared using locally available ingredients, both natural like vegetables and fruits and processed like “Pla Som” sour fish, just to name a few;
- Status as a city with a good quality of life and plenty of areas for outdoor activities along the lake;
- Status as a district that serves as a source of materials, and manufactures products for other provinces.

Strenght

S

Threats

T

- Some people in the district having not realized the values of the further development of raw materials into products, and regarding it not worthwhile to make handicraft considering the time spent and money gained;
- Low wages and living expenses leading to people in the district taking orders from other provinces to manufacture products for them, as opposed to marketing or further developing products, which results in there not being products unique to the district;
- Lack of connection between new-generation creative minds and old-generation folk philosophers, which enables them to join forces in inheriting and further developing value-added products.

- Lack of efficient coordination among various agencies that allows for better idea exchange between public, private, and civic sectors;
- Lack of a variety of creative businesses and activities, which makes the district renovation and revitalization take more time to make it interesting and attract more people to the district;
- Newer generations moving to work in other provinces due to there being no creative jobs for them to take on in the district;
- Lack of a public transportation system within the district, which requires residents and tourists travel by private cars, bicycles, or foot.

W
WeaknessO
Opportunities

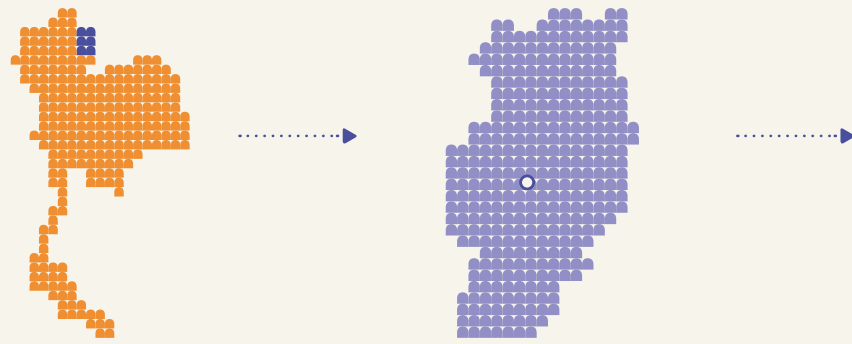
- Ongoing development of the district into a Lake City for people to experience Nawatwithi close-to-nature innovative living, characterized by their people employing local wisdom in preparing delicacies and making handicrafts adapting locally available raw materials and ingredients, as well as leading an outdoor lifestyle exploring shops and communities in the district;
- The district's potential to further develop the philosophy of self-sufficient lifestyle (similar to Scandinavian philosophies like Hookah or Lagom), and offer a unique lifestyle;
- Availability of community tourism promotion in tandem with the further development of local wisdom and handicraft, which aims to make the district attractive for walking and communicate its stories through exploring routes.

Suggestions and Future Potential of the District



Photo credit: Lakeland LIFE

- 1 Build the brand and image of the district as a Lake City** steeped in life philosophy with superior quality of life and creative activities, emulating Hookah philosophy of life prevalent in Scandinavian countries, through the joint creation and promotion of intangible cultural assets with local creative people into more tangible ones, as well as the promotion of mutual understanding among working groups in selecting, developing, and promoting the tangible assets that are in line with the defined vision;
- 2 Encourage the public and private sectors to join forces** through the organization of activities local people can participate in and benefit from, as well as all stakeholders to achieve clear shared visions both before and during the actual development;
- 3 Promote convenient transportation** with the focus being placed on making the district a Lake City with superior quality of life; for example, making bicycle lanes around the lake and within the district, installing road signs for facilitating people in exploring recommended places and alleyways in the district;
- 4 Incorporate more creative activities into local people's daily life** through various projects, most notably Creative Culture Route where spaces in alleyways in the district are transformed into strolling areas revolving around themes, such as Flower Alleyway, which allows the people to take pictures and find all flowers on the route, and Central Kitchen where the people are allowed to collect home-grown vegetables for consumption;
- 5 Further develop the district's strengths in terms of innovative living with nature** to bring about local tourism and, in turn, business opportunities, in particular Art-in-Residence, which connects local people, tourists, and the university, allowing its students to use their creativity to further develop products of the people and pass on knowledge to the tourists.



03

Nan

Old Town District



"I want Nan to keep its culture the way it is," said Her Royal Highness Princess Maha Chakri Sirindhorn to the people of Nan Province, which reflects the readiness of the province, given there being a variety of important historical and cultural tourist attractions, religious sites such as Wat Phumin, Wat Hua Khuang, Nan National Museum, as well as economic zones such as Khuang Muaeng Nan Walking Street. Nan, therefore, presents **Nan Old Town District** as the district to be developed into a creative district with physical integrity and spatial significance as an economic center of the province, combining the three zones of the city, which not only is an ancient and important commercial district, but also is a distribution hub of consumer products including four requisites and creative products from all over the province.



Criteria



Stakeholders



Government Sector

- Central Administrative Agencies
 - Nan Provincial Office
 - Designated Areas for Sustainable Tourism Administration Organization (Public Organization)
 - Nan Provincial Commercial Office
 - Nan Provincial Industrial Office
 - Nan Provincial Community Development Office
 - Nan Provincial Public Works and Town & Country Planning Office
- Other Agencies
 - Nan Municipality
 - Office of Special Area 6



Educational Sector

- Rajamangala University of Technology Lanna Nan



Civic Sector

- Kad Ban Kao Hua - Wiang Tai Working Group
- Kad Ban Kong Noi Pracharath Working Group



Private Sector

- Print Media Limited Partnership
- Risasinee Group Co., Ltd.



Creative Sector

- "Tua Muaeng" Lanna Calligraphy Scholar
- Hua Wiang Tai Trader Group
- Bo Suak Textile Community Enterprise Group
- Bo Suak Tourism Promotion Club
- Nan Provincial Silverware Cluster
- Nan Provincial Woven Fabrics Cluster

The Role of The District and Creative Works

Located right at the heart of the province, which makes it convenient to access it, Nan Old Town Creative District is a district that harmoniously combines a modern city area and an ancient city area, with Nan River flowing right through the heart of the district, which makes it a space for people, both inside and outside the district alike, to organize various activities.



Photo credit: Facebook page Thongnoi Handicraft

Fashion

Nan Old Town Creative District is a district with a commercial area located right at the heart of the district. Lined up along both sides of Sumon Thewarat road are shops selling local woven fabrics, both modern and traditional alike, which makes the fashion industry the most prominent in the district; under the Nan Provincial Woven Fabrics Development project, there are activities organized with the aim of developing Nan fabrics into those that meet the requirements of creative industries, and, besides that, there are Nan Provincial Silverware Cluster and Nan Provincial Woven Fabrics Cluster that have participated in the Nan Silver & Textiles Festival.

Crafts & Folk Art

Nan's handicraft and folk arts are prevalent in its various villages through the integration of community enterprises and handicraft groups. Despite not being a district that produces handicrafts or folk artworks, Nan Old Town Creative District serves as an important distribution hub of the province. Besides, there is a variety of activities co-organized by government and community agencies to develop the creative tourism, as well as the integration of various artisanal groups of newer-generation skilled artisans.

Gastronomy

Nan is unique in its local cuisine that uses locally available ingredients and seasonings for cooking, such as "Makhwaen" Sichuan pepper used as an ingredient in many dishes, which results in a unique identity of Nan delicacies and desserts; for example, Makhwaen fried chicken and "Kanom Pia" moon cake that are available in abundance right at Nan Old Town Creative District.

SWOT Analysis

- Availability of important historical and cultural attractions of the province in the district;
- Continuous organization of activities for promoting creative industries in the district from the past to the present, such as Kad Kong Noi Walking Street;
- Integration of working groups in the district to continuously drive its development;
- Status as a distribution hub of products from creative industries to all areas in the province.

Strenght

S

- Lack of the upstream business chain;
- Inadequate public transportation system;
- Overlapping jurisdiction between many authorities, hence every project requiring approval from various responsible authorities at different stages of development;
- Lack of clear integration of entrepreneurs.

W
Weakness

- Inadequate parking facilities in roads in the district due to a regular, large amount of cars traveling;
- Economic dependence on tourism of some areas of the district;
- Lack of newer generations to take over the running of the creative industries from older generations;
- Smog from forest burning in the North.

Threats

T

O
Opportunities

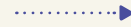
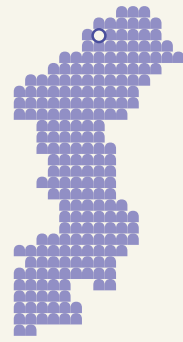
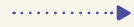
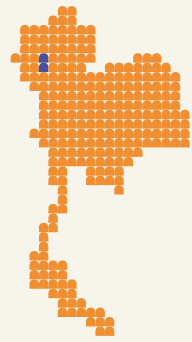
- Location in an area with the readiness to be accepted to the UNESCO Creative City Network;
- Ongoing development of the area within the district into a Smart Cities by Nan Municipality;
- Status as a special area for sustainable tourism development (Nan Old Town) of the Office of Special Area 6

Suggestions and Future Potential of the District



Photo credit: JANGTRAKUL

- 1 Promote knowledge necessary for further development of creative industries in the district** to create a design thinking process which involves thinking, designing, and creating the creative industries that meet the needs of modern people, which allows for easier access to the creative industries and create sustainability in their manufacturing process in the future.
- 2 Provide policy and financial support** to attract newer generations to turn to working and/or succeeding older generations working in the creative industries of the district, all the while creating new working positions for them to fill;
- 3 Establish a robust social network** capable of supporting the development in all areas through the collaboration between all stakeholders in all areas in the community, given the district being ready and trusted, and having amicable relationships with stakeholders from all sectors;
- 4 Promote to raise public awareness of the creative district** through the creation of Nan Old Town Creative Network with the participation from people both inside and outside the district, as well as a network membership system for the people to become a member the benefit of receiving news regarding the district and various benefits from activities creative industries both inside and outside the district support;



04

Lamphun

Old Town District in Moat



Dubbed as the Lanna Charm of the North, Lamphun, once familiarly known as Hariphunchai, is a province with a more-than-1,300-year history and steeped in historical stories scattered in every corner of the province. It takes pride in being an area whereon numerous old towns were built, having ancient architectural objects and preservation areas, such as Khuang Phan Pee Cultural Festival or Lamphun Community Museum, and among which **Lamphun Old Town District** has been selected as a creative district prototype, given there being the conservation development aiming to turn the district into a Knowledge Hub and Creative Center that allows older and newer generations to share and exchange stories of the city, with an area right at its heart allocated to be developed into a public space where famous provincial festivals are held.



Criteria



Stakeholders



Government Sector

- Central Administrative Agencies
 - Lamphun Provincial Office
 - Lamphun Provincial Administrative Organization
 - Lamphun Municipality
 - Mueang Lamphun District
- Other Agencies
 - Lamphun Provincial Cultural Office
 - Lamphun Tourism and Sports Office
 - Lamphun Provincial Office for Natural Resources and Environment
 - Lamphun Provincial Office of Public Works and Town & Country Planning
 - Lamphun Provincial Office of Buddhism
 - TCDC Chiang Mai
 - Hariphunchai National Museum
 - Lamphun Provincial Electricity Authority
 - Telephone Organization of Thailand (TOT) Lamphun
 - Lamphun Provincial Waterworks Authority

- Faculty of Architecture, Chiang Mai University
- Rajamangala University of Technology Lanna
- Mae Jo University



Civic Sector

- Lamphun New Gen Group
- Greenie Inthayongyot Group
- Youth from Four Universities
- 17 Communities
- The Lamphun Old House Club
- Lamphun Artists
- Mickey Mouse House



Private Sector

- C Asean Lanna
- Thai Beverage (Public) Co., Ltd
- Sahapat Pibul (Public) Co., Ltd
- ERE Design and Development Co., Ltd
- Temple House Co., Ltd
- Lamphun OTOP trading Co., Ltd
- Chuanlong Ceramics



Educational Sector

- Lamphun Technical College
- Chakkamkanatorn School
- Suanboonyopatham Lamphun School
- Methee Wuttikorn School
- Chiang Mai University, Hariphunchai Campus

The Role of The District and Creative Works

A creative district prototype developed with the aim of improving the people's quality of life in many dimensions, Lamphun Old Town has a clear vision of being a creative district that supports activities held in line with the provincial vision all the while still maintaining the charm of the town as well as its cultural stories and authentic slow-life experience.



Photo credit: www.lamphun.go.th

Design

Design, be it product design, architectural preservation design, lifestyle-based space design, or footpath landscape design, that builds on local wisdom and skills creates added values to businesses, communities, and cities, and makes them livelier. In this regard, Lamphun Old Town incorporates design into the urban conservation development with the focus being placed on making the district suitable for the original way of life of people of all ages, adding green space to make the district attractive for walking, and, ultimately, driving the district into a Knowledge Hub and Creative Center that allows older and newer generations to share and exchange stories of the city.

Crafts & Folk Art

Renowned handicrafts include, but not limited to, brocade silk and cotton fabric meticulously woven using traditional weaving skills enhanced by technologies and innovations. The fabrics are worn in traditional festivals such as Salak Yom Merit Making Festival and Khom San Duang Lantern Festival, including handicrafts of all 17 communities that are connected to the creative activities organized by newer-generation creative minds.

Gastronomy

Despite its Lanna delicacies sharing similarities with those of other provinces in the North, Lamphun still stands out for its wild foods and organic agricultural products at affordable prices. There is an abundance of both dishes conceived incorporating ingredients locally available at different times and connected to their local beliefs, and those conceived drawing inspiration from traditional cultures yet with contemporary creative twists with the aim of driving the district into the Kitchen of Lanna by making seasonal food calendars that give a rich glimpse into a story of each delicacy.

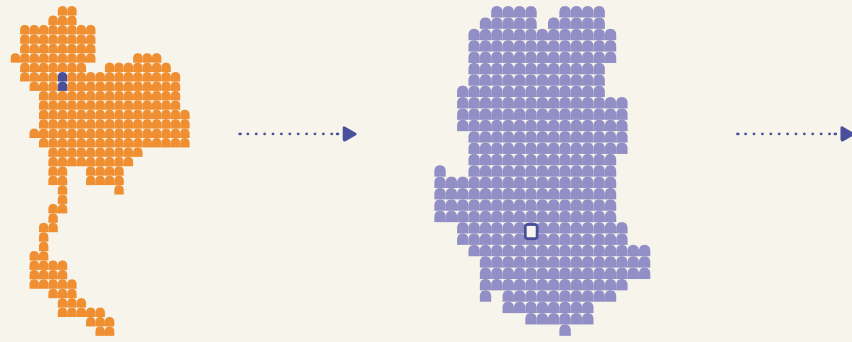
SWOT Analysis



Suggestions and Future Potential of the District



- 1 **Develop the district's branding** with the aim of making people perceive Lamphun as a Refined City, a small town with refinement, and present its uniqueness through handicrafts, such as brocade fabrics that are woven with expertise and experience to achieve meticulous patterns and details;
- 2 **Connect older-generation folk philosophers** with knowledge regarding the district's history with newer-generation creative minds with a desire to organize creative activities to form a mutually supportive network that allows for organizing the activities to tell stories of the district, as well as inherit and further develop local wisdom;
- 3 **Develop the district to one worth walking around** by improving the quality of footpaths, increasing green spaces with local plants, and encouraging people to travel by tricycles, trams or bicycle, which enables them to conveniently access various alleyways;
- 4 **Promote research and development** that enable the further development of skills and the creation of added values to products made using local wisdom and refined skills combined with state-of-the-art innovations;
- 5 **Organize activities in ancient architectural objects** in the district combining historical narratives about the district with creative activities, such as exhibitions or displays of works of older-generation artists alternating with newer-generation artists.











05

Sukhothai

Sukhothai Old Town District



Being the first capital city of Siam is the main reason why Sukhothai, a World Heritage City, has been steeped not only in history, but also in tradition and culture, most notably Gin See Thuay tradition that has been passed down over generations and practiced during wedding ceremonies: a set of four cups of sweets served up to offer tasty and refreshing treats to the guests arriving exhausted from a long trip, while each with a meaningful auspicious symbolism to the young couple, and its local way of life is inextricably intertwined with arts, be it celadon ware, stucco sculpture, fabric weaving, or cuisine. Brimming with the creativity-conducive environment and green space, Sukhothai, therefore, is classified as a secondary tourist destination worth visiting in the country, with **Sukhothai Old Town District** being selected as a creative district prototype.

-  **Creative Venue**
-  **Temple**
1. Wat Traphang Ngern
 2. Wat Sa Si
 3. Wat Si Sawai
 4. Wat Mahathat
 5. Wat Chana Songkhram
 6. Wat Sorasak
 7. Wat Kaphaeng Laeng
 8. Wat Mai
 9. Wat Traphang Thong
-  **Government Building / Museum**
10. Ramkhamhaeng National Museum
-  **Traditional Store / Business**
11. Ram Yai Community Teak Cooperative
 12. Pah Auon Sukhothai Silverware
 13. Suthep Porcelain
 14. Na Sukhothai Wood Carving,
 15. Usa Porcelain
 16. Boar Ceramic
 17. Bua Sukhothai Porcelain
 18. Old Town Porcelain Making Group
 19. Baan Nok Koom Woodcarving Handicraft Learning Center
 20. Poi Luang Silverware
-  **Green Space / Public Space**
21. Royal Monument of King Ramkhamhaeng the Great
-  **Main Route**
-  **Creative District Boundary**
-  100 m



Criteria

 Goal/ Vision/ Plan/ Action plan <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	 Space/ infrastructure to support skills and employment <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
 Financial Mechanism <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	 Public/ creative space <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
 Collaboration <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	 Affordable live/work space <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
 Mobility and public facilities <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	 Creative cluster <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
 Business enhancement <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	 Cultural assets and cultural preservation <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5
 Cultural institution <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	

Stakeholders



Government Sector

- Central Administrative Agencies
 - Sukhothai Provincial Administrative Organization
 - Mueang Kao Subdistrict Municipality
 - Sukhothai Provincial Industry Office
- Other Agencies
 - Sukhothai-Si Satchanalai-Kamphaeng Phet Historical Parks Special Area Office, DASTA 4 under Designated Areas for Sustainable Tourism Administration (Public Organization)
 - Ramkhamhaeng National Museum
 - Sukhothai Historical Park



Educational Sector

- Naresuan University



Civic Sector

- Mueang Kao Community Tourism Promotion Club
- Kok Mai Tha Chai Tourism Promotion Club



Private Sector

- Sukhothai Pattana Muang Co., Ltd
- Tourism Council of Thailand Sukhothai



Creative Sector

- Kanecha Gallery
- Baan Makhwid
- Si Satchanalai Goldsmith Group

The Role of The District and Creative Works

As the province's main tourist attraction that enjoys convenient access from the downtown, Sukhothai Old Town is selected as a creative district prototype to play a major role in promoting and collecting, revitalizing and developing its handicraft and folk arts by employing creativity and innovation, with the aim of expanding opportunities, not only in terms of further developing local handicraft products, but also in terms of generating from tourism revenue for the city and province and income for handicraft and folk arts creator as well as cultural entrepreneurs in the district, and, ultimately, creating an economic driving engine rooted in the grassroots level.



Photo credit: www.museumthailand.com

Crafts & Folk Art

Sukhothai is a city with a variety of handicrafts throughout many areas of which the handicraft industries are prevalent, inextricably intertwined with every fiber of its local way of life, with celadon ware craftsmanship being the most prominent one of Sukhothai Old Town, the district selected to be driven into a creative district. Sukhothai celadon ware is manufactured in both traditional and modern style using traditional methods of molding, painting, and glaze-coating as in the past. Besides, there are activities for tourists to learn about forms and patterns of celadon ware and try molding, painting, and coating under the guidance of experts, as well as entrepreneurs who further develop celadon ware into products, such as plate, bowl, cup, and drip set.

SWOT Analysis

- Close proximity to the “Mueang Mai” modern town, the commercial district of the city;
- Availability of an in-sync and well-oiled working group which has been joining forces since 2019 when Sukhothai applied for joining the UNESCO Creative Cities Network;
- Availability of a whole host of handicraft artisans as well as a variety of handicrafts in the district.

Strenght

S

Threats

T

- Urban shrinkage due to no new working positions for newer generations to fill and contribute to urban development given the city's economy having its foundation in agriculture;
- Lack of a shared vision for the districts' development among stakeholders due to some of them having conservative opinions and being cooperative only when the development of the district lead to their version of Sukhothai;
- Incubation centers mainly dealing with tourism, which leads to a lack of a plan for the development of skills of local artisans.

- Lack of enthusiasm among creative personnel in joining hands in creative district development projects;
- Sukhothai Historical Park being an archaeological site that is not much interactive with people;
- Areas within Sukhothai Historical Park being unavailable for sales, which leads to the difficulty for newer generations to settle down in the areas;
- Lack of clear division of duties and responsibilities among agencies responsible for driving the district;

W
WeaknessO
Opportunities

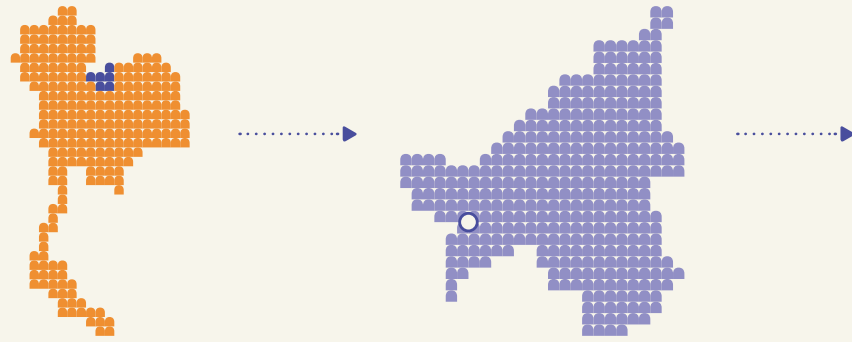
- Availability of the existing cultural assets with great potential for the development and revitalization of the district and its economy when coupled with clear development goals and walking connectivity within the district and city;
- Availability of examples of private individuals that have turned their own space into a local incubation center;
- Sukhothai Historical Park being well known among the public and having great potential for further development of public relations.

Suggestions and Future Potential of the District



Photo credit: Facebook page Sukhothai Art Craft & Beyond

- 1 Educate handicraft artisans through the provision of necessary knowledge and training** with the focus being placed on fostering creativity to be in turn used in the further development of local handicraft into products to meet the needs of newer-generation consumer groups, given a lack of the further development of local handicraft into products due to the manufacturers holding on to the traditional practice as well as a lack of understanding on how to employ creativity to further develop works;
- 2 Provide policy and financial support to attract newer generations to turn to working in the creative industries** of the district, all the while creating new working positions for them to fill, given the province facing urban shrinkage and population decline due to lower birth rate, aging population, and emigration of newer generations;
- 3 Develop personnel of the stakeholders on how to sustainably drive the district into a creative district** through the development and organization of various programs, be it craftsmanship development program, creativity and product development program, as well as the education and training of handicraft artisans, given there being a lot more to driving a district into a creative district than mere tourism development.



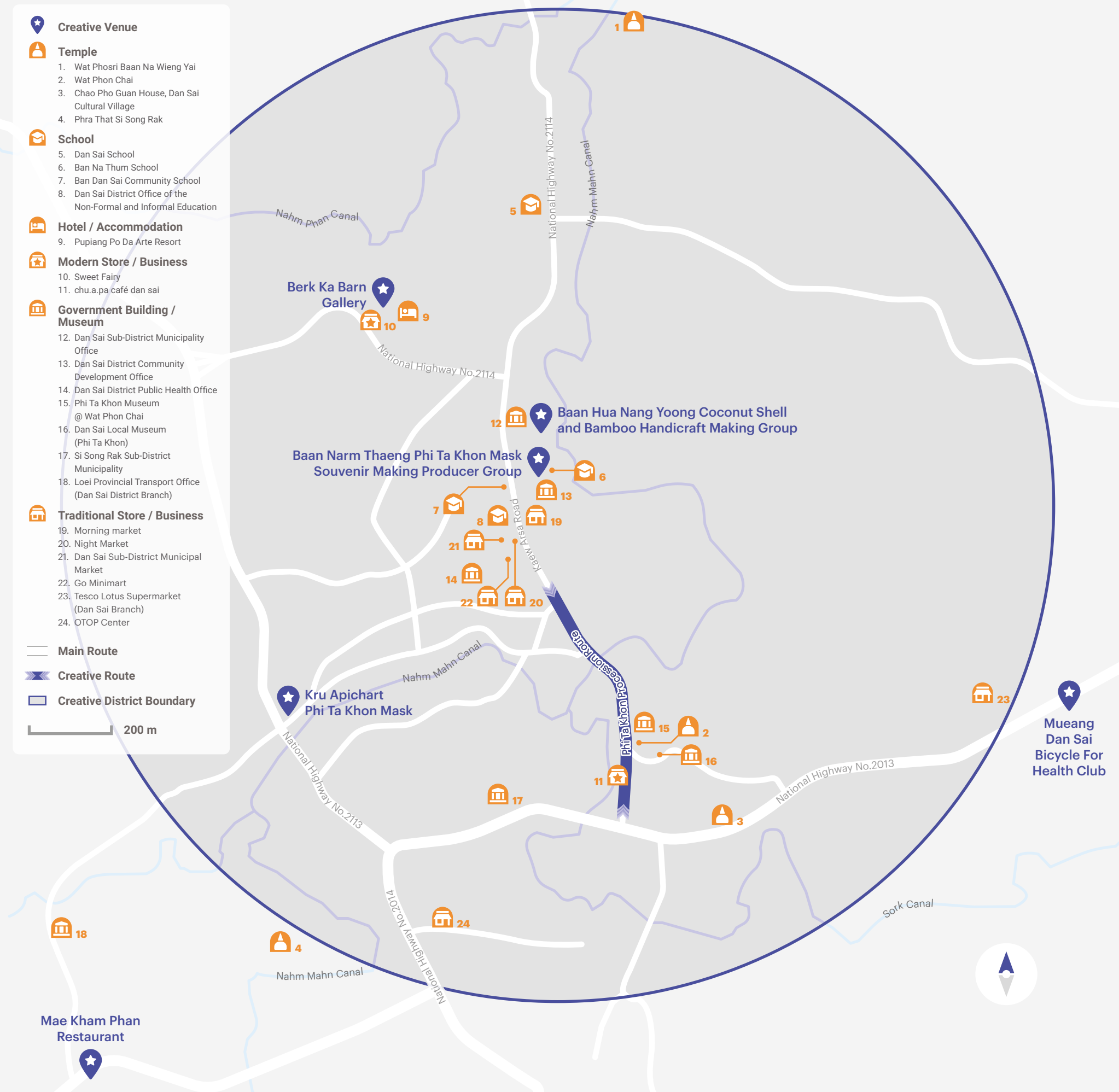
06

Loei

Ban Dern - Ban Dan Sai District



A province most renowned for a world-famous folk play called *Phi Ta Khon*, which serves as its major selling point, Loei is located on a plateau surrounded by mountain ranges. With its cool climate and tradition that has been practiced for a long time, the province has been proposed as the cultural center of the Northeast, and designated by the Tourism Authority of Thailand (TAT) as one of the nine cities with tourism potential, with **Ban Dern - Ban Dan Sai District** being considered important areas of the province due to their being steeped in not only traditions, most notably Boon Luang Merit Festival generally referred to as Phi Ta Khon Mask Festival, but also historical and religious sites, in particular Phra That Si Song Rak temple, and economic zones contributing to generating income for local communities, most prominently provincial agricultural zones.



Criteria

<div><div></div><div>Goal/ Vision/ Plan/ Action plan</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div><div></div><div>Space/ infrastructure to support skills and employment</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
<div><div></div><div>Financial Mechanism</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div><div></div><div>Public/ creative space</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
<div><div></div><div>Collaboration</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div><div></div><div>Affordable live/work space</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
<div><div></div><div>Mobility and public facilities</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div><div></div><div>Creative cluster</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
<div><div></div><div>Business enhancement</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div><div></div><div>Cultural assets and cultural preservation</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
<div><div></div><div>Cultural institution</div></div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	

Stakeholders

- | | |
|---|---|
| <div><div></div><div>Government Sector<ul style="list-style-type: none">Central Administrative Agencies<ul style="list-style-type: none">Loei City Municipality, Loei Provincial Office, Darn Sai DistrictDarn Sai Crown Prince HospitalOther Agencies<ul style="list-style-type: none">Tourism Authority of Thailand (TAT)Community Development Office</div></div> | <div><div></div><div>Civic Sector<ul style="list-style-type: none">Village and Urban Community Fund Network</div></div> |
| <div><div></div><div>Educational Sector<ul style="list-style-type: none">Loei District 3 Elementary SchoolSrisongrak Wittaya SchoolNonformal EducationLoei Rajabhat University</div></div> | <div><div></div><div>Private Sector<ul style="list-style-type: none">Pupiang Po Da Arte Resort ownerLoei Chamber of CommercePhi Ta Khon Mask Group - "Phuyai Wuth"Entrepreneur Network</div></div> <div><div></div><div>Creative Sector<ul style="list-style-type: none">Young Farmers Group</div></div> |

The Role of The District and Creative Works

A district with one of the country’s most ancient and distinctive cultural traditions and located right in the embrace of mountain ranges full of natural attractions, Ban Dern - Ban Dan Sai is an area of cultural, religious, and historical significance, given there being Phra That Si Song Rak temple and Boon Luang Merit Festival, hence its being capable of meeting the requirements of the three creative industries as follows:



Crafts & Folk Art

Given that Ban Dern - Ban Dan Sai district takes pride in having local wisdom in making Phi Ta Khon ghost mask, which is unique to the area, as well as the integration of villagers and entrepreneurs well-versed in arts and advertising media, there are plenty of opportunities for preserving the ghost mask-making tradition all the while further developing the masks into more contemporary ones in the future; for example, Kru Apichat Khamkasem changed the original materials to ceramics and started making ghost masks using Lampang ceramic making technique, with the focus being placed on durability and practicality.

Performing Arts

Ban Dern - Ban Dan Sai district drives its local economy with a secondary economic sector like tourism, more specifically a festival like Boon Luang Merit Festival or Boon Pawed Merit Festival most renowned for an annual traditional parade of people dressed like ghosts and wearing unique masks with beautiful patterns, hence a key product of the district being ghost mask made from locally sourced natural materials, such as coconut coir and bamboo sticky rice steamer, which is a local tool for cooking. This tradition thrives on the creativity of more than 500 people in various sectors to preserve and create Phi Ta Khon ghost masks.

Gastronomy

With the area being located on a potential geographic position and having unique agricultural products that make possible further development into interesting delicacies and seasonings, Ban Darn Sai drives its local economy with agriculture, with its primary income source being semi-temperate vegetable farming through the integration of agricultural groups to sell organic products, with one of the signatures being Nam Phak Sathorn seasoning water that caters to cooking creativity. This presents plenty of opportunities for supporting sustainable agricultural tourism, promoting agricultural product sales, and further developing local products and delicacies with unique flavors.

SWOT Analysis

Tangible

- Availability of food ingredients unique to the district, including sathorn vegetable;
- Availability of local handicraft wisdom, including Phi Ta Khon ghost mask-making.

Intangible

- Availability of unique traditions and folk plays, including Boon Luang Merit Festival and Phi Ta Khon Mask Parade;
- Availability of cooperation with and support from government agencies.

Strenght



Tangible

- Lack of standardization in supporting agricultural and food products;
- Lack of further development of existing assets, such as Phi Ta Khon Museum and ghost mask patterns;
- Lack of a public transportation system connecting to the district.

Intangible

- Lack of knowledge and understanding of the essence of Phi Ta Khon tradition, which restricts creativity in the development of new products;
- Lack of communication that connects between public and private sectors and homogeneity of needs among entrepreneurs in the district.



Weakness

Threats

T

- Lack of governmental policy support to promote creative activities for local people.

Opportunities

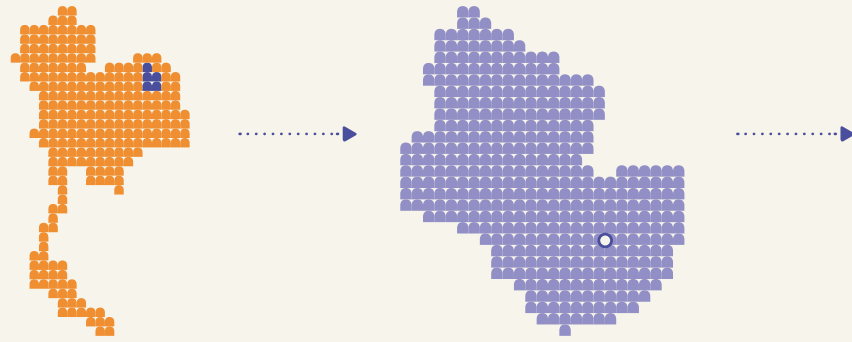


- opportunities
- Local economy being driven by tourism, more specifically Phi Ta Khon Mask Festival;
 - Availability of room for the development of value-added agricultural products;
 - Availability of room for the development of connectivity to areas in neighboring provinces.

Suggestions and Future Potential of the District



- 1 Develop and educate local government personnel in all sectors** so that they understand the creative economy development process as well as thinking and working process that will bring about new results and expand economic opportunities building on local traditions, such as Phi Ta Khon, through the organization of lifestyle learning activities in the pre-work, during, and post-work stages with the aim of significantly increasing the time spent in the district by tourists, both Thai and foreign alike, which is in line with the policy of utilizing its geographical potential and local agricultural occupation to bring about creative tourism and build its potential as a city in transit for short stopovers;
- 2 Support and drive the further development of local agricultural products** in the field of processing for preservation and standardization to create quality products that can be sold as souvenirs for tourists, such as dragon fruit and sathorn vegetable, and distributed for sales outside the province;
- 3 Provide financial support for and bestow awards on the district's newer-generation artists and designers** who participate in Phi Ta Khon parades dressed up as ghosts, and bring about diversity in arts, conceiving contemporary mask designs and patterns deeply rooted in the profound understanding of the tradition, as a sustainable way to inherit the tradition;
- 4 Utilize the district's geographical potential and local agricultural occupation** to bring about the creative tourism, build its potential as a city in transit for short stopovers, and set up a mechanism for tourists to spend more time in the district.



07

Sakon Nakhon

Old Town District



Regardless of what each person associates Sakon Nakhon with, be it Phra That Choeng Chum, Wax Castle Procession and Long Boat Race on the end of Buddhist Lent, or natural indigo-dyed fabric, all these serve as ingredients that reflect the province's cultural diversity conducive to creativity, hence **Sakon Nakhon Old Town District** having been selected as a creative district prototype given its geographical landscape as a basin, with Nong Han being an old town adjacent to the largest natural water source in the Northeast. Sakon Nakhon Old Town features a system of walls and moats enclosing the commercial and residential zone of the district, a pattern of residence called Khum Baan Khum Wat characterized by erecting dwellings around temples, and a grid plan of infrastructures and roads, which facilitated settlement expansion from the eastern side of the city near Phra That Choeng Chum to the western side.



Criteria



Stakeholders

- Government Sector**
 - Central Administrative Agencies
 - Sakon Nakhon Municipality
 - Other Agencies
 - Tourism Authority of Thailand (TAT) Nakhon Phanom Office
- Educational Sector**
 - Kasetsart University, Chaloe Phrakiat Campus, Sakon Nakhon Province
 - Sakon Nakhon Rajabhat University
- Civic Sector**
 - Old Town Community
 - Sakon Nakhon Good People Promotion Club
 - Local Artists

- Private Sector**
 - Sakon Nakhon Chamber of Commerce
 - YEC Sakon Nakhon Group
 - Sakonhed Group
 - Dusit Hotel
- Creative Sector**
 - Gypsy Drip Coffee
 - Mann Craft
 - Ban Sa Ngammanee

The Role of The District and Creative Works

Sakon Nakhon Old Town is a district steeped in cultural diversity with the robust integration of local people in group-, community-, and sector-levels, while Sakon Nakhon province is renowned for its significant cultural assets, most notably five Geographical Indications (GI) award-winning products, namely Sakon Nakhon Indigo-Dyed Fabric, Beef Brisket, Khao Hang rice, Maoberry Juice, and Maoberry.



Crafts & Folk Art Fashion

As Sakon Nakhon takes pride in having “Kham” indigo-dyed fabric as a prominent cultural asset which has been registered as a Geographical Indication (GI), in Sakon Nakhon Old Town there are various sourcing centers for the fabric, such as Pha Kham road and Mann Craft shop. Given there being a group like Sakonhed group that has been acting as a spearhead in further developing contemporary creative works building on local handicrafts, there are also opportunities for driving the development of creative handicraft and fashion industries to bring about innovations and, in turn, further develop the existing products into more unique ones that meet the needs of the current user groups.

Gastronomy

Sakon Nakhon prides itself on having a variety of outstanding ingredients, such as Phon Yang Kham Beef, Maoberry Juice, Maoberry, and Khao Hang rice, all of which have been registered as Geographical Indications. Despite itself not being an area for cultivation, Sakon Nakhon Old Town is an important center for commodity exchange in the province. Besides, the district is also home to people of various races capable of creatively processing ingredients into an assortment of delicacies and desserts.

Visual Arts

Sakon Nakhon Old Town has a long tradition of holding wax castle processions, which has the potential for promoting its local tourism and economy. Given there already being local artisans well-versed in crafting traditional wax castles, currently needed is the support for the local artisans, playing an important part in the preservation and further development for the wax castles to be more diverse and contemporary.

SWOT Analysis

- Status as an economic and occupational center of the province;
- Availability of religious, cultural, and natural tourist attractions;
- Grid-like city plan with its roads originally running past Hong Chao Muaeng, the residences of the city's governors, forming a grid-like plan;
- Availability of five products that have been registered as Geographical Indications (GIs), namely indigo-dyed fabric, beef brisket, Khao Hang rice, maoberry juice, and maoberry.

Strenght

S

- Status as a secondary city and relatively high travel costs to access the city;
- Government agencies' lack of knowledge and understanding of creative economic development methods;
- Inconvenient transportation within the district and province due to the lack of a public transportation system for local people and tourists.

W
Weakness

- Government agencies' lack of understanding of creative economic development methods as well as lack of a mechanism for the development;
- Lack of a space and opportunity opened up to listen to newer generations' opinions in the district;
- Lack of governmental policy support to promote the development of products with identities.

Threats

T

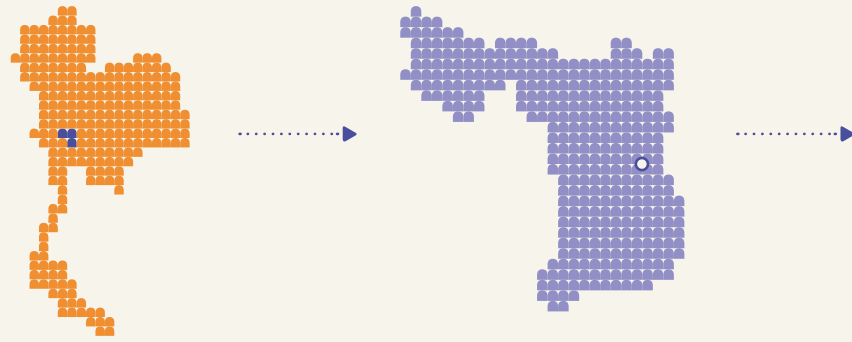
O
Opportunities

- Availability of room for the development of tourism for learning local ways of life, wisdom, occupations, and cultures along routes from urban and suburban areas;
- Availability of room for the development of an online community network for knowledge exchange and sharing economy promotion, given technology development trends;
- Availability of room for the development of a zero-carbon transportation system building on the traditional local travel system.

Suggestions and Future Potential of the District



- Promote and develop potential business models and activities** using creativity and building on the district's existing assets to increase their values as well as the roles of the creative network in the local traditions in encouraging newer generations to present ideas and participate in wax castle processions, as well as further developing indigo-dyed fabric into products with designs that appeal to target audiences, and locally available, distinctive ingredients into Geographical Indication award-winning products that, in turn, create added values to food businesses and their delicacies and desserts;
- Develop the cultural assets into unique products** building on the local wisdom through the network of creative entrepreneurs and advocates in the district who play a significant role in driving, connecting, and setting examples in developing creative districts that enable the connection between forward-thinking ideas and traditional models;
- Develop creative marketing activities or platforms**, both temporary and permanent, for promoting local businesses and income-generating activities of creative entrepreneurs with intermediaries from relevant agencies;
- Promote the potential of the district** through the community participatory listening process aiming to gain insights into the needs of the local people, and the development of public spaces that can contribute to local economic growth and better overall life quality, such as the existing landmarks of the district, museums, areas around Nong Han lake, and other public areas in the city;
- Promote the maintenance of the district's significant identity** in terms of the architecture of old buildings and traditional wisdom handed down over generations of local people, and increase the revenue of the province, be it from tourists, entrepreneurs, or investors.



08

Suphanburi

The Western National Theatre of Suphanburi District



Photo credit: Facebook page Suphanburi College of Dramatic Arts

When talking about Suphanburi, many people may think of the one-of-a-kind Ner Suphan accent, a historical accent prevalent along the Mekong River Basin. Most importantly, apart from being home to a huge wild marsh as well as a national park, Suphanburi takes pride in being the place of origin of Ee Saew folk music that has driven the province into a province of master songwriters from which many singers honored with the title of “King” or “Queen” hailed. Besides, there also is music unique to each ethnic group that settled down throughout the province. Therefore, **The Western National Theatre of Suphanburi District**, where the Western National Theater of Suphanburi is located, is appropriate to be selected as a creative district prototype that reflects how important cultural assets are to a district.

Bangbua Thong - Suphanburi Road



Bangbua Thong - Suphanburi Road



Western National Theater
of Suphanburi



Suphanburi College
of Dramatic Arts



Creative Venue



Government Building /
Museum

1. Suphanburi Provincial Attorney Office
2. Suphanburi National Museum
3. Banham Sinlapa-Acha Status Hall
4. Suphanburi National Archives
5. Suphanburi Provincial Court
6. Suphanburi National Library
7. Suphanburi City Hall
8. Chaona Thai Farmers National Museum



Hospital

9. Boromarajonani College of Nursing Suphanburi



Main Route



Creative District Boundary

50 m



Grand Hall of Suphanburi
College of Dramatic Arts



Criteria

<div></div> <div>Goal/ Vision/ Plan/ Action plan</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div></div> <div>Space/ infrastucture to support skills and employment</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
<div></div> <div>Financial Mechanism</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div></div> <div>Public/ creative space</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
<div></div> <div>Collaboration</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div></div> <div>Affordable live/work space</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
<div></div> <div>Mobility and public facilities</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	<div></div> <div>Creative cluster</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>
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<div></div> <div>Cultural institution</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>	

Stakeholders

-
- Government Sector**
 - Central Administrative Agencies
 - Suphanburi Provincial Administrative Organization
 - Suphanburi Provincial Cultural Office
 - Suphanburi Municipality
 - Rua Yai Subdistrict Administrative Organization
 - Other Agencies
 - U Thong Ancient City Special Area Office, DASTA 7 under Designated Areas for Sustainable Tourism Administration (Public Organization)
 - 2nd Regional Office of Fine Arts Department

-
- Educational Sector**
 - College of Dramatic Arts, Suphanburi
 - Kannasoot Suksalai School
 - Faculty of Music, Silpakorn University

-
- Civic Sector**
 - Radio Association
 - Tourism Business Association of Suphanburi
 - Suphanburi Chamber of Commerce

-
- Private Sector**
 - Tourism Business Association of Suphanburi
 - Suphanburi Chamber of Commerce
 - Suphanburi Provincial Cultural Council
 - Tourism Council of Thailand Suphanburi

-
- Creative Sector**
 - Suphanburi Music Association
 - Musician Network in Each District
 - Songwriter Network

The Role of The District and Creative Works

Aiming to apply for joining the UNESCO Creative Cities Network, Suphanburi has been preparing in many dimensions through various projects carried out by responsible agencies that have been joining forces to push forward creativity and create the province’s distinctive unique selling point.



Photo credit: www.gotoknow.org

Music

Renowned for its folk and fusion music, such as Luk Thung, Luk Krung, Phue Cheewit, Suphanburi prides itself on having the most important assets of the music industry, namely music creators. Suphanburi people’s lives are inextricably intertwined with music. Despite there being some types of music that might have been lost over time, the province is considered to have great potential for development into a creative district and city of music, utilizing creativity as a development tool that enables the music industry to adapt to the current context, meet the needs of markets, and be in line with the direction of the changing world.

SWOT Analysis

- Close proximity to Bangkok (just a 1.5-hour drive from the capital), and convenient transportation and access from the capital to the district;
- Western National Theater of Suphanburi being the area to be developed into the region's center of music and dramatic arts;
- Total revenue from the district's creative industries mostly generated by the educational sector that is the College of Dramatic Arts.

- Great distance from the downtown area, and inconvenient access from the downtown to the district;
- Lack of systemic integration among the stakeholders as well as clear division of duties and responsibilities;
- Lack of creative personnel with knowledge and understanding in other fields that can be utilized to further develop the existing cultural assets;
- Somewhat not-so-developed creative industries of the district, which leads to a lack of or somewhat low income distribution to the surrounding communities.

Strenght

S

W
Weakness

Threats

T

O
Opportunities

- Urban shrinkage due to no new working positions for newer generations to fill and contribute to urban development given the city's economy having its foundation in agriculture;
- Lack of a venue for exhibiting works that is accessible for the public, which leads to a lack of opportunities to perform and develop;
- Changes in consumer behavior; for example, people tend to not hire a musical band for traditional events, such as funeral, wedding, which leads to thriving bands losing their income.

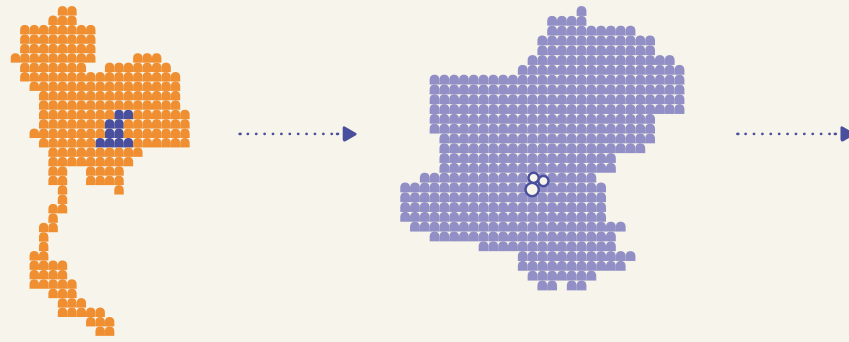
- Availability of the existing cultural assets with great potential for the development and revitalization of the district and its economy when coupled with clear development goals and walking connectivity within the district and city;
- Development of a creative district being an opportunity to promote the Western National Theater of Suphanburi as the region's center of music and dramatic arts;
- Pushing forward folk music being somewhat in line with a mission of the Western National Theater of Suphanburi, given the province's folk music having a distinctive identity, which presents an opportunity to create the district's identity and develop the creative economy.

Suggestions and Future Potential of the District



Photo credit: Youtube - Skyline Channel

- 1 Create for the district a music scene by developing the district itself into a music center** — with policy support provided by government agencies in the early stages —, as one of the key factors that will make people perceive the province as a city of music is the district featuring multiple suitable venues with complete facilities for artists as well as all kinds of music activities, as well as its having spaces for independent musicians to play at various locations along the roads running past tourist attractions, which presents another opportunity for people in the circle to generate income;
- 2 Encourage and facilitate the economic development of the district** through landscape development and footpath improvement to increase its walking connectivity, providing better access to recreational activities and facilities, as well as urban mass transit system development that is conducive to the development and revitalization of the district and its economy;
- 3 Create for the district a music scene**, one of the key factors that will make people perceive the province as a city of music, with policy support provided by government agencies in the early stages; for example, developing spaces for independent musicians to play at various locations along the roads running past tourist attractions, which presents another opportunity for people in the circle to generate income.



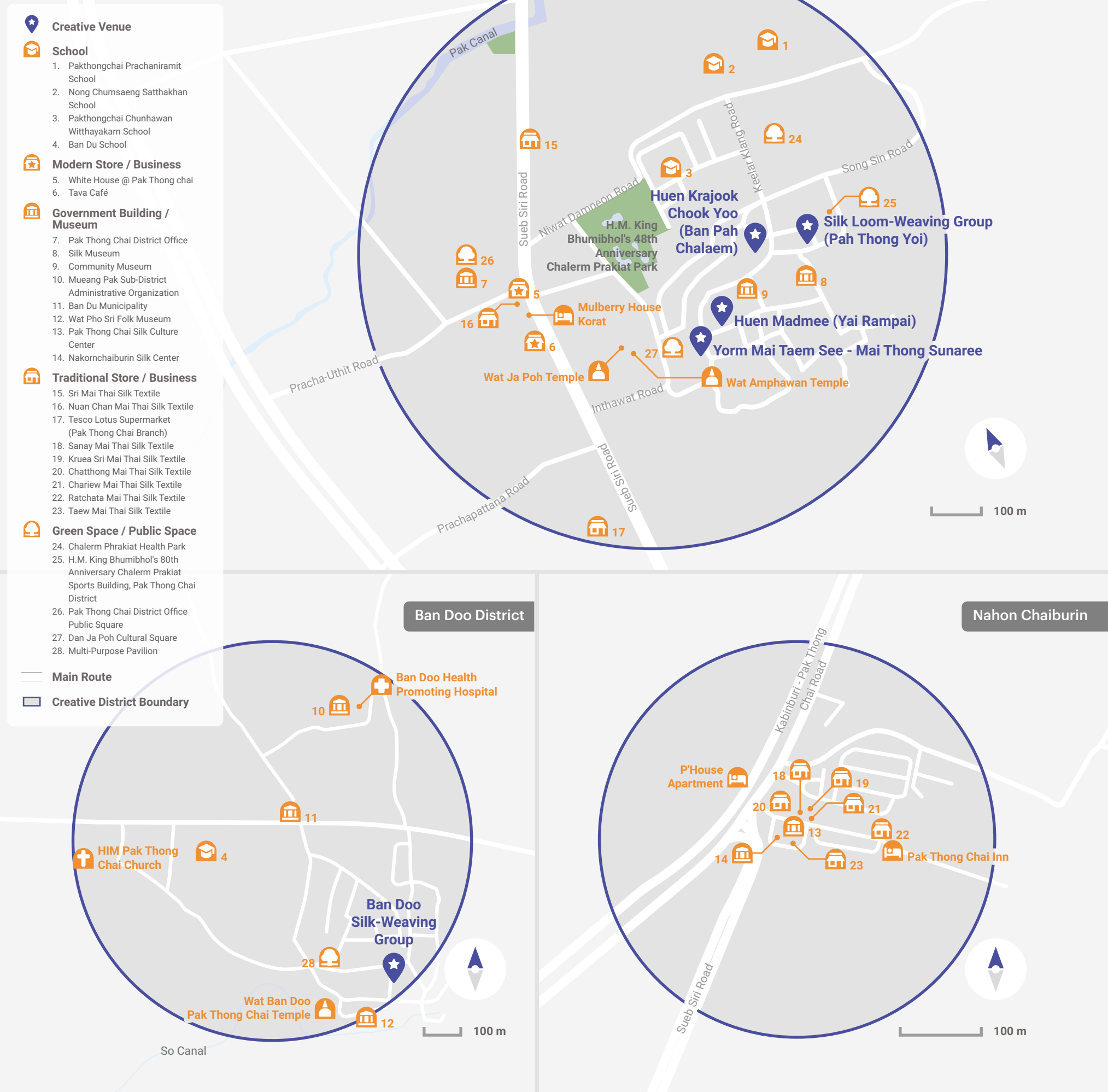
09

Nakhon Ratchasima

Ban Doo District and Ban Ja Poh District



Given a not-so-far distance from Bangkok and a multitude of tourist facilities, Nakhon Ratchasima or Korat, the gateway to the Isan region, is one of the top travel choices, with Pak Thong Chai district often being a go-to destination of significance while its **Ban Doo District** and **Ban Ja Poh District** being a creative district prototype of the province. Ban Doo community is a Lao Vientiane community with a long history while Ban Thongchai or Ban Ja Poh community is a community of Lao immigrants whose residents grow coconut trees and, when merit-making events come, grate coconuts to make desserts. When a coconut shell is chopped, it makes sound like “Poh Poh Poh”, hence the name of the community. This community is characterized by Mon culture whose heritage is inherited and creatively applied, becoming a major cultural capital for adding economic values and promoting tourism in the area.



Criteria



Stakeholders

- Government Sector**
 - Central Administrative Agencies
 - Nakhon Ratchasima Municipality
 - Nakhon Ratchasima Provincial Strategic Planning
 - Nakhon Ratchasima Provincial Cultural Office
 - Other Agencies
 - Nakhon Ratchasima Tourism and Sports Office
 - Nakhon Ratchasima Provincial Industry Office
 - Nakhon Ratchasima Office of Contemporary Art and Culture

- Educational Sector**
 - Rajamangala University of Technology Isan
 - Rajabhat University

- Civic Sector**
 - Housewives Group of the Villages
 - Village and Urban Community Fund Network
 - Women Development Group

- Private Sector**
 - Nakhon Ratchasima Chamber of Commerce
 - Ban Doo Silk-Weaving Group
 - Ban Ja Poh Silk-Weaving Group

- Creative Sector**
 - Huen Mudmee

The Role of The District and Creative Works

Ban Doo community, apart from weaving high-quality silk, was established as a Silk Tourism Village in 2012, and as an OTOP Nawatwithi Community Travel Village in 2018 (Nawatwithi means innovative living with nature) opening its doors for tourists to visit, while Ban Ja Poh community offers an opportunity for visitors to experience the community lifestyle and local silk culture through tourism to generate income for the producers and entrepreneurs in the community. Both districts are capable of meeting the requirements of the three creative industries as follows:



Crafts & Folk Art

Given its being renowned for its local wisdom in weaving high-quality Pak Thong Chai mudmee silk fabrics with unique patterns, which should be inherited as an occupation that generates income for the local people, there are plenty of opportunities for Ban Ja Poh community to promote tourism that allows its visitors to learn about its handicraft and folk arts. The community is a silk weaving village unique in its application of weaving patterns and contemporary use of colors, building on the technique of dyeing silk using natural materials to create a variety of weaving patterns with the focus being placed on meeting the needs of newer generations.

Fashion

Given its being renowned for its local wisdom in weaving high-quality Pak Thong Chai mudmee silk fabrics that can be further developed into products that meet the needs of the current user groups, both Thai and international, there are opportunities of opportunities for Ban Ja Poh community to disseminate information to raise public awareness among the target customers all the while developing creative products to generate income for the community. The community enhanced its creativity capability to cater to fashion-minded customers through enrolling in various projects, such as the study and development of silk products according to world trends, the designing of contemporary hand-woven mudmee silk fabric, the further development of authentic Pak Thong Chai mudmee silk into fashionable clothes by a contemporary brand outside the community like PASSA silkwear.

SWOT Analysis

- Availability of a cultural capital like local wisdom in weaving silk that has been passed down over generations, as well as and a cultural asset like Pak Thong Chai mudmee silk, both traditional and contemporary, that is renowned for its unique patterns and weaving quality;
- Location in close proximity to the down-town and various natural attractions.

- Lack of contemporary appeal to the current user groups;
- Shift in occupational values among newer generations in the district, who may not inherit the local wisdom and profession;
- Lack of dissemination of information regarding the district and continued support for the district as a Silk Tourism Village to promote the local economy, revenue, and tourism.

Strenght

S

W
Weakness

Threats

T

O
Opportunities

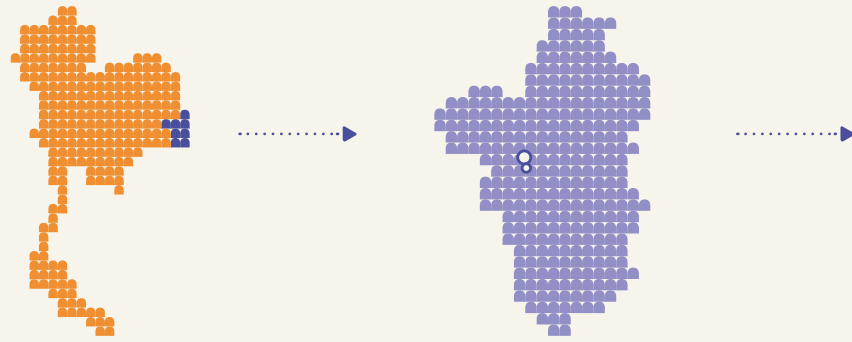
- Shift in the needs of newer-generation target groups, which presents an obstacle to the development of products;
- Introduction of industrial manufacturing technologies, which presents an obstacle to the maintenance of the local wisdom.

- Availability of various famous festivals of the province following which promotional efforts for tourism in the district can be enhanced;
- Availability of room for the development of the silk quality and weaving patterns with modern technologies and innovations to create added values to the products.

Suggestions and Future Potential of the District



- 1 Promote the local silk industry:** encouraging local people to inherit the local wisdom in weaving silk and further develop silk fabrics into more contemporarily appealing ones so that they attract and encourage newer-generation customers to see values in them all the while disseminating information to raise public awareness of the district and its products and increasing sales by joining creative marketing activities or platforms, both temporary and permanent, with intermediaries from relevant agencies to showcase potentials;
- 2 Enhance knowledge of the district's personnel,** promote the integration of networks of people or young entrepreneurs with the aim of inheriting the local silk weaving process, from upstream (planting) to midstream (production and processing) to downstream (sales), to diversify opportunities to bring about various creative businesses in a sustainable way, as well as raise the skill level of local personnel to international levels, encourage copyright and product registration, and set up museums to collect records regarding the local wisdom;
- 3 Make both communities a creative district:** developing a public transportation system to provide convenient access to the district, encompassing transportation means and routing, and increasing activities in the district that can generate income for the local people and extend tourists' stay in the district for a longer time.



10

Ubon Ratchathani

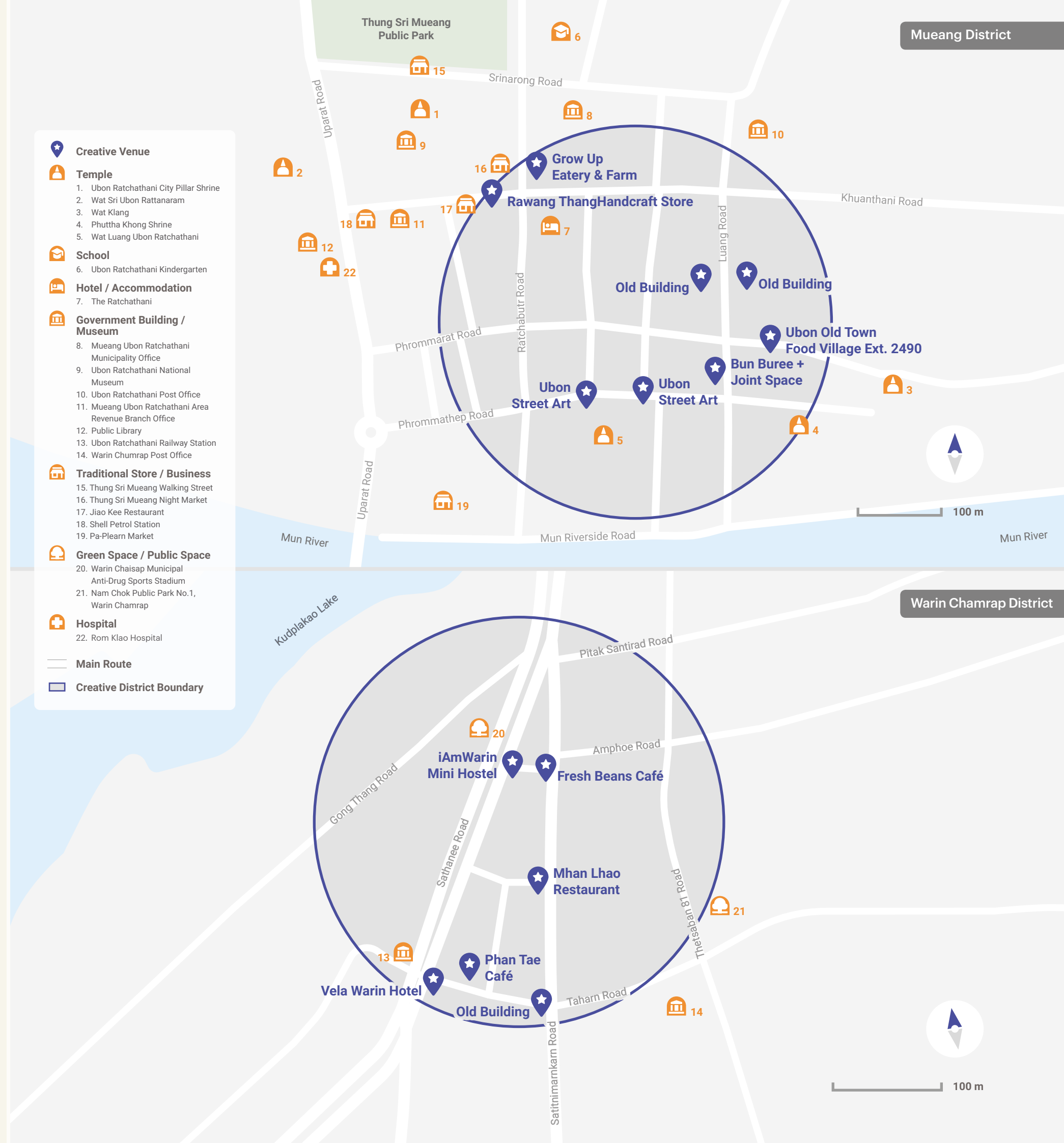
Old Town on Muang District Side and
Warin Chamrap District Side



Photo credit: artswagens (member of pantip.com)

Given its being a significant province of the Isan region steeped in and renowned for not only its natural, but also its cultural assets, including traditional festivals like Long Boat Racing or Bun Bang Fai, savory delicacies such as “Kuay Jub” Chinese pasta square noodles, as well as handicrafts from woven fabrics to mats and handmade home decorations, in Ubon Ratchathani, there are two districts that have been selected to be developed into a creative district, namely **the Muang District Side and the Warin Chamrap District Side of Ubon Ratchathani Old Town**. The Muang District Side, adjacent to Mun River, has been being home to residential dwellings and retail shops since the old days, while the Warin Chamrap District Side was previously known as Baan Kham Nam Saap as there is a creek called Lam Kham Nam Saap flowing through it, making the area fertile.

	Creative Venue
	Temple
	1. Ubon Ratchathani City Pillar Shrine
	2. Wat Sri Ubon Rattanaram
	3. Wat Klang
	4. Phuttha Khong Shrine
	5. Wat Luang Ubon Ratchathani
	School
	6. Ubon Ratchathani Kindergarten
	Hotel / Accommodation
	7. The Ratchathani
	Government Building / Museum
	8. Mueang Ubon Ratchathani Municipality Office
	9. Ubon Ratchathani National Museum
	10. Ubon Ratchathani Post Office
	11. Mueang Ubon Ratchathani Area Revenue Branch Office
	12. Public Library
	13. Ubon Ratchathani Railway Station
	14. Warin Chumrap Post Office
	Traditional Store / Business
	15. Thung Sri Mueang Walking Street
	16. Thung Sri Mueang Night Market
	17. Jiao Kee Restaurant
	18. Shell Petrol Station
	19. Pa-Plearn Market
	Green Space / Public Space
	20. Warin Chaisap Municipal Anti-Drug Sports Stadium
	21. Nam Chok Public Park No.1, Warin Chamrap
	Hospital
	22. Rom Klao Hospital
	Main Route
	Creative District Boundary



Criteria

Goal/ Vision/ Plan/ Action plan

1

2

3

4

5

Space/ infrastructure to support skills and employment

1

2

3

4

5

Financial Mechanism

1

2

3

4

5

Public/ creative space

1

2

3

4

5

Collaboration

1

2

3

4

5

Affordable live/work space

1

2

3

4

5

Mobility and public facilities

1

2

3

4

5

Creative cluster

1

2

3

4

5

Business enhancement

1

2

3

4

5

Cultural assets and cultural preservation

1

2

3

4

5

Cultural institution

1

2

3

4

5

Stakeholders

Government Sector

- Central Administrative Agencies
 - Ubon Ratchathani Provincial Office
 - Chief Executive of the Ubon Ratchathani Provincial Administrative Organization
 - Ubon Ratchathani Municipality
 - Warin Chamrap Municipality
- Other Agencies
 - Ubon Ratchathani Provincial Agriculture and Cooperatives Office
 - Ubon Ratchathani Provincial Agriculture Office
 - Ubon Ratchathani Provincial Public Relations Office
 - Ubon Ratchathani Provincial Tourism and Sports Office
 - Director of Ubon Ratchathani National Museum

Civic Sector

- Owner of Vela Warin Hotel
- Warin Future Grou
- Kin Dee Yu Dee Restaurant

Private Sector

- Ubon Ratchathani Chamber of Commerce
- Youth Entrepreneur Chamber of Commerce (YEC)
- The Federation of Thai Industries Ubon Ratchathani
- Ubon Ratchathani Provincial Office of the National Economic and Social Development Council
- Ubon Ratchathani Provincial Cultural Council
- Architects 22 Co., Ltd

Educational Sector

- Ubon Ratchathani University Science Park
- Ubon Ratchathani Rajabhat University

Creative Sector

- Warin Chamrap Artist Group

The Role of The District and Creative Works

Ubon Ratchathani has a development goal of becoming a global creative city through the creation of UBON Creative Corridor, a city of innovative wisdom, mind, and soul, using the two old town districts to connect the city, as well as a distinctive unique selling point and identity of each district, whether it be in terms of asset, skill or local wisdom that can be used in further development to create added values.

The Mueang District side is to be developed with the aim of revitalizing the Ubon Ratchathani old town area into a lively area for gathering of creative people and businesses, conducive to promoting the emergence of new businesses, especially those related to various traditional ethnic wisdom, whether it be Thai, Chinese, or Vietnamese, that build on state-of-the-art innovation.



Photo credit: www.technologychaoban.com

Innovative Gastronomy

The district has great potential for development in innovative gastronomy considering the local way of eating, the local wisdom in choosing and using raw materials, and Isan-style cooking skills influenced by people of other races. Given there being startup incubation centers to be set up in the district, this is a great opportunity to further develop the district into an innovative gastronomy development center to attract creators in the field of gastronomy that scatter in the nearby districts around the old town to participate in activities in the district.

Crafts & Folk Art

Given an outstanding handicraft skill that has been passed down over generations like candle carving, an annual candle parade festival, a whole host of skilled artisans with accumulated expertise over the years it takes pride in having, Ubon Ratchathani has great potential for the further development of sculpting skill so that the skill can be applied to other materials.

Design

In the district, there are many historic architectural objects from various eras, from colonial-style wood-and-mortar edifices to modern buildings, that reflect its ethnic diversity consisting of different ethnic groups, including Vietnamese, Chinese, Lao, Thai, and Khmer, which has been further developed into various activities.

Criteria

Goal/ Vision/ Plan/ Action plan

1

2

3

4

5

Financial Mechanism

1

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5

Collaboration

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5

Mobility and public facilities

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Business enhancement

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Cultural institution

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Space/ infrastucture to support skills and employment

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Public/ creative space

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Affordable live/work space

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Creative cluster

1

2

3

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Cultural assets and cultural preservation

1

2

3

4

5

Stakeholders

Government Sector

- Central Administrative Agencies
 - Ubon Ratchathani Provincial Office
 - Chief Executive of the Ubon Ratchathani Provincial Administrative Organization
 - Ubon Ratchathani Municipality
 - Warin Chamrap Municipality
- Other Agencies
 - Ubon Ratchathani Provincial Agriculture and Cooperatives Office
 - Ubon Ratchathani Provincial Agriculture Office
 - Ubon Ratchathani Provincial Public Relations Office
 - Ubon Ratchathani Provincial Tourism and Sports Office
 - Director of Ubon Ratchathani National Museum

Educational Sector

- Ubon Ratchathani University Science Park
- Ubon Ratchathani Rajabhat University

Civic Sector

- Owner of Vela Warin Hotel
- Warin Future Grou
- Kin Dee Yu Dee Restaurant

Private Sector

- Ubon Ratchathani Chamber of Commerce
- Youth Entrepreneur Chamber of Commerce (YEC)
- The Federation of Thai Industries Ubon Ratchathani
- Ubon Ratchathani Provincial Office of the National Economic and Social Development Council
- Ubon Ratchathani Provincial Cultural Council
- Architects 22 Co., Ltd

Creative Sector

- Warin Chamrap Artist Group

Thailand
Creative District
Network

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The Role of The District and Creative Works

The Warin Chamrap District side is to be developed revolving around stories of growth, both intellectual and spiritual alike, with the focus being placed on becoming a city of design, both in terms of urban landscape design and historic building renovation, where creativity is conveyed through art exhibitions that can communicate ideas and beliefs.

Design

The district is of a classic style, consisting of a bevy of old buildings and an old train station with ancient architecture, which allows visitors to walk down the history lane to understand the evolution of the district all the while experiencing the charm of an old town. There have been the improvement of urban landscape, preservation of historic buildings, and designing of indoor activities carried out by artists, with commercial spaces like hotels having been remodeled into venues for various activities like exhibitions and art therapy sessions.

Visual Arts

The district is home to a whole host of visual artists and designers who have been joining forces in holding various activities, such as art therapy session and in-depth art discussion, at historic buildings to display their works developed in line with the concept of mind and soul, which has become the district’s unique selling point.

Gastronomy

In the district, there is a variety of locally available ingredients, especially those for preparing wild foods that can be found in local fresh markets, including mushroom, ant egg, fish. Besides, there are organic and agricultural farms that have great potential to be further developed into a farm stay that telling stories of each ingredient that are connected to the local way of life with the aim of creating added values.

SWOT Analysis

- Availability of the stakeholders in many sectors and their projects scattering throughout the districts, such as Ubon Only group which provides support for entrepreneurs and merchants, Warin Future group which is dedicated to the restoration of the old town on the Warin Chamrap District side, just to name a few;
- Availability of cultural assets in abundance in the districts, which is conducive to the creation of a new identity that is suitable for the development of a creative corridor;
- (Muang District) availability of a variety of learning, research, and incubation centers;
- (Warin Chamrap District) availability of a whole host of artists with a desire to drive the city of residence as well as knowledge on forest monastic guidelines on exploring spirituality.

Strength

S

- Lack of cooperation between sectors, which leads to no shared big picture and vision for the districts' development among them;
- City's prosperity spreading outwards, which leads to the Mueang District, the then economic district, being not as lively as in the past;
- Creative people and businesses scattering throughout the province, as opposed to concentrated in the old town.
- Creative businesses emerging in the Muang District side being hardly sustainable due to that they still do not meet the needs of local people.

W
Weakness

Threats

T

- Development of connectivity between Muang District and Warin Chamrap District with the aim of creating a route suitable for the creation of a creative corridor;
- Buildings in some areas of the districts being old and in need of renovations or renovations to accommodate new uses;
- Owners of venues not living in the districts or not putting buildings in the city to good use.

O
Opportunities

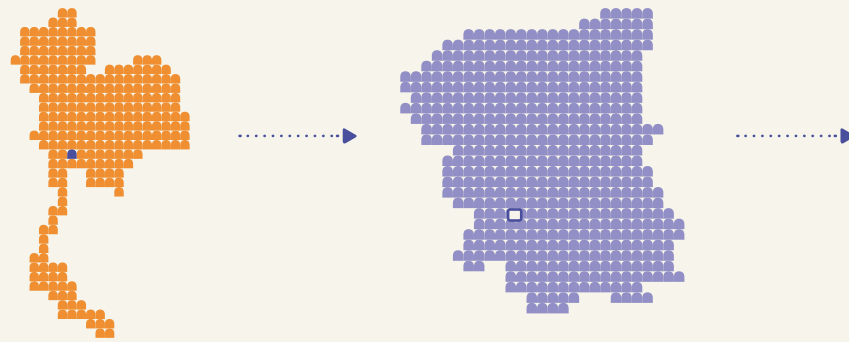
- Availability of a plan for the development of the districts into a creative corridor revolving around the concept of "a city of innovative wisdom" to enhance the local communities' products, activities, and businesses;
- Availability of room for the further development of traditional local delicacies into value-added processed products through innovations, as well as startups to create new business opportunities;
- Availability of room for the utilization of dining activities as a medium for storytelling narrating cultural stories about ingredients and handicrafts, such as Chef Table featuring an assortment of dishes prepared using locally sourced ingredients, as well as dwellings as homestays.

Suggestions and Future Potential of the District



Photo credit: www.ubon.town

- 1** **Promote the development of the two districts into a creative corridor** by including it in the province's list of main development policies to develop each district to have their own creative industries connected by the concept of "a city of innovative wisdom", with a visionary working group capable of connecting the two districts and developing them over the long term overseeing the big picture of the development;
- 2** **Connect the network of each sector** with the emphasis being placed on encouraging creative people scattering in the nearby districts to join activities held in the two districts;
- 3** **(For the Muang District Side) present itself as an ideal place for strolling around** given there being the main road running past the old town with restaurants, cafés, and interesting activities lined up along both sides of the road, and (for the Warin Chamrap District Side) adjust walking routes and revitalize horse-carriage lanes as well as the train station into tourist attractions;
- 4** **(For the Muang District Side) connect knowledge obtained from the universities' gastronomy research to local wisdom of entrepreneurs** through various incubation programs for entrepreneurs, and (for the Warin Chamrap District Side) provide necessary support to creators and their design and art works as well as their activities like exhibitions and art therapy sessions to create a special experience for tourists;
- 5** **Add more public spaces for organizing creative activities and running creative businesses**, in which most local people can participate, to attract more creative people to congregate in the district.



11

Nakhon Pathom

Mueng Nakhon Pathom District and Salaya District



Regardless of what each of the people who have once visited Nakhon Pathom associates it with, be it Phra Pathom Chedi Festival, an annual festival worshipping the Buddha's relics enshrined the country's biggest and highest stupa, Sanam Chandra Palace, a palace complex built by King Rama VI, or Prince Mahidol Hall, a concert hall with excellent acoustic features, all these serve as ingredients that reflect the city's diversity. Districts proposed to be developed into creative district prototypes include Mueang Nakhon Pathom district and Salaya district, with the first being a district with a proportional combination of historical, religious, and cultural tourism, completed with contemporary facilities, living up to the status as the center of the province and the latter being a district completed with music incubation centers where a lineup of international recognized music events is regularly organized, which keeps the province vibrant and overflowing with movements and, in turn, continuously propels it forward.

Creative Venue

Church

1. Chinese Church
2. Christ Catholic Church

Temple

3. Wat Phra Ngam
4. Wat Phra Pathom Chedi Ratchaworamahawihan

School

5. Sawang Wittaya School
6. Rajamangala University of Technology Rattanakosin
7. Mahidol University

Modern Store / Business

8. Atelier Cafe
9. Fairy Tale dessert home
10. Say Something
11. Kerry Express
12. Phunsak Otolaryngology & Allergy Clinic
13. Oraorn Ophthalmology Clinic
14. Tisha Spoon
15. Tree Oil Cafe
16. Too Fast To Sleep @ Icondo Salaya

Government Building / Museum

17. Nakhon Pathom Train Station
18. Mini Bus Terminal
19. Sanam Chandra Palace
20. Pathom Nakhon Palace
21. Nakhon Pathom Public Library
22. Nakhon Pathom National Museum
23. Office of Traditional Arts
24. Salaya Station

Traditional Store / Business

25. Jae Kiew's Noodle Restaurant
26. Kang Buai Old Style Coffee Shop
27. Roasted Duck Restaurant
28. Hai Phong Vietnamese Restaurant
29. Wat Phra Ngam Walking Street
30. Sinthong Brother Transportation
31. Tek Seng Chan
32. Nakhon Pathom Martket (Talad Lang)
33. Thongdee
34. Nakhon Pathom Martket (Talad Bon)
35. Chicken Noodle Restaurant
36. Som Barbecued Red Pork Restaurant
37. Nakhon Pathom Bamboo Sweetened Rice
38. Store Mr. Chua
39. Jae Yai's Honey Roasted Duck Shop
40. Books Junior
41. Way Coffee Bakery
42. Pathom Potchana Restaurant
43. Karnchana Pla Pao Restaurant
44. Krua Apirat Restaurant
45. Rakang Thong Nam-Pla Wan
46. Phra Pathom Chedi Night Market
47. Odeon Market
48. Well Coffee Shop
49. Fin Bar
50. Nakhon Pathom Blood-Souped Noodle Restaurant
51. Srifa Bakery
52. Mae Thong Rice Gruel
53. A Pah Korean Bar-B-Q
54. Mantou Mae Luan Restaurant
55. Denthai Ice Cream Shop
56. Choa Shrimp Cake
57. Phutthamonthon Sai 4 Phut Market

Main Route

Creative District Boundary

Western Railway Road

Nawang Road

Nakhon Pathom
Youth Center Zoo

Phra Pathom Chedi Square

200 m

Salaya District

Thai Film Museum

Dormitory
DistrictSireeruckhachati
Nature Learning
ParkPrince Mahidol
HallSouth East Asian
Music MuseumCollege of Music
Mahidol University

57

Utthayan Road

Phutthamonthon Sai 4 Road

Thawi Watthana
Road

500 m

Criteria



Stakeholders

-
- Government Sector**
 - Central Administrative Agencies
 - Nakhon Pathom Provincial Office
 - Nakhon Pathom Local Administrative Organizations
 - Office of Provincial Commercial Affairs Nakhon Pathom
 - Nakhon Pathom Provincial Industry Office
 - Nakhon Pathom Provincial Cultural Office
 - Nakhon Pathom Provincial Public Relations Office
 - Nakhon Pathom Provincial Treasury Office
 - Nakhon Pathom Tourism and Sports Office
 - Nakhon Pathom Provincial Educational Office
 - Other Agencies
 - Sanam Chandra Palace
 - Crown Property Bureau, Nakhon Pathom Provincial Office
 - Creative Economy Agency (Public Organization)

-
- Educational Sector**
 - College of Music, Mahidol University
 - Nakhon Pathom Rajabhat University
-
- Civic Sector**
 - President of Nakhon Pathom Newspaper Reporters Association
 - Nakhon Pathom Tourism Club
-
- Private Sector**
 - Index Creative Village (Public) Co., Ltd
 - Nakhon Pathom Tourism Club/Association
 - Nakhon Pathom Chamber of Commerce
 - The Federation of Thai Industries Nakhon Pathom
 - Nakhon Pathom Cultural Council
 - Fungjai Co., Ltd
-
- Creative Sector**
 - Poonpis Amatayakul Emeritus Professor, M.D.
 - Thanis Sriklindee, National Artist of Performing Arts (Fusion Music)

The Role of The District and Creative Works

Featuring the same facilities as Bangkok, not only is Mueang Nakhon Pathom district a mere tourist destination for historical, cultural, and traditional tourism, but it also is home to three national higher education institutions, namely Silpakorn University Sanam Chandra Palace Campus, Mahidol University Salaya Campus, and Kasetsart University Kamphaeng Saen Campus, making it a city brimming with newer generations’ fierce creativity interlaced with its cultural identity. The development of Nakhon Pathom into a creative city of music, in whose activities everyone can participate, regardless of which area they reside in, therefore, should allow for connecting the strengths of each district, with the Mueang Nakhon Pathom district being the center, and Salaya district being an important supporting area to fulfill the potential of the whole province.



Photo credit: www.khaosodenglish.com

Music

Nakhon Pathom is steeped in not only cultures, but also genres of music, ranging from traditional music to fusion music to international music, which, given the province being uniquely competitive at the international level, presents Mueang Nakhon Pathom district an opportunity to develop itself into a creative district incorporating the district’s assets as a tool for networking, coordinating, and creating cross-disciplinary learning with the aim of bringing about new things as well as developing the district into a district of diversity that sustainably grows without leaving anyone behind.

SWOT Analysis

- Availability of a music educational institution in the province with clear goals and a mission to drive the project;
- Close proximity to Bangkok, and convenient transportation and access to the district;
- Commercial zones concentrated right at the heart of the walkable city;
- Areas around Phra Pathom Chedi being used as a venue for main music activities of the province;

Strenght

S

- Lack of a database on traditional music bands, which leads to no cooperation from this group of people;
- Lack of clear division of duties and responsibilities of each party, which leads to a vacuum in the development of the project;
- District contributing not to driving the economy of the province, but to generating income to only specific groups of people,

W
Weakness

- Lack of continuity of support for the development due to frequent changes of higher-ranking figures in local administration;
- Most of the music activities being organized in university campuses, which may result in their not being accessible to or regarded important in the whole picture for the majority of the local people;
- Province having already been aiming to apply for joining the UNESCO Creative Music Cities Network.

Threats

T

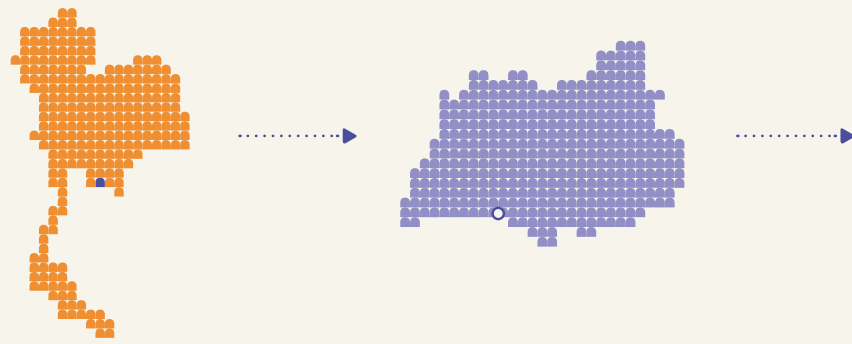
O
Opportunities

- Availability of a plan for the development of SRT Light Red Line Mass Transit System and an airport in the province, which will lead to a significant increase in access to the district and a massive influx of investment;
- Music cultures in the district having permeated into every fiber of the local people's way of life, given there being a whole host of people playing, preserving, inheriting many genres of music, which leads to a higher probability of honing their skills quickly;
- Circular flow occurring in the surrounding communities mostly brought about by events or festivals visited by tourists.

Suggestions and Future Potential of the District



- 1 **Utilize the creative economy as a mechanism to revitalize the province's economy**, given the district enjoying an interesting concentration of infrastructures with the potential for development as well as moderate walkability: through the replanning and improvement of the urban landscape and systematic space allocation for optimum usage of the available space can the district's environment conducive to fostering creativity be achieved;
- 2 **Prioritize as an urgent issue to address immediately systematic collection, management, and transfer of knowledge regarding traditional music** in the province due to the Thai music industry being diverse yet interconnected, and its traditional music industry facing inheritance problems;
- 3 **Establish itself as a city of all kinds of music in Thailand**, ranging from traditional music to fusion music and international music, to show its potential as the city with the highest musical diversity, given the province being home to the university with the country's most renowned music faculty;
- 4 **Present itself as a city of music festivals**, continuously holding annual music events under the name of the province and showing its identity in terms of musical diversity, encompassing various genres of music, with the aim of creating a branding image for the district;
- 5 **Promote music education standards** by conveying stories portraying itself as the country's important city that nurtures music students and presenting stories of musicians from the province and its educational institutions to raise public awareness of the district.



12

Rayong

Old Town District



Photo credit: www adaymagazine.com

Not only is Today's Rayong the largest industrial city in Thailand, but it also is an important and famous natural tourism destination. Rayong has a long history tracing back to the era when maritime trade between the local people and foreign merchants prospered, giving rise to the emergence of merchandising businesses as well as the settlement of Chinese immigrants, which makes Rayong an area with a harmonious combination of various ways of life, languages, religions, cuisines, traditions, and cultures characterized by its outstanding and unique architecture. Nowadays, thanks to the promotion of the preservation of the old town, **Rayong Old Town District** has become a center for local people, especially newer generations, who are resolved to take part in preserving its cultural heritage and spatial identity so that they persist until the present, through creative design in tandem with urban development so that the district develop in line with the development of the province as part of the Eastern Economic Corridor (EEC), an important mechanism to drive the province's economy in the future.



Criteria

<div><div></div><div>Goal/ Vision/ Plan/ Action plan</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	<div><div></div><div>Space/ infrastructure to support skills and employment</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>
<div><div></div><div>Financial Mechanism</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	<div><div></div><div>Public/ creative space</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>
<div><div></div><div>Collaboration</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	<div><div></div><div>Affordable live/work space</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>
<div><div></div><div>Mobility and public facilities</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	<div><div></div><div>Creative cluster</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>
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<div><div></div><div>Cultural institution</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	

Stakeholders

<div><div></div><div>Government Sector</div><div><div>• Rayong Provincial Office</div><div>• Rayong Municipality</div></div></div>	<div><div></div><div>Civic Sector</div><div><div>• Yomchinda Committee</div><div>• Old City Preservation and Renovation Club</div><div>• Chao Mae Thapthim Shrine Club</div><div>• Saphan Rat Community</div><div>• Rayong City Wellness Tourism Club</div></div></div>
<div><div></div><div>Educational Sector</div><div><div>• Watpapradoo School</div><div>• Wat Lum Mahachai Chumpon Municipal School</div><div>• Wat Khot Khimtharam Municipal School</div><div>• Anuban Rayong School</div></div></div>	<div><div></div><div>Private Sector</div><div><div>• Rayong Provincial Chamber of Commerce</div><div>• Rayong City Historical Information Development Center</div></div></div>
	<div><div></div><div>Creative Sector</div><div><div>• Rayong City Creativity and Design Center (RCDC)</div><div>• Rayong Gallery</div></div></div>

The Role of The District and Creative Works

A district spanning three areas of the downtown that share a spatial relationship, Rayong Old Town Creative District takes pride in being a district with complete urban infrastructures as well as physical potential and spatial importance as the economic center, as well as being a commercial district with a variety of businesses and services. The district is to be developed with the aim of becoming a creative district – and a pioneer area to be emulated in other areas throughout the province – conducive to developing the creative industries of the province and making them accessible to more diverse groups of people.

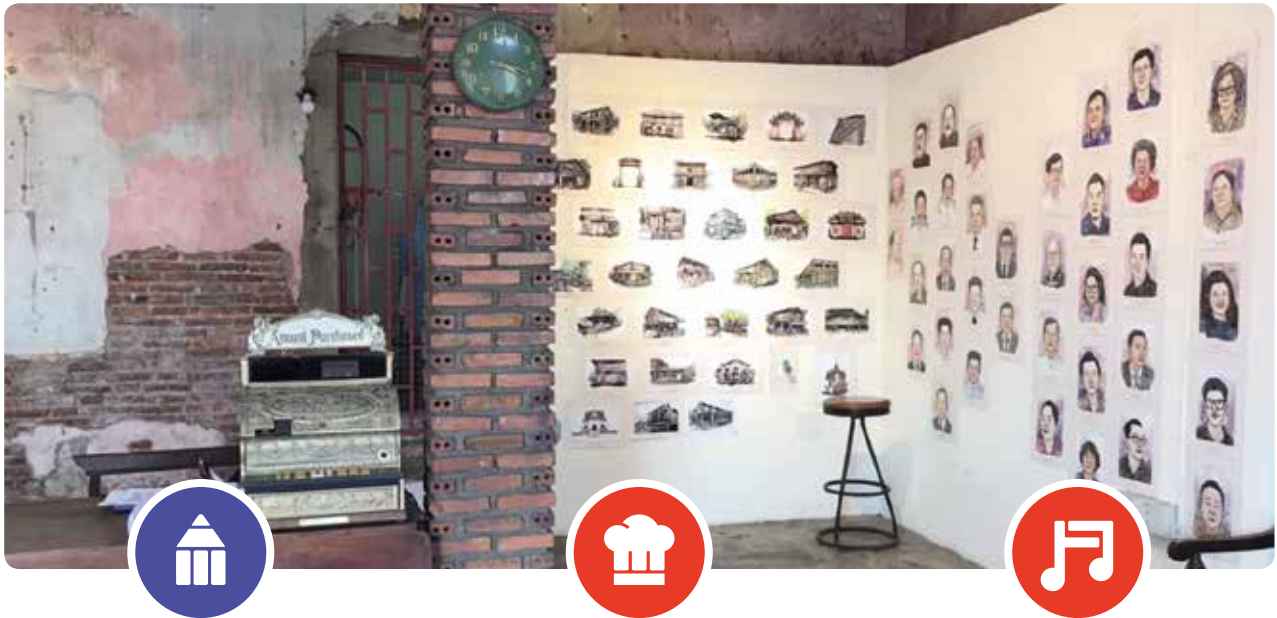


Photo credit: Facebook page Yomjinda street

Design

In the Rayong Old Town, there is the Creative and Design Center of Rayong (RCDC), a group of designers and organizations dealing with creative design, established with the aim of driving the collaboration between designers in creating creative design works, promoting the preservation of local capitals and cultures within the district all the while stimulating continued growth of economic activities.

Gastronomy

Despite itself not being a manufacturing area nor a manufacturing supporting area, the Rayong Old Town is the province's important center for the sales of various commodities which are famous as Rayong's commodities, especially local delicacies prepared using ingredients from the sea, which represents the uniqueness of the local people. The survey found that the food industry comprises 14% of the creative industries.

Music

Folk music comes hand in hand with the famous Nang Yai shadow play building on the compositions of poet Sunthorn Phu, which makes Rayong folk music unique.

SWOT Analysis

- Availability of physical assets and complete urban elements suitable for the development of the district;
- Availability of complete facilities in the district;
- Availability of collaborations between the government and civic sectors in the development of the district, as well as a private organization like the Rayong Construction Idea and Design Center (RCDC) responsible for stimulating and promoting development of the district;
- Availability of lucrative cultural assets as well as continuous organization of activities dedicated to promoting creative industries, such as Yomchinda Walking Street;

Strenght

S

Threats

T

- Loss of the existing identity caused by the creative economic/ business development within the district by outsiders unaware of the cultural values of the district;
- Waste and pollution from industrial factories in the areas adjacent to the district, which may adversely affect its natural resources and environment.

W

Weakness

O

Opportunities

- Relatively small number of the creative industry and business groups in the district, comprising only 8% of the creative businesses in the district;
- Conflicts regarding the direction of the development of the district among stakeholders;
- Lack of a promotion activity that support the creative economy in the areas outside Yom Chinda road;
- Problems regarding traffic circulation management, traffic congestion, and parking spaces in the district, especially during creative activities;
 - Lack of public and creative incubation spaces;
 - Lack of promoting, further developing, and creating added values to local businesses using creativity.

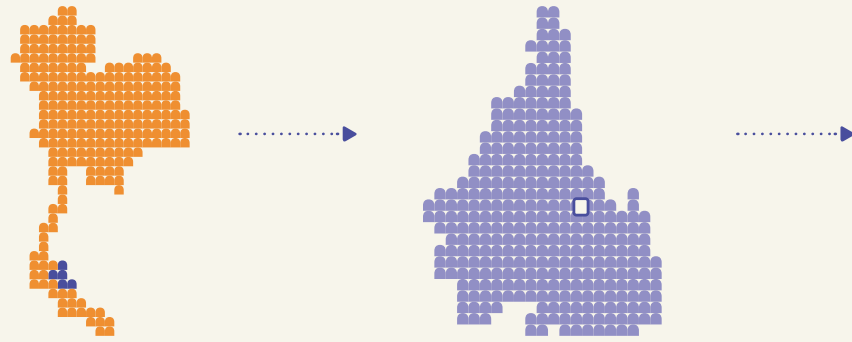
- Availability of development planning and formulation of laws and policies pertaining to the preservation of historic buildings and architecture;
 - Arrival of the Double-Track Railway Infrastructure Development project (Rayong Hospital Station).

Suggestions and Future Potential of the District



Photo credit: Facebook page Yomjinda street

- 1 Promote and support a design thinking process** in the manufacturing process in Rayong Old Town, encouraging the people to think and make industrial creative products within the district all the while attracting newer generations from other areas to turn to working in the creative industries;
- 2 Provide policy and financial support** to attract newer generations to turn to working and/or succeeding older generations working in the creative industries of the district, all the while creating new working positions for them to fill and establishing networks with other nearby areas to diversify the district's industrial creative products and complete its business ecosystem;
- 3 Develop physical infrastructures that promote a positive environment** conducive to improving quality of life and running businesses in the district — from traffic and walkability, to green space, event venue, creative workspace, and product distribution area —, as well as promote efficient preservation and utilization of historic architectural objects.



13

 **Creative Venue**

 **School**

1. Wat Sri Thawee School
2. Anuban Buddhasat School
3. Anuban Sri School
4. Wat Sao Thong Thong Municipal School
5. Nakhon Si Thammarat Vocational College

 **Modern Store / Business**

6. In dreeb's n drabs
7. YongKang Café
8. Aek Aok Bakery
9. A&A Restaurant

 **Government Building / Museum**

10. Sri Thawee Health Service Center
11. Nakhon Si Thammarat Railway Station
12. Mazda Parking Lot
13. Nakhon Si Thammarat Municipality Office

 **Traditional Store / Business**

14. Den Thai Ice Cream Parlor
15. Sukthawee Restaurant
16. Koh Nu Moo Satay Stall
17. Nakhon Si Thammarat Mang Khut Cut Stall
18. Paeng Krob Thai Dessert
19. Suwalee Thai Restaurant
20. Nakorn Ocha Restaurant
21. Yong Seng Restaurant (Pa Kluay)
22. Cher Coffee
23. Sahathai Plaza
24. Bang Mard Chicken Biryani Restaurant
25. Fruit Store
26. Du Dee Noodle Restaurant
27. Sin Ocha Bakery
28. Sahathai Department Store
29. Yentafo Noodle Stall
30. Guang Hua Restaurant
31. Jimmy Clothing Store
32. Go Chin Restaurant
33. Lang Dao Flee Market
34. Wang Dek Bakery
35. Bunyarat Thicraft Handicraft Store
36. Go Ang Trakulphu Soybean Milk Stall
37. Kwang Meng Dessert Store
38. Bang Bao Roti & Tea @ Bowon Nakorn
39. Rueang Saeng Trading (Bakery Equipment)
40. Mae Somchit Market by Mr. Supat Thinnakorn
41. La La Chet Tea Shop
42. Shell

 **Green Space / Public Space**

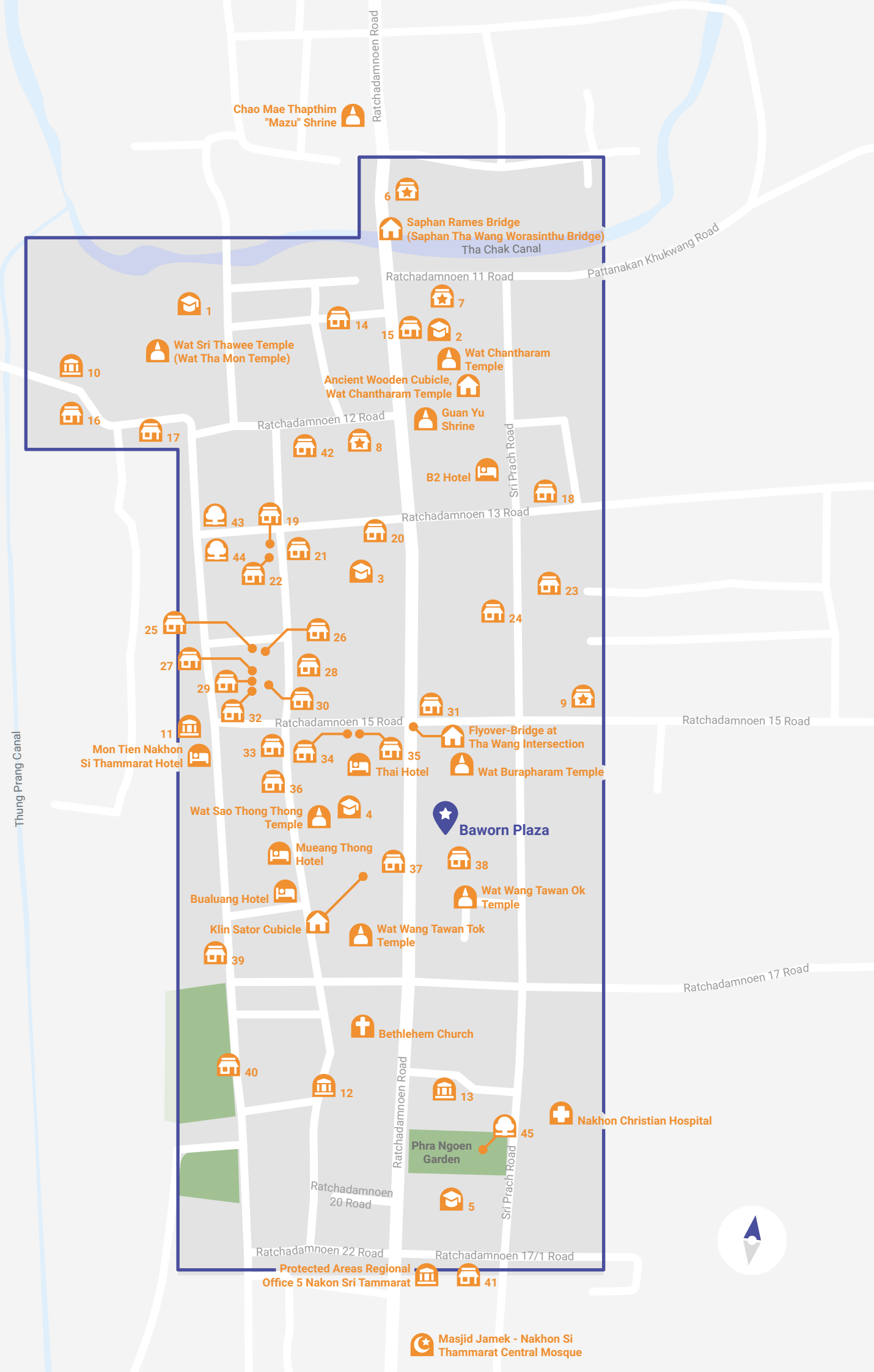
43. Lan Pho Square
44. Parking lot
45. Great Pagoda

 **Main Route**

 **Creative Route**

 **Creative District Boundary**

 100 m



Criteria

<div><div></div><div>Goal/ Vision/ Plan/ Action plan</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	<div><div></div><div>Space/ infrastructure to support skills and employment</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>
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Stakeholders

<div><div></div><div>Government Sector</div><div><div>• Nakhon Si Thammarat Provincial Office</div></div></div>	<div><div></div><div>Civic Sector</div><div><div>• Tha Mon community</div><div>• Tha Wang Driving Group</div><div>• Lang Week Dao Group</div><div>• Rak Barn Kerd Group</div></div></div>
<div><div></div><div>Educational Sector</div><div><div>• -</div></div></div>	<div><div></div><div>Private Sector</div><div><div>• Nakhon Si Thammarat Chamber of Commerce</div></div></div>
	<div><div></div><div>Creative Sector</div><div><div>• Creative Nakhon Group</div><div>• Nakhon Si Thammarat Architect's Club member and Rak Baan Gerd Group member</div><div>• Nakhon Si Thammarat Architect's Club</div><div>• Green Arch Architect</div></div></div>

The Role of The District and Creative Works

Tha Mon-Tha Wang district is steeped in cultural assets, such as a long-standing history, a one-of-a-kind architecture, and a unique selection of savory delicacies and desserts, just to name a few. Besides, there also are two groups dedicated to driving creative industries, namely Creative Nakhon Group and the Association of Siamese Architects Thaksin, providing suggestions on urban development and hosting various activities in the district.



Photo credit: www.creativethailand.net

Design

Tha Mon-Tha Wang district features a concentration of buildings with the architecture of different eras, from edifices with the oldest architecture dating back to the Ayudhaya period to traditional wooden houses typical in the South. Interested in transforming the old buildings into new business venues to open up space for creative industries, entrepreneurs in the district employ knowledge of urban landscape design to develop the buildings through a participatory design process.

Gastronomy

Tha Mon-Tha Wang district takes pride in having an abundance of traditional delicacies and desserts, especially traditional southern foods and local snacks. Besides, the district is also a major processing site of “Mang Khut Cut” crispy fresh-cut mangosteens only available in Nakhon Si Thammarat.

Crafts & Folk Art

Tha Mon-Tha Wang’s local handicraft is constantly being further developed incorporating new weaving techniques to diversify product offerings with more diverse, contemporarily appealing appearances and patterns to meet the needs of markets. There are famous local handicraft shops in the district, most prominently Boonyarat, a shop selling products from Yan Lipao and other wickerworks, as is the case with nearby areas where there also is a concentration of handicraft shops as well as factories including Nakhon Si Thammarat Handicraft College.

SWOT Analysis

- Status as a historic shopping district and the then hub connecting the West and the East;
- Availability of policies pertaining to the preservation of historic architectures and prominent cultures in the district;
- Physical landscape conducive to walking given the district being laid out in a grid plan consisting of small blocks and alleyways within each block that are connected to each other;
- Availability of various annual festivals of the city being held in the district, such as the Chinese New Year, The Awakening of Yak Mueang Khon.

Strenght

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Weakness

Threats

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O

Opportunities

- Lack of understanding among older generations regarding the values of cultural assets, as well as knowledge in assessing the reasonable rental of buildings;
- Highly competitive local politics and lack of politicians' interest in tasks so complex and with slow results, such as those regarding physical development of the district, and creative economy;
- Lack of continuity of support from the central administrative agencies due to frequent changes of higher-ranking figures in local administration;
- Driving of development of the district being carried out on a voluntary basis, which leads to its unsustainable development.

- Travel within the district conducted mainly by private cars;
- Lack of activities jointly initiated or operated by stakeholders in the district;
- Lack of creative clusters in the district;
- Trade in the district having become stagnant, which leads to traditional stores being at risk of closure.

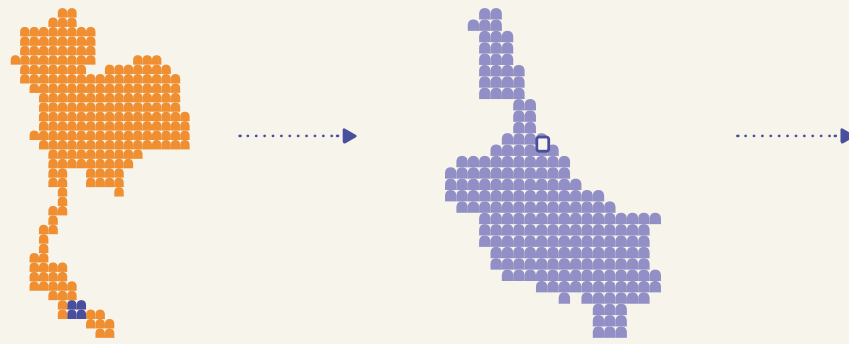
- Local private sectors' interest in developing private spaces into creative spaces;
- Still untapped full potential of space of the district, with more than 50% of the buildings having been left unused;
- Availability of an educational institution like the College of Arts and Crafts with the potential to develop teaching enabling learners to create products that meet the needs of modernity.

Suggestions and Future Potential of the District



Photo credit: Facebook page Creative Nakhon

- 1 Present to the public the district's cultural assets**, whether it be religious sites and commercial venues magnificent and in perfect condition, or one-of-a-kind ways of life and distinctive ancient delicacies and desserts, from an interesting perspective and with easy-to-understand manner to make them realize their importance or values, given there being an abundance of attractive cultural assets as well as a long-standing history the district has prided itself on having;
- 2 Promote the district into a creative district** through the collaboration between various sectors in various areas: developing infrastructures, such as a creative space, a platform for knowledge exchange, a venue for showcasing works of art, an area for promoting and supporting creative businesses, offering creative businesses and entrepreneurs buildings and spaces for rent at reasonable prices, setting up an incentive mechanism for supporting creative businesses;
- 3 Promote understanding among the local people** and those dedicated to driving the district for them to be able to determine clear working directions and attract new stakeholders to turn to helping drive the district into a creative district, given there being a lack of understanding regarding the benefits of the creative economy or driving the district into a creative district, on how it can help improve the quality of life of people in the district.












14


Songkhla

Songkhla Old Town District



Songkhla is a port city steeped in history whose past glory can be glimpsed from the present integrity of the district's infrastructures. Once one of the region's important international ports laid out in a grid plan with a network of roads originating from the port, **Songkhla Old Town District** has been selected as a creative district prototype given its harmonious combination of mother nature, be it mountains or seas, and manmade architecture, be it the city gate or three main roads running parallel with one another along the length of the waterfront, namely Nakhon Nok, Nakhon Nai, and Nang Ngam, as well as a lively, amicable symbiosis between people of different races, which lives up to the name Living Heritage District.

-  **Creative Venue**
-  **Mosque**
 - 1. Ban Bon Mosque
-  **Temple**
 - 2. Wat Yang Thong
 - 3. Wat Liap
 - 4. Wat Don Yae
 - 5. Chao Pho Guan Yu Shrine
 - 6. City Pillar Shrine
 - 7. Wat Matchimawat Worawihan
-  **Modern Store / Business**
 - 8. Songkhla Station
 - 9. Lyn Café
 - 10. Lyn Hostel
 - 11. The Apothecary
 - 12. Heartmade
 - 13. A.E.Y Space
 - 14. Secret Garden
-  **Traditional Store / Business**
 - 15. Jae Ni Restaurant
 - 16. Jongdee Thai Dessert
 - 17. Ban Lee Heng Ice Cream Parlor
 - 18. Kied Fang Restaurant
 - 19. Tae Hiang Aew Restaurant
-  **Green Space / Public Space**
 - 20. Songkhla Old Town Parking Lot
 - 21. Saksitphithak Pier
-  **Hospital**
 - 22. Mueang Songkhla Hospital
-  **Main Route**
-  **Creative District Boundary**

 50 m

Songkhla Lake



Criteria



Stakeholders



Government Sector

- Central Administrative Agencies
 - Songkhla Provincial Office
- Other Agencies
 - Songkhla Provincial Administrative Organization
 - Songkhla Municipality
 - Singhanakhon Municipality
 - Tourism Authority of Thailand



Educational Sector

- Rajamangala University of Technology Srivijaya
- Songkhla Rajabhat University



Civic Sector

- Songkhla Heritage Trust



Private Sector

- Chevron Thailand Company Limited
- PTTEP Company Limited
- Songkhla Old Town Entrepreneur Group

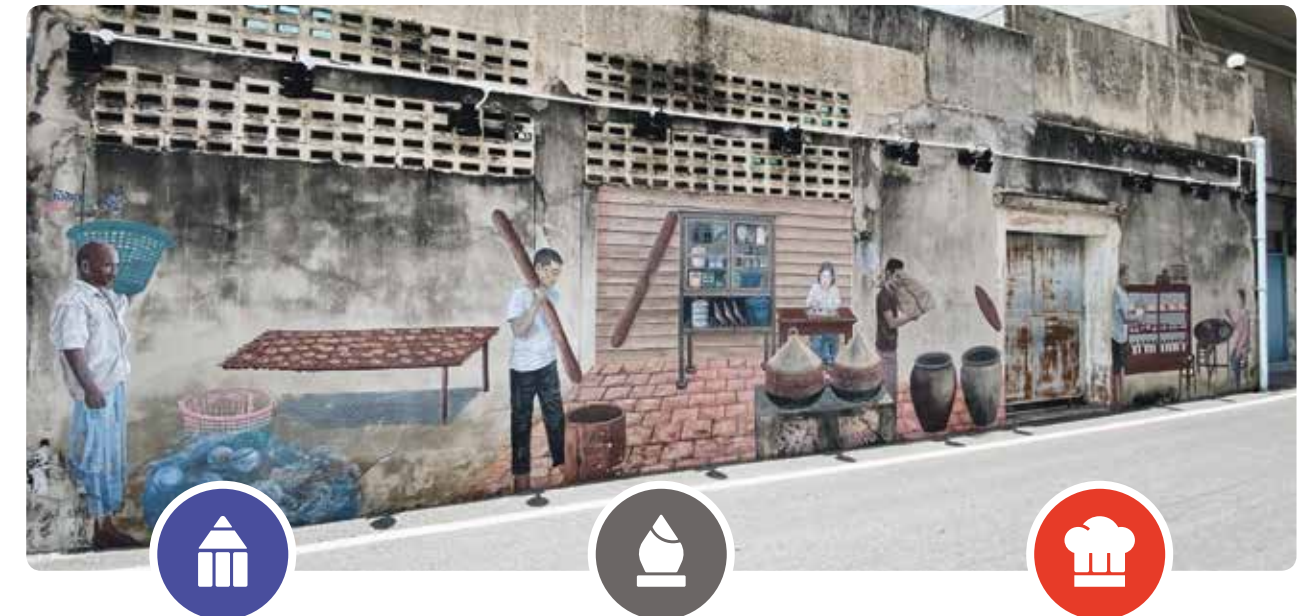


Creative Sector

- Association of Siamese Architects Thaksin
- Local Creators

The Role of The District and Creative Works

Unlike any other old towns in Thailand, Songkhla Old Town is an old port city with a harmonious combination of mother nature and manmade architecture. The traditional values of the district raise among tourists, both Thai and foreign alike, awareness of the values of an area's history, way of life, and local cuisine which reflect its identity, hence Songkhla Old Town being capable of meeting the requirements of the three creative industries as follows:



Design

Songkhla Old Town is a district with a concentration of valuable architectural objects from various eras since the reign of King Rama III, be it traditional Thai wooden houses, Chinese commercial buildings, or Sino-European edifices, built using locally sourced materials, such as Koh Yor tiles for flooring and roofing. These architectural objects have been preserved and maintained through architectural knowledge all the while there having also been urban landscape design applications to improve the local people's quality of life, such as development planning for Songkhla Old Town, landscape design and improvement of vacant space around the small ports, and road landscape improvement.

Visual Arts

Songkhla Old Town has become a landmark of the province thanks to visual arts being utilized as one of the tools for the district's revitalization, most prominently, street art which plays a major role in raising public awareness of the district. Besides, areas decorated with street art are used for organizing arts festivals and international arts events, such as South Festival Thailand, International Watercolor Plein Air Trip, and Starlight Creative Walk 2019, and there also are arts and crafts activities for kids and artists and art exhibitions in the Old Town, which culminates in arts having been integrated into every fiber of the district.

Gastronomy

In Songkhla Old Town and Songkhla Lake, there is a famous ingredient widely recognized among chefs from all over the country that is three-water sea bass. As Songkhla Lake is the meeting point of saltwater, freshwater, and brackish water, hence the name of the fish, which results in a richer ecosystem than elsewhere, in the district, not only are there restaurants serving traditional Thai, Chinese, and Muslim, but there also are new restaurants and cafés serving delicacies and desserts prepared using local ingredients of traditional local dishes and presented in a novel way.

SWOT Analysis

- Location adjacent to seas, and uniquely magnificent landscapes;
- District of a compact size conducive to walking;
- Way of life staying true to the name “Living Heritage”;
- Availability of a complete creative ecosystem and an inspirational environment;
- Continuous organization of creative activities by local creative people in the district;
- Availability of a working group with a clear goal that has been continuously driving the district’s development.

Strenght

S

Threats

T

- Lack of a public transportation system within the district, and that connecting from inside to outside the district;
- Availability of plenty of sub-groups in the district, which may lead to problems concerning thoroughly reaching out to and managing relationships with each and every one of them;

- Risk of local businesses or traditional skills disappearing due to no successors to inherit them;
- Rise in rental of venues, which results in old tenants having to move out;
- Lack of diversity of newly-emerging businesses in the district.

W
Weakness

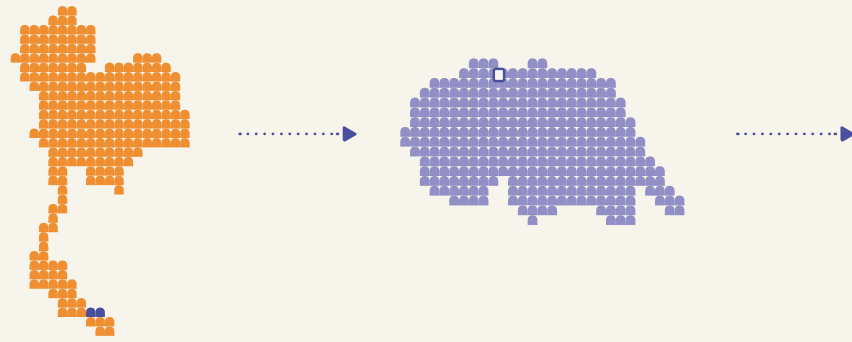
O
Opportunities

- Availability of more vacant space around the small ports in the district due to government agencies starting to move outside the city;
- Readiness to accommodate tourists of the district and its people;
- Establishment of Thailand Creative & Design Center or TCDC Songkhla and the Association of Siamese Architects’ Cloud Center or ASA Cloud Center.
- City’s goal of becoming a UNESCO World Heritage City;
- Network of creative people in the district having experiences collaborating and connections with international networks, which results in increasing opportunities for further development;

Suggestions and Future Potential of the District



- 1 **Develop new easy-to-understand, newer generation-oriented presentation media** for various movements to drive the district, such as short video clips, articles, infographics published on social media channels;
- 2 **Make an annual working plan and activity calendar of the district**, and use the latter as a tool to promote the activities that will take place in the district each year and find sponsorships;
- 3 **Encourage the stakeholders to be more initiative in driving the district**, given their having the potential, the district having undergone conservation development, creative tools having been used to the point where the district’s assets have been widely recognized and highly regarded, and the local government organizations paying close attention to and supporting the development of the district;
- 4 **Position other organizations taking part in the development of the district as partners** and require new stakeholders study the goals and vision of the district’s development beforehand, define and determine the roles they are going to play that match their abilities and potentials all the while holding on to the already existing goals and visions;
- 5 **Increase the time spent in the district by tourists** through using creative works made incorporating its history, culture, and ways of life to create added values, given its limit in accommodating a large number of tourists due to its size, despite its itself being appropriate for cultural tourism.



15

Pattani

A-Rom-Dee District



Once being the capital of the Kingdom of Langkasuka located on the eastern coast of the South in the South China Sea makes Pattani a province steeped in history and supported by relationships between the local people. And when it comes to a once major port city and administrative, commercial, and cultural center of the region, there is none other than **A-Rom-Dee District**, an old town district stretching along Pattani River covering three main roads, namely Anohru, Pattani Phirom, and Ruedee, with a Thai-Chinese-Islamic multicultural symbiosis between people of different traditions, cultures, beliefs, and languages, and a harmonious combination between past and present ways of life. Suffice it to say, A-Rom-Dee district is a center of symphonic diversity.



Creative Venue

Mosque

1. Pakistan Mosque

Temple

2. Chao Mae Lim Ko Niao Shrine
3. Pattani City Pillar Shrine
4. Wat Tani Nara Samosorn Phra Aram Luang

Modern Store / Business

5. ALL GOOD Coee & Bakery
6. BlueBird Brasserie Pattani
7. Chan Phen Restaurant
8. Tontangkwa Café

Government Building / Museum

9. Chao Mae Lim Ko Niao Museum
10. Khun Phithak Raya Museum
11. White House Court
12. Fire station
13. Mueang Pattani Provincial Police Station
14. Pattani Municipality Office

Traditional Store / Business

15. YOUHUI Gueda Jeenoh Community Office
16. Go Dang Go Pi Café
17. Kanom Khai Hong Dessert Shop
18. Khao Yum Pa Chun since 1937
19. Lien Hieng Restaurant
20. Go Ji Hainanese Chicken Rice Restaurant
21. Pork Noodle Restaurant
22. Al Qur'an Bookstore
23. Jordan Burger
24. Suleiman Bookstore
25. Thetwiwat Market 1
26. Mor Manee Gum Unsans Herb Store

Old Building / Landmark

27. Ban Dhammasala
28. Rong Tiam Restaurant
29. House No.1
30. Saphan Pan Cheng Bridge
31. Tuek Dam
32. Saphan Saksanee Bridge
33. Saphan Techanuchit Bridge

Main Route

Creative District Boundary

100 m

Criteria

<div><div></div><div>Goal/ Vision/ Plan/ Action plan</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	<div><div></div><div>Space/ infrastructure to support skills and employment</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>
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<div><div></div><div>Mobility and public facilities</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	<div><div></div><div>Creative cluster</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>
<div><div></div><div>Business enhancement</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	<div><div></div><div>Cultural assets and cultural preservation</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>
<div><div></div><div>Cultural institution</div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div></div>	

Stakeholders

<div><div></div><div><div>Government Sector</div><div><ul style="list-style-type: none">Central Administrative Agencies<ul style="list-style-type: none">Pattani Provincial OfficePattani Provincial Administrative OrganizationOther Agencies<ul style="list-style-type: none">Pattani MunicipalityPattani Tourism and Sports OfficePattani Provincial Cultural Office</div></div></div>	<div><div></div><div><div>Civic Sector</div><div><ul style="list-style-type: none">Gueda Jeenoh CommunityThetwiwat Community</div></div></div>
<div><div></div><div><div>Educational Sector</div><div><ul style="list-style-type: none">Prince of Songkla University, Pattani Campus</div></div></div>	<div><div></div><div><div>Private Sector</div><div><ul style="list-style-type: none">Chamber of Commerce and Young Business People (YEC)Pattani Provincial Tourism Industry CouncilPattani Provincial Food Business Association</div></div></div>
	<div><div></div><div><div>Creative Sector</div><div><ul style="list-style-type: none">Melayu LivingSaiburi LookerCreative entrepreneurs in the district</div></div></div>

The Role of The District and Creative Works

A-Rom-Dee district has a long-standing history dating back to the reign of King Rama III when it started off as Pattani’s first Chinese district. During that time, Hokkien Chinese people immigrated to the province and settled down on Anohru road, which gave rise to the then economic district known as Pattani Hertitage City or “Gueda Jeenoh” meaning “community on the entrance of the market”. Anohru road prospered as the city’s first commercial district before the prosperity expanded to Pattani Phirom road and Ruedee road respectively.



Design

At present, A-Rom-Dee district can cater to people’s creativity, especially to their design needs. Since the South Thailand Insurgency, which started in 2004 and is regarded as the turning point when the number of tourists started significantly shrinking, Anohru road and Pattani Phirom road had been quiet down for a long time, and it was until the revitalization of the district by creative people spearheaded by Melayu Living Group who have been joining forces in creating activities to drive the district into a tourist destination of the province. The group is a gathering of creative minds of expertise who have been reimagining old architectural objects into venues for various activities, including renowned staple ones like “Pattani Decoded” Pattani Design Week, TEDxPattaniPhiromRd, and Walking Street Pattani Chinatown @ Gueda Jeenoh, with the help of state-of-the-art technologies and innovations bearing in mind the harmonious coexistence between older and newer generations.

Gastronomy

Pattani is a province unique in its local Islamic cuisine with a multicultural twist as a result of its once being the capital and a port city, such as traditional Chinese rice noodles with curry, “Kao Yum” spicy rice salad, “Chwee Kueh” Chinese coconut milk custard, “Ang Ku Kueh” steamed glutinous rice cake with mung bean paste fillings, “Kee Mod” toasted coconut pancake wrap with sesame and sugar sprinkles, just to name a few. Not only does the district take pride in already having an abundance of traditional restaurants serving local dishes, such as “Pa Chun Kao Yum” which has been open since 1937 for more than three generations, but it also is a prime location for new restaurants, especially those run by newer-generation operators who aspire to present the difference to local people, such as “BlueBird Brasserie Pattani” Western restaurant run by an experienced chef from abroad.

SWOT Analysis

- Availability of various ancient architectural objects from various eras, which reflects the evolution of the district;
- Symbiosis between traditional and contemporary businesses, which is unique to the district;
- Coexistence of people of different cultures and ages;
- Location right at the center of the city adjacent to Pattani River connecting to the estuary to the Gulf of Thailand;
- Availability of a whole host of creative people and venues for creative activities;
- District of a compact, walkable size;
- Availability of art and cultural learning centers.

Strenght

S

Threats

T

- People in the district still holding on to the Pattani pre-South Thailand Insurgency, being cooperative only when the preservation, renovation, and development of the district lead to the revival of their version of Pattani;
- Restrictions on the creation of some kinds of arts imposed by Islamic religious rules.

- Recollections of the South Thailand Insurgency;
- Inconvenient transportation within the province and access to the district due to the lack of a convenient public transportation system in the province, including buses, and a provincial airport, as well as inadequate parking lots.
- Availability of a few groups dedicated to driving the district, albeit without a determined direction for joint development;

W
Weakness

O
Opportunities

- Still untapped full potential of the architectural objects as well as spaces of the district;
- Availability of people in the district who have not realized the importance, values, and beauty of ancient architectural objects yet, but potentially could;
- Suitability of the creative economy concept for the district considering the context of the province and the manners of Pattani people.

Suggestions and Future Potential of the District



1

Drive the district into a tourist destination of people, both inside and outside the province alike, through the construction and improvement of footpaths and the development of public spaces to promote walking and living experiences, especially those around Pattani Phirom road, given the needs and support of the local people brought about by the preservation, renovation, and revitalization of old architectural objects in the district;

2

Record the history of the district and disseminate collected historical stories in various online and offline formats, including print, such as magazines, exhibitions, lectures, to communicate with outsiders so that they change their attitude towards the district, all the while preserving old architectural objects, or remodeling them into spaces for creative activities, and inheriting old skills and businesses unique to the district.

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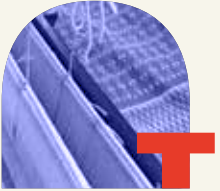
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Translated by
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Experts responsible for exploring
the potential of the development of
creative districts in Thailand

- Kwan Phonghanyut
- Suksan Chuen-Arom
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- The Contextual Company Limited
- Fire One Company Limited



Information by courtesy of

Chiang Rai

- Chiang Rai Provincial Office
- Chiang Rai Provincial Administrative Organization Office
- Chiang Rai Municipality Office
- Chiang Rai Provincial Cultural Office
- Chiang Rai Provincial Tourism and Sports Office
- Office of Contemporary Art and Culture
- Chiang Rai Provincial Public Works and Town & Country Planning Office
- Chiang Rai Provincial Electricity Authority
- Chiang Rai Rajabhat University
- Mae Fah Luang University
- Samakkhi Wittayakhom School
- Chiang Rai Commercial Vocational College
- Chiang Rai Technical College
- Samakkhi Wittayakhom School
- Damrongrat Songkroh School
- Buddhivong Wittaya School
- Chiang Rai Provincial Tourism Industry Council
- TOT (Public) Company Limited
- Singha Corporation Company Limited
- "Khua Silpa" Art Bridge

- Chiang Rai Artist Network
- San Khong Community
- Rong Suea Ten Community
- Pa Daeng Community
- Fang Min Community

Nakhon Pathom

- Nakhon Pathom Provincial Office
- Nakhon Pathom Provincial Administrative Organization Office
- Nakhon Pathom Municipality Office
- Salaya Sub-District Municipality Office
- Nakhon Pathom Provincial Commercial Office
- Nakhon Pathom Provincial Industrial Office
- Nakhon Pathom Provincial Cultural Office
- Nakhon Pathom Provincial Public Relations Office
- Nakhon Pathom Provincial Treasury Office
- Nakhon Pathom Provincial Tourism and Sports Office
- Nakhon Pathom Provincial Education Office
- The Crown Property Office, Nakhon Pathom Provincial Office
- College of Music, Mahidol University
- Nakhon Pathom Rajabhat University

- Federation of Thai Industries, Nakhon Pathom Chapter
- Nakhon Pathom Provincial Cultural Council
- Nakhon Pathom Provincial Chamber of Commerce
- Index Creative Village (Public) Company Limited
- Fungjai Company Limited
- Nakhon Pathom Journalists Association
- Nakhon Pathom Tourism Club
- Emeritus Professor Poonpis Amatayakul, M.D.
- Thanis Sriklind (National Artist of Performing Art for International Music)

Nakhon Ratchasima

- Nakhon Ratchasima Provincial Office
- Nakhon Ratchasima Provincial Administrative Organization Office
- Nakhon Ratchasima Municipality Office
- Nakhon Ratchasima Provincial Strategy Office
- Nakhon Ratchasima Provincial Cultural Office
- Nakhon Ratchasima Provincial Tourism and Sports Office
- Nakhon Ratchasima Provincial

Industrial Office

- The Queen Sirikit Department of Sericulture
- Office of Contemporary Art and Culture
- Rajamangala University of Technology Isan
- Nakhon Ratchasima Rajabhat University
- Nakhon Ratchasima Provincial Chamber of Commerce
- Ban Doo Silk Handicraft Group
- Ban Ja Poh Silk-Weaving Group
- Huen Mudmee
- Huan Kratoook Sook Yoo

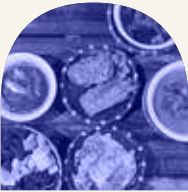
Nakhon Si Thammarat

- Nakhon Si Thammarat Provincial Office
- Nakhon Si Thammarat Provincial Administrative Organization Office
- Nakhon Si Thammarat Municipality Office
- Nakhon Si Thammarat Provincial Chamber of Commerce
- Arsom Silpa Institute of the Arts
- Tha Wang Driving Group
- Tha Mon Community
- Creative Nakhon Group
- Nakhon Si Thammarat Architect's Club
- Rak Barn Kerd Group

- Lang Week Dao Group
- Dr. Bancha Pongpanit, MD.

Nan

- Nan Provincial Office
- Nan Provincial Administrative Organization Office
- Nan Municipality Office
- Special Area Office, DASTA 6 under Designated Areas for Sustainable Tourism Administration (Public Organization)
- Nan Provincial Commercial Office
- Nan Provincial Industrial Office
- Nan Provincial Community Development Office
- Nan Provincial Public Works and Town & Country Planning Office
- Rajamangala University of Technology Lanna
- Nan Provincial Cultural Council
- Print Media Part., Ltd.
- Risasinee Group Company Limited
- Kad Ban Kao - Hua Wieng Tai Working Group
- Kad Ban Kong Noi Pracharath Working Group
- Kien Tua Mueang Group
- Nan Old Town Historic Building Preservation Fund



Pattani

- Pattani Provincial Office
- Pattani Provincial Administrative Organization Office
- Pattani Municipality Office
- Prince of Songkla University Pattani Campus
- Galyani Vadhana Institute of Cultural Studies
- “University with the Drive of Arts and Culture for Spatial Development” Project
- Pattani Provincial Tourism Industry Council
- Pattani Provincial Chamber of Commerce
- Pattani Provincial Food Business Association
- Gueda Jeenoh Community
- Thetwiwat Community
- Melayu Living
- Saiburi Looker
- Batik de Nara
- Benjametha Ceramic
- Patani Artspace

Phayao

- Phayao Provincial Office
- Phayao Provincial Administrative Organization Office
- Phayao Municipality Office
- Mueang Phayao District Municipality Office
- Chiang Kham District Municipality Office
- Phayao Provincial Local Government Promotion Office
- Phayao Provincial Community Development Office
- Phayao Provincial Tourism and Sports Office
- Phayao Provincial Cultural Office
- Phayao Provincial Commercial Office
- Phayao Provincial Public Works and Town & Country Planning Office
- Phayao Provincial Public Relations Office
- Phayao Provincial Office for Natural Resources and Environment
- Phayao Provincial Buddhism Office
- University of Phayao
- Phayao Provincial Chamber of Commerce
- Federation of Thai Industries, Phayao Chapter

- Phayao Provincial Tourism Industry Council
- Phayao Provincial Cultural Council
- YEC Phayao
- Pracharath Rak Samakkee Phayao (Social Enterprise) Company Limited
- Nithan Baantonmai
- Lake Land Store / Lake Land Cafe
- Pye space
- Coffee id456
- Made by hud
- Ban Chai Kwan
- Ban Rim Kwan
- Kwan Ing
- Chawawad
- Baan Din Kham-Poo-Jue

Rayong

- Rayong Provincial Office
- Rayong Provincial Administrative Organization Office
- Rayong Municipality Office
- Rayong Provincial Community Development Office
- Rayong Provincial Industrial Office
- Tourism Authority of Thailand, Rayong Office
- Ministry of Culture, Rayong Office
- Rayong Provincial Office for Natural Resources and Environment
- Rayong Provincial Tourism and Sports Office
- Wat Papradoo School
- Wat Lum Mahachai Chumpon Municipal School
- Wat Khot Khimtharam Municipal School
- Anuban Rayong School
- Rayong Creativity Development Center (RCDC)
- Rayong City Development (RYCD) Company Limited
- Rayong Provincial Chamber of Commerce
- Rayong City Historical Information Development Center
- Rayong Gallery
- Yomchinda Committee
- Old City Preservation and Renovation Club
- Chao Mae Thapthim Shrine Club
- Saphan Rat Community
- Rayong City Wellness Tourism Club

Loei

- Loei Provincial Office

- Loei Municipality Office
- Dan Sai District Municipality Office
- Somdet Phra Yuparat Dan Sai Hospital
- Tourism Authority of Thailand, Loei Office
- Loei Provincial Community Development Office
- Loei Primary Educational Service Area Office 3
- Srisongrak Wittaya School
- Dan Sai District Office of the Non-Formal and Informal Education
- Loei Provincial Chamber of Commerce
- Ban Na Wieng Community
- Pupieng Po Da Arte Resort
- Phi Ta Khon Mask Group
- Go Minimart
- Chao Pho Guan Chao Mae Nang Tiem Pho Saen Nang Tang Group
- Khamphan On-Uthai
- San Samthongtham

Lamphun

- Lamphun Provincial Office
- Lamphun Provincial Administrative Organization Office
- Lamphun Municipality Office
- Mueang Lamphun District Municipality Office
- Lamphun Provincial Commercial Office
- Lamphun Provincial Cultural Office
- Lamphun Provincial Tourism and Sports Office
- Lamphun Provincial Office of Natural Resources and Environment
- Lamphun Provincial Public Works and Town & Country Planning Office
- Chiang Mai University
- Mae Jo University
- Chiang Mai Rajabhat University
- Chiang Mai University Hariphunchai Campus
- Lamphun Provincial Cultural Council
- Lamphun Provincial Chamber of Commerce
- YEC Lamphun
- Temple House Company Limited
- Mickey Mouse House
- ERE Design & Development Company Limited
- Pensiri Maithai Company Limited
- People of Lamphun
- Lamphun New Generation

- Pratupa Sub-District Handwoven Fabric Product Group
- Singha Intharachuto
- Narasmin Khatiyawara
- Chulaporn Nantaphanich
- Sutee Ueasiripornrit
- Plub Boonsuan

Sakon Nakhon

- Sakon Nakhon Provincial Office
- Sakon Nakhon Provincial Administrative Organization Office
- Sakon Nakhon Municipality Office
- Tourism Authority of Thailand, Nakhon Phanom Office
- Kasetsart University Chaloeam Phrakiat Campus
- Sakon Nakhon Rajabhat University
- Sakon Nakhon Provincial Chamber of Commerce
- YEC Sakon Nakhon
- Sakonhed Group
- Dusit Hotel
- Old Town Community
- Sakon Nakhon Good People Promotion Club

Sukhothai

- Sukhothai Provincial Office
- Sukhothai Provincial Administrative Organization Office
- Mueang Kao Sub-District Municipality Office
- Sukhothai Provincial Industrial Office
- Sukhothai-Si Satchanalai-Kamphaeng Phet Historical Parks Special Area Office, DASTA 4 under Designated Areas for Sustainable Tourism Administration (Public Organization)
- Ramkhamhaeng National Museum
- Sukhothai Historical Park, Fine Arts Office 6
- Naresuan University
- Sukhothai Provincial Tourism Industry Council
- Sukhothai City Development Company Limited
- Khanesha Gallery
- Baan Ma-Kwid
- Si Satchanalai Goldsmith Group
- Mueang Kao Community Tourism Promotion Club
- Kok Mai Tha Chai Tourism Promotion Club

Suphanburi

- Suphanburi Provincial Office
- Suphanburi Provincial Administrative Organization Office
- Suphanburi Provincial Cultural Office
- Suphanburi Municipality Office
- Rua Yai Sub-District Administrative Organization
- U Thong Ancient City Special Area Office, DASTA 7 under Designated Areas for Sustainable Tourism Administration (Public Organization)
- Fine Arts Office 2
- Faculty of Music, Silpakorn University
- Suphanburi College of Dramatic Arts
- Kannasoot Suksalai School
- Tourism Business Association of Suphanburi
- Suphanburi Provincial Chamber of Commerce
- Suphanburi Provincial Cultural Council
- Suphanburi Provincial Tourism Industry Council
- Suphanburi Ruamjai Music Artist Association
- Suphanburi Radio Association
- Tourism Business Association of Suphanburi
- Suphanburi Provincial Chamber of Commerce
- Bang Plama District Musician Network
- Sripachan District Musician network
- Sam Chuk District Musician network
- U Thong District Musician network
- Mueang Suphanburi District Musician network
- Song Phi Nong District Musician network
- Nong Ya Sai District Musician network
- Dan Chang District Musician network
- Doem Bang Nang Buat District Musician network
- Songwriter Network

Songkhla

- Songkhla Provincial Office
- Songkhla Provincial Administrative Organization Office
- Songkhla Municipality Office

- Rajamangala University of Technology Srivijaya
- Songkhla Rajabhat University
- Association of Siamese Architects under Royal Patronage
- Songkhla Heritage Society
- Songkhla Municipality Architects
- a.e.y.space
- Lyn’s Hostel
- Songkhla Heritage Company

Ubon Ratchathani

- Ubon Ratchathani Provincial Office
- Ubon Ratchathani Provincial Administrative Organization Office
- Ubon Ratchathani Municipality Office
- Warin Chamrap Municipality Office
- Ubon Ratchathani Provincial Agriculture and Cooperatives Office
- Ubon Ratchathani Provincial Agriculture Office
- Ubon Ratchathani Provincial Industrial Office
- Ubon Ratchathani Provincial Cultural Office
- Ubon Ratchathani Provincial Public Relations Office
- Ubon Ratchathani Provincial Tourism and Sports Office
- Ubon Ratchathani Provincial Commercial Office
- Ubon Ratchathani National Museum
- Ubon Ratchathani University
- Ubon Ratchathani Rajabhat University
- Ubon Ratchathani Provincial Chamber of Commerce
- Federation of Thai Industries, Ubon Ratchathani Chapter
- Ubon Ratchathani Provincial Tourism Industry Council
- MOC Biz Club Ubon Ratchathani Network
- YEC Ubon Ratchathani
- Architects 22
- Warin Future Group
- Silpa Sriwaralai Group
- Vela Warin Hotel
- Baan Kham Boun
- Rawang Thang Handcraft Store
- Grow Up Interfood
- UBon Old Town Food Village est. 2490
- Impression Sunrise
- Joint space

About CEA

In accordance with a Royal Decree and effective as of 14 August 2018, Thailand Creative and Design Center (TCDC) has been reestablished as the Creative Economy Agency (Public Organization) under the Office of the Prime Minister of Thailand. The Creative Economy Agency (CEA) is tasked with engaging with entrepreneurs whose businesses leverage innovation and creativity tools to offer products and services that enhance the prominence and competitiveness of Thailand's intellectual property on the global market.

To that end, the CEA uses a variety of approaches to help make creative and digital economy development a pillar of our national future. Through the provision of timely and useful data, the CEA assists in the formulation of policy whilst also establishing creative districts where the government's agenda can be put into action. The CEA also offers training and support to aspiring creatives in conjunction with educational institutions and private sector entities at TCDC branded business incubation centers, where future luminaries of the Thai creative economy can make a start for themselves.

Additionally, the CEA also serves as a repository of statistics and information that can be leveraged by domestic and international stakeholders seeking to help make Thailand a leader of creative economy in the twenty-first century.



สำนักนายกรัฐมนตรี

