





LIVING FORWARD TOA COLOR TRENDS 2023

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## Living Forward: New Color Trends of 2023

# Greater Living Standards and Growing Environmental Awareness

Surviving COVID-19 and going through major life changes and adaptation isn't the final obstacle the world has thrown at humanity. There are more difficulties and crises for those of us who are still alive and breathing to face and hopefully conquer. New contagious diseases are on the horizon, natural calamities are on the rise, and inflation is on the way, making economic recession a harsh reality that we must all confront. The world is on the verge of war, with political confrontations occurring left and right, both domestically and globally. Countries have fully integrated into an aging society. Then there's the crisis over energy, natural resources, and environmental issues, which has become a global challenge for every human on this planet to solve.

At this time of recuperation and the search for equilibrium and optimism, humanity is full of hope and spirit for a new beginning. It's the feeling of liberation, of progress toward a better future, whether that's a better tomorrow, a better year, or years to come. Everyone wishes to build a more sustainable world, one in which equality is cherished and people can live lives of good physical and mental well-being. We hope to build a life immunity that will allow us to move on together and become stronger. This collective consciousness creates a tendency in how people live, with an understanding of how the now will affect the future. Past experiences become lessons for dealing with problems that lie ahead. Humans are now more aware than ever of the reality of the outside world and the need to comprehend their own minds and inner selves.

Life has changed dramatically in the last few years. It's the kind of situation that shapes people's perspectives and actions. Exploring and analyzing developments with Thailand's leading architects and designers, we decode the trends that will be prevalent in the domain of design. The result is TOA's new color trends of 2023: Living Forward through new color shades for a greater living standard and growing environmental awareness. The four color palettes convey a sense of fulfillment and happiness in the present that will shape a better future.

While the hazy cloud of hardships and obstacles remains, we keep our vision sharp and determined, looking forward to a better day and a brighter future together.

# THE CURATORS

Explore the concept of "Living Forward" through the eyes of five prominent Thai architects and designers on residential design and living trends for 2023. Navigate possibilities and tendencies in the face of change, from people's behaviors and surrounding societal, economic, and environmental circumstances to wars, contagious diseases, shifting population structures, and a plethora of other factors that influence the trajectory of design and the use of colors in all types of spaces, and how today's creative drives can inspire and materialize a better future.

## LIVING FORWARD TOA COLOR TRENDS 2023



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**TAJ PHITAKRAXANTI  
QUAN PHITAKRAXANTI**

MANAGING DIRECTOR AT  
TANDEM ARCHITECTS (2001)





**JUN —  
SEKINO**  
PRINCIPAL AT JUNSEKINO  
ARCHITECT AND DESIGN  
/ JUNSEKINO INTERIOR  
DESIGN CO., LTD.

The founder of JUNSEKINO ARCHITECT AND DESIGN and JUNSEKINO INTERIOR DESIGN CO., Ltd. has been unwavering in his focus on every aspect of design. His work merges architecture and interior design through a design that is not confined by any formula but stresses the unique simplicity that never fails to serve functional purposes with great beauty and wit.



It's the time of hope; seeing the world pick up its pace and make up for the lost time after COVID-19 has finally began to resolve. But a new and impending challenge that lies ahead is, for Jun Sekino, even more difficult to handle than the pandemic, due to its direct and tremendous impacts it has on people's lives and livelihoods.

"We're going beyond the design business because everything is connected at the level of global crisis, whether it's the environment, food shortages, the collapse of businesses and real-estate sector, and so on." While many thought having survived COVID-19 will make us overcome anything, the reality is that we will confront even more difficult circumstances, especially wars and economic downturn. All are things over which we have no control.

**"How can one survive in a world of relentless crises?"**

"It's as though we're living in a post-World War II world." Jun compares the current situation to a point in human history when everything had to be rebuilt, including the economy. "We used to look at these problems and never consider them to be something that would affect us." But all these things are now intertwined with our lives, and we are forced to contemplate how to survive these crises, whether in the context of our work, life, or future life plans. People used to have simple, straightforward goals and purposes in life. You finish school, find a job, and buy a house. But things aren't as simple as they once were. Think about what will happen in the next month, not what will happen in the next five years. It's already tiring. So, among the most significant factors are our own mindset and attitude. How do we look for beauty in the world when the negatives overwhelm the positives many times over? In this situation, where we are surfing on these gigantic restless waves of difficulties, how do we keep our balance and avoid being swept away?"

**Attitude and Mindset**

"What matters is how we may develop an attitude and mindset in how we approach and deal with situations." Some people see problems and challenges as opportunities even though they become bigger. What kind of mindset should we have each day in order to live, empower ourselves, and be happy? An accomplishment in life does not always have to be significant. We can accumulate tiny achievements from our daily lives and experiences, like eating a delicious meal, making time to read, or exercising. The modest victories that each person achieves in their daily lives can add up become a great success."

**Living Forward Together**

Jun points how people are living in the midst of a shifting economy, society, climate and technology, including new generations with new behaviors, new ways of doing business. But these changes also include decreases in the birth rate, natural resources, food production, and even clean air. So, the challenge may not be in learning to adjust and survive in the world, but in passing on the mindset and attitudes to future generations who will have to live on and deal with the reality we leave them with.

"The younger generation is very different from us. They learn new technologies faster, and they live in this planet with greater comprehension, awareness, and concern than my generation. From what they consume and use, to the way they pose key questions like, 'Can trees grow in the future?' So the main thing is to pass on knowledge to the next generation about how to survive, think, and build a better mindset than our generation has done. Young people can develop something new while we are merely adapting to survive."





**Impacts and Changes: A Guiding Principle into 2023**

**Calm Down:** "After three years of constant battle with the pandemic and economic insecurity, I think people are yearning for some peace of mind, being able to be close to nature or in more natural surroundings."

**Sunshine:** "The vibrant, invigorating spirit like a flower in bloom, a blue morning glory, will be what people look for. The feelings one gets from traveling, experiencing new things, or bringing more colors to a space to create uplifting, joyful experiences and happiness."

**Unique:** "People today have a greater understanding of themselves. They are aware of what they want and do not want. They understand which functions are unnecessary and which are essential. As a result of their desire to show their personality, their expectations have gotten more specific and detailed. Even minimalism is interpreted differently depending on the person's age and personality, where they are or from in the world, while the economy is also a factor. As a result, we will see fewer megatrends in the area of design since individuals seek micro happiness in the midst of all the major problems they must face."

**Simplified but Different:**

"We rely less on human work and more on technology. We use more ready-to-use products, but we also want to stand out. In today's world, design must be brief, concise, and simple to use. Excessiveness will be eradicated from life because people want something simple yet unique that can be self-maintained without the need for human skills or work. So, every component in a living space should help a person live more comfortably because they have so much to do in one day, from their job to taking care of their home and pets to cooking, not to mention the time wasted on daily commute when there are still 24 hours in a day. Everything has to be simple and smart."

**Open Space:** "People's yearning for nature and open space will remain, whether in the form of a rural home in an orchard, rice field, or forest. They desire to incorporate nature into a living space, which could be something tangible, such as trees, pets, or intangible elements like air and light." Architecture will be created to be more open and expressive visually while shielding itself from the outer world. Because individuals are more concerned about privacy and security. A building or space will be designed to better connect with the natural elements incorporated into a home. That is why, unlike in the past, having a courtyard inside a house is highly popular these days, as opposed to having a home constructed to show off a person's status through components such as huge columns and large lawns. That is no longer the case."

**Smart:** "People may desire a horizontal space to live in. However, they may still have to return to vertical living due to commuting time, lifestyles, rising home and land prices, construction and labor costs, and so on. Every design of vertical living space needs to be smarter and better respond to inhabitants' increasingly specific demands and conditions. For instance, a living space that allows residents to have a pet, grow plants, all the while it is expected to be well-ventilated with enough room for exercise. Every component of a program must be smarter, and people will seek long-term benefits and cost-effectiveness in design, such as low-maintenance structures with more long-lasting and timeless designs."

**Sustainable:** "Sustainability will not be just a trend but a must."



**Colors in Interior and Architectural Design**

"I'm fascinated by the way colors emerge or change at different times, like the colors of the morning when the sun rises, or the colors of the lights at night, or the hues when rain falls on water. They are the colors produced by natural processes; when materials such as wood, stone, and glass interact with light and create effects that elicit certain emotions in us."

"The added colors appear in the form of furniture, everyday items, clothing, shoes, and so on. A room or architectural structure can be used as a blank canvas to add one's own colors, emphasizing who they are as a person."

**A Mindset for 2023 and the Years to Come**

"We're still in the thick of it, the unresolved crises. Therefore, the most important thing is to use our wits to figure out how to use fewer resources while increasing efficiency; attempting to make life better amid these endless waves of problems. The trend is to deal with the situation at hand. Live smartly while trying to survive in this world and what it will become."



JUN SEKINO  
MOOD BOARD

**Blue (Dark Blue)**  
In my perspective, the most dominant color in nature. It's the first thing we see when we wake up. It's the hue created by interactions of sunlight with the world's atmospheric layers. It's also the color of ocean, which covers most of the earth's surface. Every day, we observe varied shades and tones of blue created by nature in different places and at varying times of day. The most appealing aspect of blue is its ability to fit in with its surroundings in the most harmonious manner. It even works its way into the physical characteristics of living organisms, particularly those that lives in water. When combined with basic colors in design, I'm drawn to and intrigued by this color tone. It adds calmness and tranquility to the mood and tone of a work by 10-30%. It's also one of the individual colors. It can be utilized to convey meanings and messages clearly. On several occasions, I have used the blue in my interior design, furniture, or even clothing to express the stage of absence, silences, humility, and calmness while preserving this sense of individuality.

**Green**  
When it comes to expressing environmental consciousness; a cleaner world and one's concern for the earth, green is the obvious color to convey these thoughts. It represents development and works well when juxtaposed with technological advancement. It has good connotations in the sense that it is friendly to all color tones since it is simple to mix and match with others. It's the color that I use almost instinctively because it always surrounds and embraces us, especially in a tropical environment. The use of green in design may not be in the form of built components, but instead through natural elements such as trees to achieve the desired mood and tone. Green can help a space communicate its function, such as a dining area or a leisure area, when used in interior design.

**Brown**  
There is always a brown hiding in natural elements. It's a subtle color that seeps into the smallest aspects of everything around us. It radiates warmth, kindness, and serenity. Brown rarely stands out, preferring to blend in as part of a material. It's a color found in the true nature of a material. Brown is sometimes associated with nostalgia; a recall of a memorable past. Brown might make us feel hopeful at times. It conveys development. It's simple to use and complements any color scheme. Beige can be an excellent background color for other colors. While brown might be humble and quiet, it has a mysterious energy when utilized in particular contexts and places. It's timeless, and there's no indication of age or gender. It's an excellent color for residential design because of the sense of calm it offers. Brown has a soothing, static, and pleasantly lethargic quality to it. I believe it is the easiest hue to use to connect with nature. And I think of brown as a color with its own distinct scent.



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# TAJ — QUAN PHITAKRAXANTI

MANAGING DIRECTOR AT  
TANDEM ARCHITECTS (2001)

Taj and Quan Phitakraxanti are the architect twins and Managing Directors of Tandem Architects (2001), one of Thailand's premier architecture firms with a portfolio that includes high-rise buildings ranging from condominiums to hotels to office buildings. Tandem Architects has also been named one of BCY Asia's Top 10 Thailand Architects Award winners every year since 2005.



Human beings have now learned the value of physical and mental health as the world seems to return to normalcy. People have gone back to their usual ways of living and enjoy life without health measures or regulations after the intensity of the pandemic reached and passed its peak. Everyone learns to be more prepared to deal with the present and the unpredictable circumstances of the future. 'Living Forward,' according to Taj and Quan Phitakraxanti, the brother and sister behind Tandem Architects (2001), is about how one lives in the present for the good of the future, an idea that should be recognized as a prominent concept and approach to design.



**Living Forward, from Now to the Future**

"How can we live lives that have a positive impact on the future, and how can we create to improve the lives we will lead in the future?"

Tandem Architects' two principal architects (2001) express their perspective on the philosophy behind their approach to architectural design in the middle of a world full with crises, many of which have unavoidable repercussions on the future direction of tendencies and the lives of all human beings. "There are concerns about health and the environment, and everyone and everything should be prepared to face with an uncertain future." The crucial question is how we can design for a healthy lifestyle, both physical and mental health, because a good design, in our opinion, must take the users' future into account."

One of the examples they gave was the design of the 1557 Home Shopping's office building, which has semi-outdoor spaces occupying the majority of the master plan. The design intends to combine natural elements into the interior functional spaces so that users may feel their presence. Employees are provided with several workspaces in which they can work, have meetings, eat meals, or engage in other recreational activities. The nicest view is designated for the common space, which all staff members can use and enjoy.

"Sustainable Design has always been our main principle and norm, and by that we specifically refer to passive sustainable design, which is an attempt to integrate natural ventilation into different elements of design, allowing the building to use the least air-conditioning system possible, reducing energy use and overall expense." Other developments, such as Corner Ratchatewi, use a vast volume of green walls for the common spaces so that the plants may absorb the emitted carbon dioxide, acting as a natural vacuum cleaner. Horizontal and vertical fins are also employed to provide sun protection."





THE CURATORS

Designing for the New Normal and Greater Flexibility

When Covid-19 emerged, people's work behaviors became more flexible, as many are now more comfortable with working from home, online communication, and conferencing, all of which resulted in a major reduction in the requirement for daily commute and office space. Simultaneously, the new normal has altered certain parts of people's lives. Thanks to advances in technology such as video conferencing, humans can now work virtually from anywhere. Covid-19 appears to be one of the catalysts that forces people to consider new options and ways of living. Design concepts for design and architecture projects must evolve to meet the changing needs and awareness of end consumers.

Natural Ventilation: As things begin to feel normal again, some precautions remain in place in case the epidemic returns. Everything is designed to limit touch, and accommodate social distancing, even the controlling of spaces hosting large crowds, all of which are still active practices. Natural ventilation is being included into the design of lobbies and entrance halls, which are now opting for a semi-outdoor program rather than an air-conditioned environment for increased natural ventilation. Thais are more open to semi-outdoor places now than they were before, when heat was a major worry. With disease and sanitation as variables, and people's desire to be closer to nature, whether it's trees, sunlight, or wind, we're witnessing this initiative of bringing nature closer to people's life. After years of needing to stay inside, people are now more open, if not preferring, to be in an outside setting rather than an air-conditioned one."

"Flexible & Multi-use Space": The two architects place a priority on flexibility when designing functional spaces, as it provides users with more possibilities. One example is the separation of space into zones of pocket spaces as opposed to a single large shared space. Other examples include the design of a condominium's shared facilities, where, despite being a public space, each user expects a certain level of privacy, necessitating the need to create diverse functional spaces that allow residents to choose whether they want to share an open area with others or spend time in a more private corner.

"We design by simplifying the functional space to be as efficient as possible." It's similar to someone working out to get rid of excess fat in order to be as lean as possible. We design a place with only the most essential functions. Design trends must consequently include multi-use space to enhance functional options; for example, office spaces no longer need to have fixed cubicles for staff, but instead opt for a flexible work station."

Because condominiums account for 60-70% of Tandem's portfolio, with the rest being hotels and office buildings, one of the intriguing trends they've noticed is the shrinking size of functional units in urban areas. As a result, the design must optimize the efficiency of functional spaces. "Bangkok may not reach the size of residential units that Hong Kong and Japan have, but given the economic conditions, buyers don't look for something pricey, forcing living units in highly urbanized locations to be even smaller in order to retain an affordable price in the mid-segment market." Condominium units or hotel rooms, as well as furniture, are designed to be more compact while being completely functional, versatile, and multi-functional, in order to truly match with changes in the way of life of city dwellers. One of the examples is a design that considers the flexibility and adaptation of interior functional spaces of a condominium unit where a living space can be changed into a workspace utilized by one tenant or a couple who share the same living space."



LIVING FORWARD TOA COLOR TRENDS 2023



Trends of 2023: Work + Vacation = Workation

People get out of the house, travel, and enjoy the long-awaited holiday as the pandemic subsides. Working while vacationing from practically anywhere, be it a café or a hotel, has given rise to a new way of life. The word 'Workation' has become ubiquitous, and Taj and Quan see work+vacation as the trend of 2023. "When the pandemic finally ended, people desired to finally travel and live their lives." The year 2023 will be one of travel. Architects must be able to produce designs that respond to people's changing lifestyles. The design trend for residential projects such as condominiums and hotels must feature a comfortable workspace, not only inside the living units but also in the common facilities, such as a semi-outdoor common space where users may sit and work for an extended period of time. When users participate in online meetings, there should be a space for them to use with necessary equipment provided so that a project may properly cater to the workation lifestyle."

Color Trends for Buildings

"Humans have an innate desire to be near to nature. While incorporating natural materials into architectural features such as facades or surfaces may be the simplest way to accomplish this, there are some constraints that prevent us from employing genuine natural materials. The best substitute is to utilize colors with the most natural textures, or to integrate colors with natural tones, such as earth tone, which are less vibrant and do not generate as much contrast. Colors that are closer to nature can be contrasted with darker tones such as black. There is usually a tint of darker shade that makes them more natural. There could be textures of other hues mixed throughout, similar to the colors that are organically born. Painting high-rise structures with colors achieves outstanding benefits at a lower cost and shorter construction duration, while also making the maintenance easier. We can change the color of a building to refresh its appearance over time whereas using additional materials, such as façade cladding will add complexities and expenses."



TAJ + QUAN  
PHITAKRAXANTI  
MOOD BOARD

- 1. **Pai District, Mae Hong Son Province, Thailand**  
Vast and seemingly endless fields of rice.
- 2. **Hang Dong District, Chiang Mai, Thailand**  
Time-worn wooden tiles that withstand nature's changing seasons.
- 3. **Nong Bon Pond, Bangkok, Thailand**  
A mirror-like mass of water stunningly reflects the sky.
- 4. **Tokyo, Japan**  
Sunrays greeting people in the morning.
- 5. **Gardina Asoke, Sukhumvit 16, Bangkok, Thailand**  
The shadow cast on the surfaces and white walls unveils a combination of colors in nature.
- 6. **Gardina Asoke, Sukhumvit 16, Bangkok, Thailand**  
A balance between tranquility and warmth conveys the 'Feels like home' sentiment.
- 7. **Taksin Bridge, Bangkok, Thailand**  
Bangkok during golden hours when the sun was about to set.
- 8. **On a way home, Bangkok**  
The aquatic mass of the sea reflecting the sky seen from a flying airplane.
- 9. **Meiji Jingumae, Tokyo, Japan**  
A garden full of Iris flowers hidden in the middle of a metropolis.
- 10. **Kamala Beach, Phuket**  
A calming sea.
- 11. **"Komorebi," Bangkok**  
The Japanese term, "Komorebi" means the light piercing through tree canopies. Seeing such a natural phenomenon at our own home brings a sense of joy.



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THAWIN —  
HARNBOONSETH  
FOUNDER AT WARchitect

Thawin Harnboonseth is the founder and design director of WARchitect, an architecture firm with a body of work full of some highly impressive design works and unique design language, the majority of which are residential designs of exemplary characters, resulting in each work and the studio's reputation being recognized both domestically and internationally.



Changes in societal and technological aspects of life, whether in various forms of communication, learning, working, or living, which are today referred to as the New Normal, were most likely an ongoing trend. The advent of Covid-19 was a crucial factor, hastening the emergence of the New Normal. How have these developments influenced architectural design trends? "Thawin Harnboonseth," the founder of WARchitect, makes an interesting observation about architectural design, particularly the residential sector, and the transition that has transpired to better meet people's shifting habits and demands in the New Normal era.

Societal Changes and Effects on Residential Typology

- Thawin makes several interesting points on the impacts of societal changes on residential design trends.
  - Thailand has fully integrated into the Aging Society. The transition gives birth to a residential design trend in which a house is lived in by multigenerational occupants, resulting in the design taking into account users of all ages. There are also senior citizens who live alone or apart from their families, forcing house design to focus less on having several rooms and more on utilitarian spaces that are emotionally and visually pleasant, similar to the experience of vacationing at a resort. Such concept is materialized by combining design and natural components with a touch of artistic flair.
  - Low birth rate: The decision of the younger generation population to avoid having children equals less financial strain. This way of living allows people to spend their earnings on themselves more than the preceding generation. Houses become one of the things in which individuals invest their money, creating the living space that best suits their needs and tastes.
  - Gender diversity (LGBTQ) has an impact on how a residential design is achieved. Individual and distinctive decoration styles emerge, such as spaces derived from users' actual lifestyles or décor that décor centered more on emotionally expressive ambiances. Design Concepts and Residential Design Tendencies for Users: the Present and Future







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• **Holiday Homes**  
People have adapted to online working, which allows them to work from just about anywhere. Traditional office hours and physical office space are no longer mandatory. Holiday homes are becoming increasingly popular as people's desire for a second home outside of the city grows. "A lot of wealthy people prefer to buy vast parcels of land in provinces outside of Bangkok, such as Khao Yai, rather than a condominium worth THB 100 million." Some people choose to buy an empty plot of land in a housing estate, where they may design and build their own homes. People used to believe that holiday homes didn't have to be that large or expensive to build, but many clients are now investing large sums of money, sometimes even more than their city homes, in building fully-equipped interior living spaces that can comfortably accommodate their stay for several weeks or even months."

• **Nature and Unique Architecture**  
Humans have always had a natural desire to be close to nature. People used to live near natural waterways and rice fields, and even with the growth of urbanization and changing lifestyles, such a desire to be surrounded by nature has never really gone away. "Take swimming pool for example. There are houses where there's a swimming pool, not primarily for swimming or for inhabitants to take a dip when they desire, but to enjoy the feeling of living near the water. So, with certain projects, I would place the living space right close to the swimming pool, with no deck in between, so that residents have the most direct access to water."

The designer frequently devises gimmicks that integrate natural elements into the environment in clever ways, whether they be trees, light, colors, or materials. "We may utilize real wood in the design, but it may be burnt wood with a distinct texture. The steel we use may have a green rusty stain, or the wall colors may have references with natural color tones."

"The design concepts behind the creation of beautiful and interesting works of architecture with a unique design language of WARchitext come to fruition in the shapes and forms of cantilever beams, open to below spaces, and interior courtyards, which are usually the element most loved by the clients."

"Even in a small house, a courtyard can be incorporated as a vertical element, and the same is true in a larger house where the courtyard serves as a significant feature. It's because, despite the same distance, the impressions of looking out and seeing trees growing within a 3-meter range in a nice open space and seeing a green region confined by an architectural structure are different. The point is, there's something more special about an interior courtyard because there's this sense of ownership to it. We feel like that green space belongs to us and has become a part of us."



"Living Forward" : A View on the Present and Future

• **Living through real experiences**  
"Humans retain their naturally human inclinations. Personally, I believe that the Metaverse or virtual reality contradicts human nature. At the end of the day, humans still desire to see each other in the flesh, communicate, make eye contact, hear each other's voices, share the same vibe, and feel the same temperature. So, I believe that people will finally return to the point where everyone would come out and meet each other, as it used to be. Clients have questioned me if they should still invest in their homes or if they need a party room because people don't do house parties anymore since everyone spends time alone and is scared of contagious diseases. That, in my opinion, is not the case. Everyone will eventually return to meeting each other, talking and hanging out like before the pandemic because everybody is now looking forward and trying to regain that sense of normalcy, which comes with a longing for what was missing during the period of isolation, which is real, visceral, physical experiences."

**Nature and the Aging Society**

"If you ask me about future interior design trends, I believe we should look to cafés. Cafés, in my opinion, serve as a barometer of worldwide interior design trends. Loft used to be the dominant style in cafés, along with arches and curved lines, terrazzo, and Scandinavian Design, all of which are still popular. But now, we're seeing more beige tones, such as cream or egg shell. The colors that contribute to the cozy atmosphere. Rammed earth and clay plaster are also becoming hugely relevant. Terrazzo is approaching the plateau. In terms of residential design, the emphasis remains on simple natural colors and neutral tones that are timeless. Personally, the copper-like orange/red and navy blue color tones are what I find to be really appealing and interesting."





# THAWIN HARNBOONSETH MOOD BOARD

Collecting art is one of my hobbies and passions. Aside from the aesthetic component, each piece has the ability to bring a space or a work of architecture to life. Unlike my own work, which features a lot of white, grey, black, and wood, the colors these artists choose express the moods and emotions I hope to convey.

- 1. Light, floaty + Bright red = Energetic
- 2. Symmetrical facial structure + Copper red/orange = Determination
- 3. Twisted face + Dark red = Jealousy
- 4. Children + Pink = Alertness
- 5. Sitting position with the back turned on viewers + Dark grey = Chill
- 6. Face closed + Pink = Shyness
- 7. Eyes casting downward + Black = Thoughtful
- 8. Refinement + Indigo = Calmness



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# PIN JIRARANGSIRAT

CO-FOUNDER & LEAD DESIGNER AT DIN STUDIO

Din Studio's co-founder and lead designer incorporates ways of living and nature into the simplicity and sustainability of her design. The same can be said for the inspirations behind her philosophy and approach to design. Originated from nature, people's ways of life, and cultures, her work reflects the aesthetics and beauty of objects in the environment that correspond with space and ways of living.



After the dust settles, those who have survived and adapted to the changes brought about by the New Normal are now ready to learn how to carry on with their lives and move forward. Wanwanich Jirangsrit expresses her thoughts on what people may aspire for and expect in the future. DIN Studio's lead interior designer thinks that people will be even more eager to seek out and achieve a better quality of life, to heal themselves, and to live a more satisfying life with good health. The emphasis is now on wellness, when the body and mind function and correspond as one connected whole.



Finding the Balance: Elevating Physical and Mental Well-Being

"COVID-19 has taught us many powerful lessons. We are more conscious than ever before that the only certainty is uncertainty. Apart from living life with mindfulness, finding the right balance in life is very important. People will begin to seek a higher standard for their physical and mental well-being. They will take better care of their physical and mental health, as well as the relationships they have with those around them, whether family, friends, or coworkers, as well as the connection they have formed with society. Everything coexists as part of a person's overall quality of life."

"As a result, design contributes to helping people find happiness or meet their needs in life." Happiness does not come just from the physical world, but from that place existing inside each and every one of us (the mind). You'll know where your happiness is if you can find the balance and needs that truly resonate with your way of life. With a clear goal (to happiness) in mind, design can assist in bringing you the things you need to find your version of happiness.

A Design Concept for Mental Well-Being

Each person's circumstances in life are unique. Designers must be able to comprehend each person's wants on a deeper level in order to create a space that is truly mentally fulfilling for the user. Pin believes that it is extremely beneficial if a client understands their own definition of happiness and clearly communicates their needs, whether it is the type of functional spaces they desire or experiences that ring true with their requirements and conditions, in order for their quality of life to be improved.

"Wellness or well-being will be what people prioritize, particularly after the travel ban and border closure. People are ready to go out, whether it's just a trip somewhere outside of the city or abroad. They desire to be closer to nature in the hope of resting their bodies and minds. I want to create a sanctuary where people can recharge their energy; a therapeutic space that is relaxing, where one can find happiness, peace, and comfort; to just let go of all their worries and carry that positive energy with them when they return to their normal life. Since the majority of Din Studio's portfolio consists of resorts and spa establishments, my work really resonates with this personal passion of mine."

Living Trends and Life in 2023

Pin raises two interesting issues regarding people's demands and preferences that drive current and future design trends: privacy and flexibility. "People place a higher value on privacy. They tend to avoid sharing a public space with others or their own space with strangers. They also require a place that allows them to keep themselves away from others. But at the same time, they are more flexible and adaptable, whether in terms of their view of time, space, or functions. Certain fields of profession allow people to work from anywhere; therefore, the necessity to be physically present at the office space is reduced. People can now flexibly design their working hours. Interior functional spaces of a house and other places are becoming increasingly multipurpose, so that users can undertake a variety of activities in this one highly functionally flexible space."

With more flexibility in life and the ability to work from anywhere, the concept of a "staycation," which combines vacation and work, emerges."Interior functional spaces may have to take into account how residents may spend a longer time in a space working or having an online meeting."







**A Sustainable Move Forward**

"You can't give up as a designer on being a part of the effort to make the world a better place through the works you create. Many of DIN Studio's works are environmentally conscious. Instead of sourcing materials from natural forestlands, we use resources such as old wood or wood from plantation forests. For the utmost safety of users, we also employ recycled materials with certificates ensuring that there is no dangerous chemical contamination."

**A Design Trend: Achieving the Right Look and Feel**

"I don't think the distinction between a home and an office space will be as stark as it used to be. A house is more than just a place for one to live and sleep; it is also a place that may accommodate different aspects of people's lifestyles and hobbies, such as cooking, keeping a pet, gardening, or raising house plants, as well as working. A living space can be converted so that people can work from home more easily. Meanwhile, workspaces are designed to be more casual and homey. Living and working spaces are becoming more integrated."



**Choosing the Right Tone**

"If it's a project where the client's corporate identity needs to be factored in, such as a retail space for a brand with a specific targeted group of customers, we, as the designer, need to really read into the brief and grasp the essence of it in order to find the color tone that will best represent the brand and the effects it will deliver. This is why color is absolutely necessary, to the point of being indispensable. For certain projects, colors take the lead in creating a positive impression that makes people remember a work or a brand."

Natural tones, such as smoke gray and taupe, shades on the nude palette, and neutral colors that can go with any hue and give this feeling of warmth and comfort are colors that DIN Studio uses frequently in their design. The commonality between Din Studio's body of work and my own personal passion is being able to create the type of space that makes people experience happiness and comfort. So, the colors I use the most are those with softer tones, something that is less vibrant and more toward the nude, before other colors are brought in as an additional element.

**Predicting the Colors of 2023**

"With people becoming more concerned about wellness and well-being and their journey to find that right balance and better quality of life, as well as to be closer to nature, I believe we will see a lot of colors that are very natural in 2023: tones that bring people comfort and are more in tune with nature; colors that will allow people to spend a longer time in a particular space without feeling uncomfortable, such as off-white or other shades of white. Nothing bright but rather smooth and soft, or smoke gray, and nude tones or something toward ashy pastel colors.

**Personal Passion for Colors**

"I grew up surrounded by colors. I've seen hundreds of shades of color since I was young because my mother owns a nail polish company that develops and manufactures nail paints and nail polishes. I've always liked colors because of that. I like fun and unusual color pairings. If you look at nature, there's a vast array of colors, from flowers to animals such as birds and butterflies, whose colors, at times, seem almost too surreal to be something that is created by nature. Whenever I have a chance to work on a project where I can use colors, I never let that chance go."



THE CURATORS

PIN  
JIRARANGSIRAT  
MOOD BOARD

1. **A monk cell by the water where Master Paisan Wisalo of Sukato Forest Temple resides**  
Photographed when I was participating in a tree planting activity and a meditation lesson at Sakato Forest Temple, Chaiyaphoom province in 2015.
2. **Wild Flowers**  
I've always loved tiny wild flowers growing on the side of the road. Whenever I get out of the city, I would look outside the window and saw these flowers. They've become a symbol of happiness for me when I travel.
3. **A Natural Rug**  
I was strolling along a mountainous region in Mae Rim district of Chiang Mai during winter. The weather was cold but the sunray kept me warm.
4. **Life by the Water**  
A local dog swimming to other side of Phetburi River.
5. **Home and Life**  
What's beauty of home without you in it?
6. **Heavenly Realm**  
The sky is the most beautiful work of art.
7. **Outdoor Cinema**  
The sunrays pierce through tree canopies on a nice breezy day. The shadow cast on the white walls, creating a series of black and white moving images.
8. **Love, I Can Feel You in the Wind**  
The young leaves of pink syngonium with their beautiful curvatures, delicate features that remind me of the song "Sa-ne-ha" (Adore).
9. **After the rain**  
Rain drops rest on a leave, a natural beauty that can only be witnessed by those with watchful eyes.
10. **A Princess with a Flower Garland**  
Seeing leaves of Passifloraceae plants crawl over a replica of the Mona Lisa painting on the wall somehow makes me smile.
11. **The Autumn Wind**  
Trees changed their colors, during an autumn at the town of Kawaguchi, Japan
12. **The Dream Front Door**  
A morning stroll in Venice, Italy, brought me to the front of a house where tiny white flowers were in full bloom, covering the wall.

LIV—NG FORWARD TOA COLOR TRENDS 2023



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10.



11.



12.





# TACHAMAPAN — CHANCHAMRASSANG

FOUNDER AT HAPPY PEOPLE STUDIO CO., LTD.  
CO-FOUNDER AT P. PALLADIO  
FOUNDER AT SWOON

Tatchamapan "Pomme" Chanchamrassaeng, also known as "Pomme Chan," one of Thailand's most well-known illustrators and the founder of the illustration-focused "Happy People Studio," has taken on a new role as a businesswoman, having launched the carpet and wallpaper company "Swoon." She is also one of the co-founders of "P. Palladio," a furniture and home décor business recognized for its collection of maximalist design pieces.



The pandemic gave the feeling as if the entire planet had been frozen in time. With everything back on track, Tatchamapan discovered that the experience of being forced to stay at home enables people to learn more about themselves and what they want from their living spaces, from having their own private space to being able to express their individuality in a more remarkable way.

### Part Space and the Art of Individual

"I think people need their own private spaces now more than ever. They may live as a couple or as a family, but each individual requires a space where they may feel safe and comfortable in. A place that they can decorate and make it into something that reflects their personality with their own personal touch. A personal space that gives them the privacy they need while still allowing them to stay connected and interact with the people with whom they share the house. That's why home decoration must fulfill people's need to have common areas they can share with everyone and the space that is private and belongs only to them." The growing need for personal space is propelling a trend in home decoration that emphasizes the development of a living space that reflects one's own personality.

"I believe that people's tastes and preferences are getting more diverse. People know what they want, and they are now more willing to express themselves by incorporating this art of individuality into design and decoration without worry of looking out of place or odd. People are now bolder with their decisions. Rather than playing it safe, they are having the courage to be unabashedly themselves. "Now that I have my own brand based on maximalist concepts, I've seen that customers are less scared to go all in."

Individualization is strongly tied to people's increased interest in customization, which leads to the creation of design and creative concepts to accommodate consumers' more unique needs and personality. "Swoon allows customers to change the background colors of our wallpapers to their taste. They can also customize our products by adding initials to create their own one-of-a-kind signature pieces."

### Refining Your Maximalism

"It's not just putting everything together, to adopt maximalist style to home décor artistically." Everything must be refined to achieve the right balance, whether it is a balance of different colors, plain and patterned elements, or the arrangement of all elements. For example,

a highly patterned wall is perfect for a tiny room since it allows you to better control the mood and tone of the space. When a maximal pattern is used in a large area, it gets overly repeated, eventually becoming too overwhelming and visually unappealing. However, you can break it up by adding a minor component, such as an art piece or molding, to get the desired balance of patterns and plain surfaces."

### Maximal Design, Maximal Sustainability

"The world we live in now will be passed over to future generations. So, what do we leave them with? Generations X and Y, in my perspective, are the generations that exploit the world without thinking about how we may care for or repair it. I'm not surprised that younger generations are motivated to make the planet a better place and to make everything more sustainable. I want to use my position and expertise as a designer and business owner to help future generations."

Aside from creativity, she has included a sustainable approach into the design of several of her brand's product lines and home decoration items. Swoon's carpet models were constructed in part by upcycling 236 plastic bottles. Swoon also released a carpet composed of waste fabrics from factory manufacturing processes, allowing them to create new carpets without sourcing newly manufactured materials. Because waste from other factories is used as raw material, the entire manufacturing process becomes zero waste. More than 60% Swoon's cushions are manufactured from 100% recycled fabrics, while the One of a Kind collection recreates mass-produced ceramic pottery into pieces with more original designs with the bespoke value.

"A creation isn't always about making something new. We may modify and add value to existing market goods. We normally make little more than 60 pieces per collection, and our customers love our products. I also try to explain to my clients why I choose Furoshiki wrapping over expensive packaging that will be thrown away since I want to decrease the quantity of raw materials we use. We've also been undertaking our own CSR effort by providing internship scholarships. They are all part of my mission to make the world a better place."



THE CURATORS



**Living Forward = Individualization + Sustainability + Technology**  
"Living Forward,' to me, isn't just about home life, but also about future developments and people's desire for individualization and customization in order to create something original, whether it's an artwork, furniture, or home decoration item. As a creator, I have the power to produce works that are both unique and sustainable, whether through the use of substitute, recycled materials or by selecting a production process that does not generate additional waste but rather adds new value to things that already exist. For example, changing the fabric on furniture that has been passed down through generations, giving it a new paint job, and making it new again. Simultaneously, technologies have been included into the creation of our products. They make it easier for us to develop things. CNC (Computer Numerical Control) is one example, which can manufacture an object to the exact size and shape specified in the produced 3D, making it much easier to turn the imagination into reality."

**Palette of Imagination**  
"By exhibiting the endless possibilities of design, I hope to spark people's imaginations. Patterns can be combined, and vivid colors are absolutely acceptable. I enjoy colors and have a knack for color pairing and balancing as a result of my extensive experience in art and graphic design. Colors have etched themselves in my mind, whether they be trends, things I see on Instagram, fashion, apparel, or novels I read. Fine art, illustration, graphic design, furniture, home décor, interior design, and architecture are among them. These things help me picture how colors will look or interact with one another, so that I may suggest which palette to use. So, when I enter the realm of home decoration, which is a completely different context, I have to adapt and find suitable color tones, possibly something a little deeper or with a little more white added to them. Overall, I need to discuss it with my clients. Which tone they want, or how far they are ready to go with the design. But I guarantee you'll see a lot brighter, more colorful colors next year."



LIVING FORWARD TOA COLOR TRENDS 2023



"I believe we will see brighter, more vibrant, more lively hues as people prepare to live and experience the world again." There will undoubtedly be some purple, lime green, and I believe persimmon will be a prominent color, particularly in interior decoration with an orange tone. Dark green will remain fashionable, but I believe pastels will become less popular as people become more daring to go big, bold, and fresh. Chrome, materials with glossy surfaces, and high-contrast gradients, as well as futuristic tones, are here to stay."

**Color Explosion and Maximal Style**  
"I've seen that Thai people's homes have a lot of white moldings and modern or contemporary components, therefore wallpapers or wall colors tend to be lighter in tone. So, my suggestion is to modify the color of the molding so that we can experiment with different wallpaper or wall colors. If they have a small space, I would advise them to go all out with the maximalist route. Beige and light brown will remain a classic combination. I would add some mustard yellow or orange to the mix as well."

**Palette of Pomme**  
Pomme, who will be celebrating her twentieth year as an illustrator in 2023, is working on a video series titled "Palette of Pomme," which will include a total of 20 episodes. Pomme's personal archive will be told through the stories of her past, present, and future, as well as the thoughts and philosophy that inspired her. A gimmick showcasing the "Palette of Pomme" will be revealed at the end of each episode.  
"There were days when I felt 'red,' and days when I felt down, like the grey tone of a rainy day." So, in each episode, a color scheme will symbolize a fragment of the Pomme palette; a slice of my life. Whether it's about my work or my personal life, I think my stories have more colors and tastes than Tom Yum soup, and I want to share them with everyone."





# TACHAMAPAN CHANCHAMRASSANG MOOD BOARD

- 1. BACK TO TRAVELING VIBES**

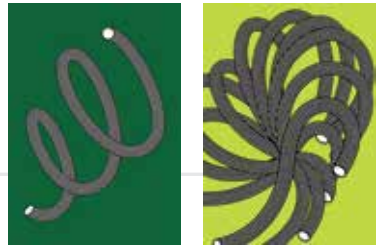
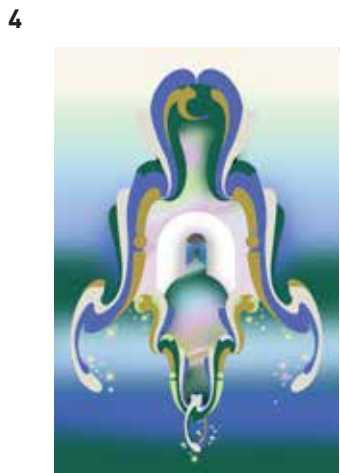
My recent trip to the United Kingdom inspired me because orange is still extremely popular. Unintentionally, the entire feel of the city and journey I captured is overall orange, which is why I believe 2023 will still see a lot of this tone.
- 2. DAY & NIGHT & DINING CONVERSATION**

The 'HOME' concept inspired this work on canvas and the Art on Wood Cabinet. I imagine the reflections of day and night passing through that door. The common ground between the colors of day and night is dark blue. The main window shows the image of the family's dining table. The dark blue provides the most comfort in this happy atmosphere.
- 3. ART FOR HOME DECORATONS**

This 2022 artwork was me perceiving myself through the world of home decoration, through my new perspective toward Fine Arts. Art, in my opinion, can be transformed into anything in people's daily lives. I'm constantly looking forward to seeing these designs and products in people's homes. I sincerely hope that my work will be a part of their lives and memorable moments. Yellow lemon is the color that particularly stands out to me for the year 2023. It'll be a very bright and exciting year.
- 4. GREEN REFRESHING & FEEL ALIVE**

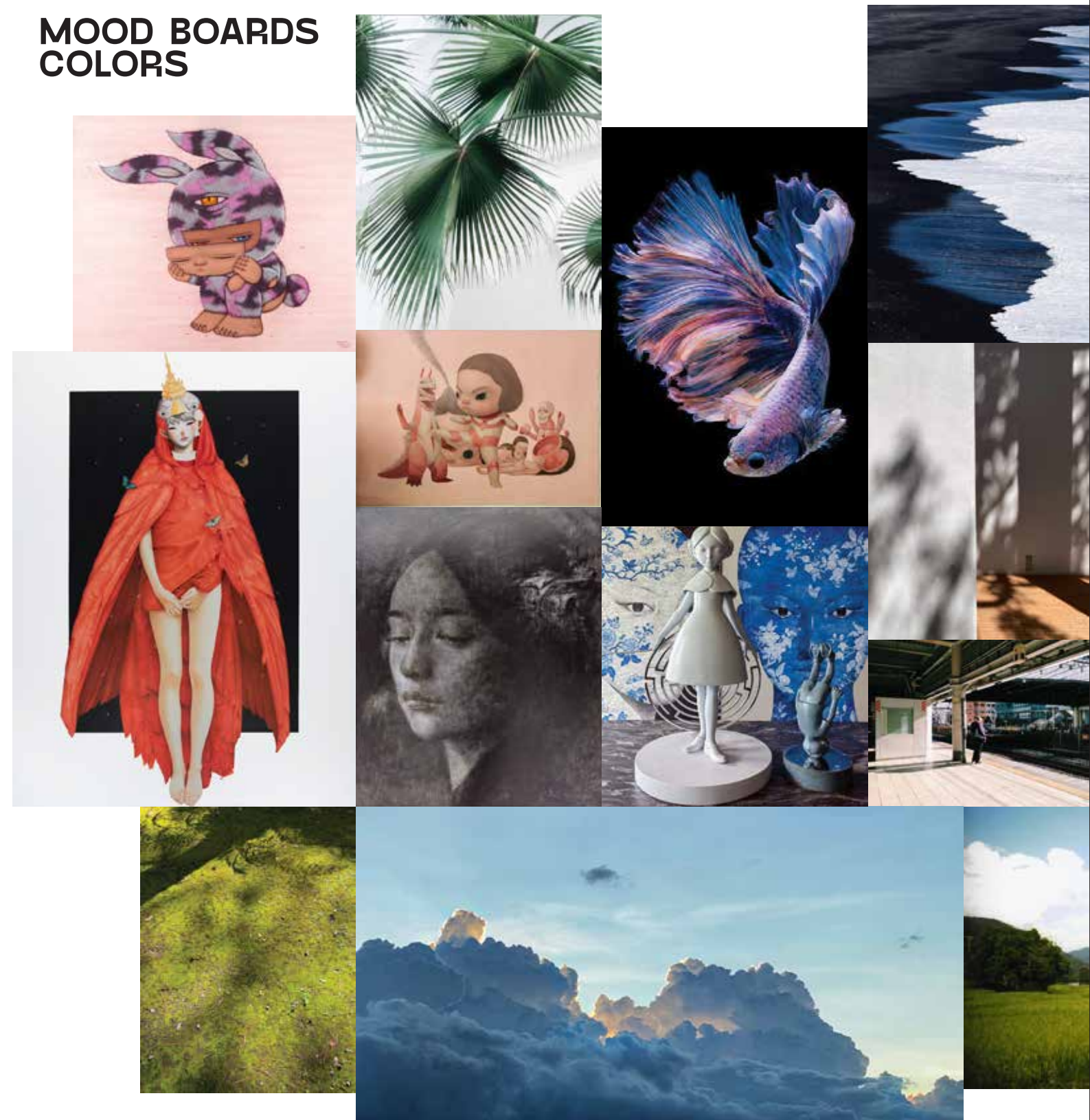
Green will remain with us for the foreseeable future. Green has such a wide range of lovely tints, from dark, light, lime, to neon green. These tones can be adapted to any home decoration style and create something unique. I didn't use a lot of green before, but when I mix it with other hues like dark blue, light grey, or beige, it creates some interesting color schemes.
- 5. PINK & BURGUNDY**

My favorite color is pink. During my trip, I noticed some overwhelming use of colors with buildings and interior spaces. Maximalist design appeals to me. I appreciate places that can manipulate color tones to create these great moods and tones. I returned home brimming with ideas.

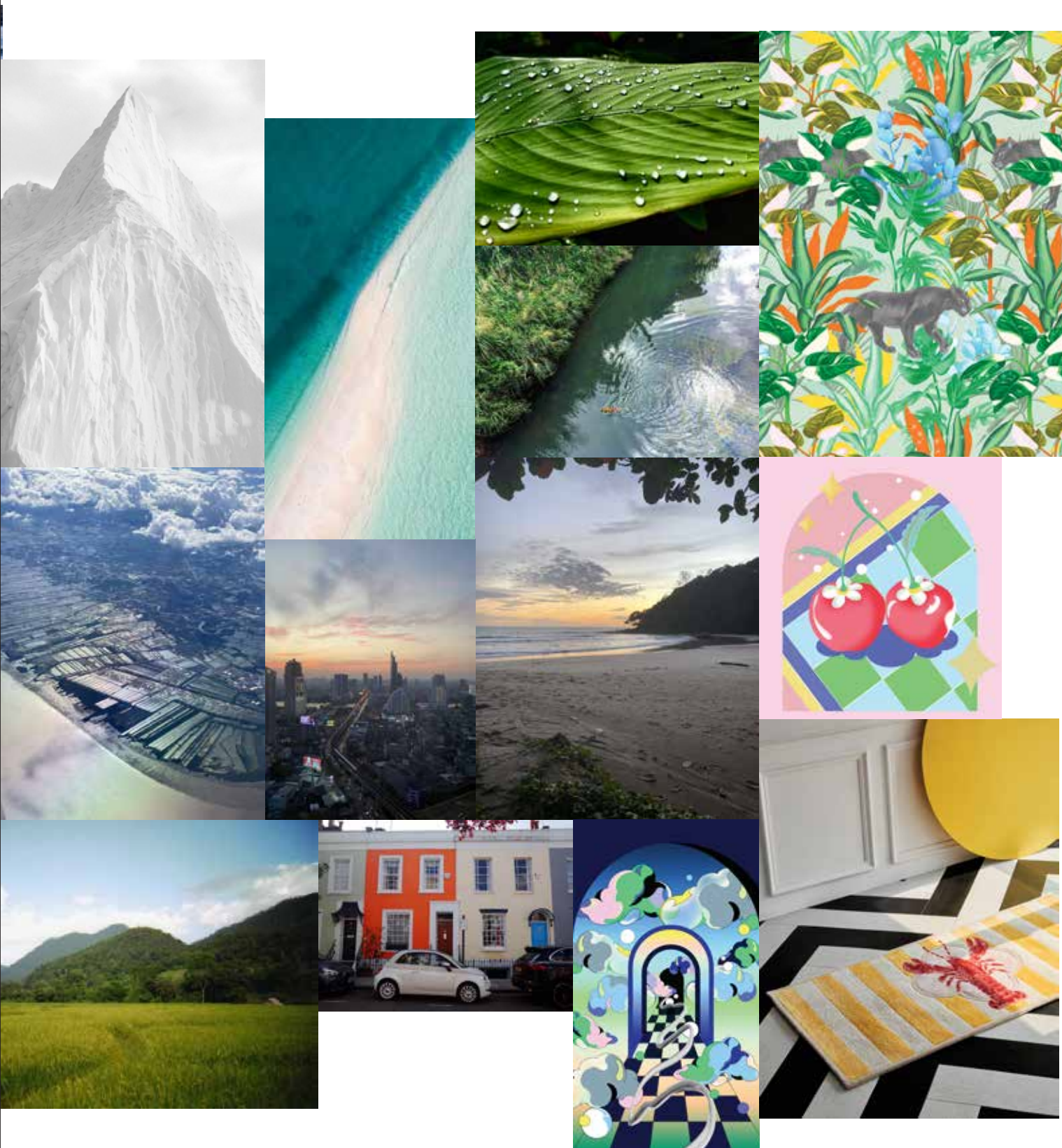




# MOOD BOARDS COLORS



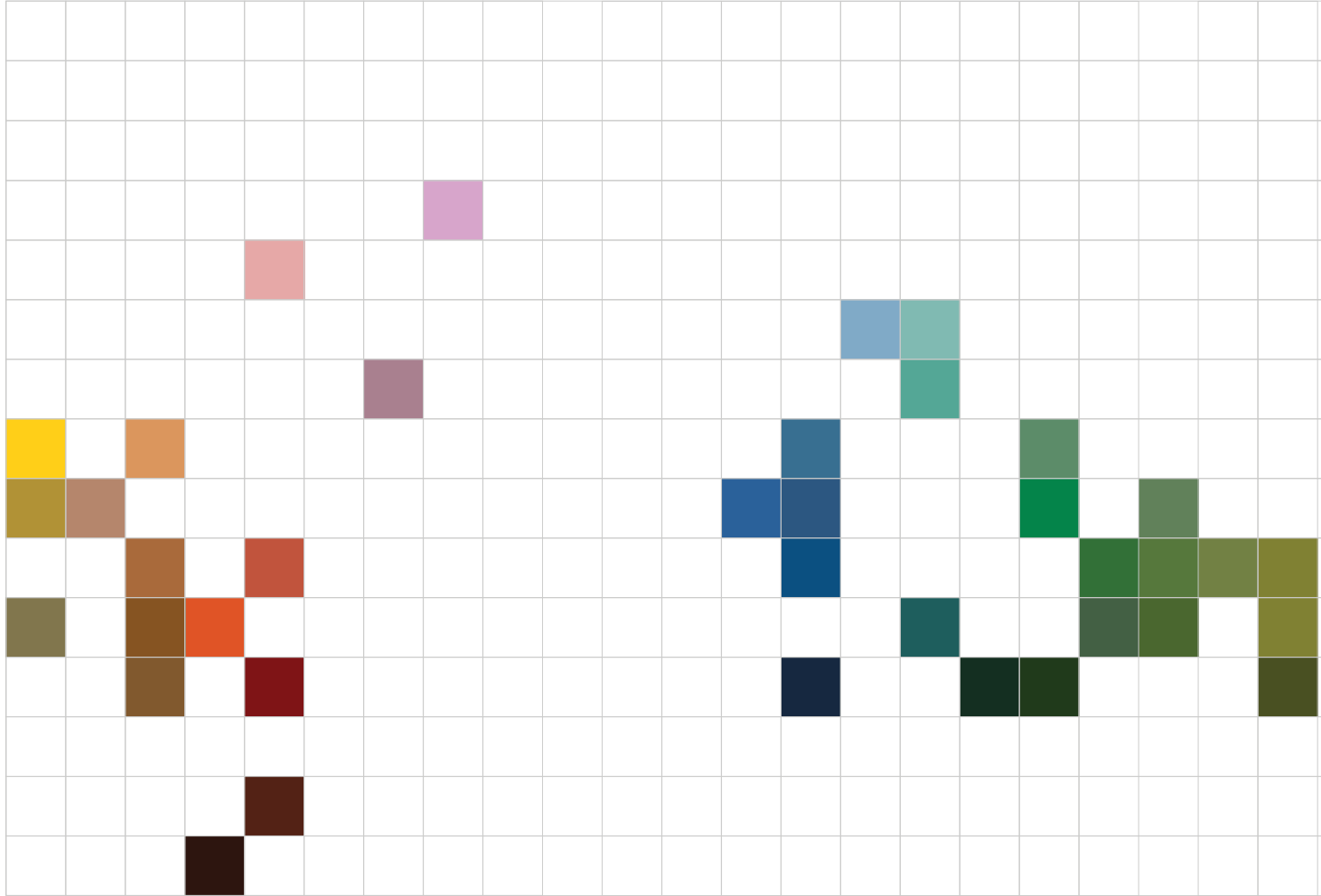
## LIVING FORWARD TOA COLOR TRENDS 2023



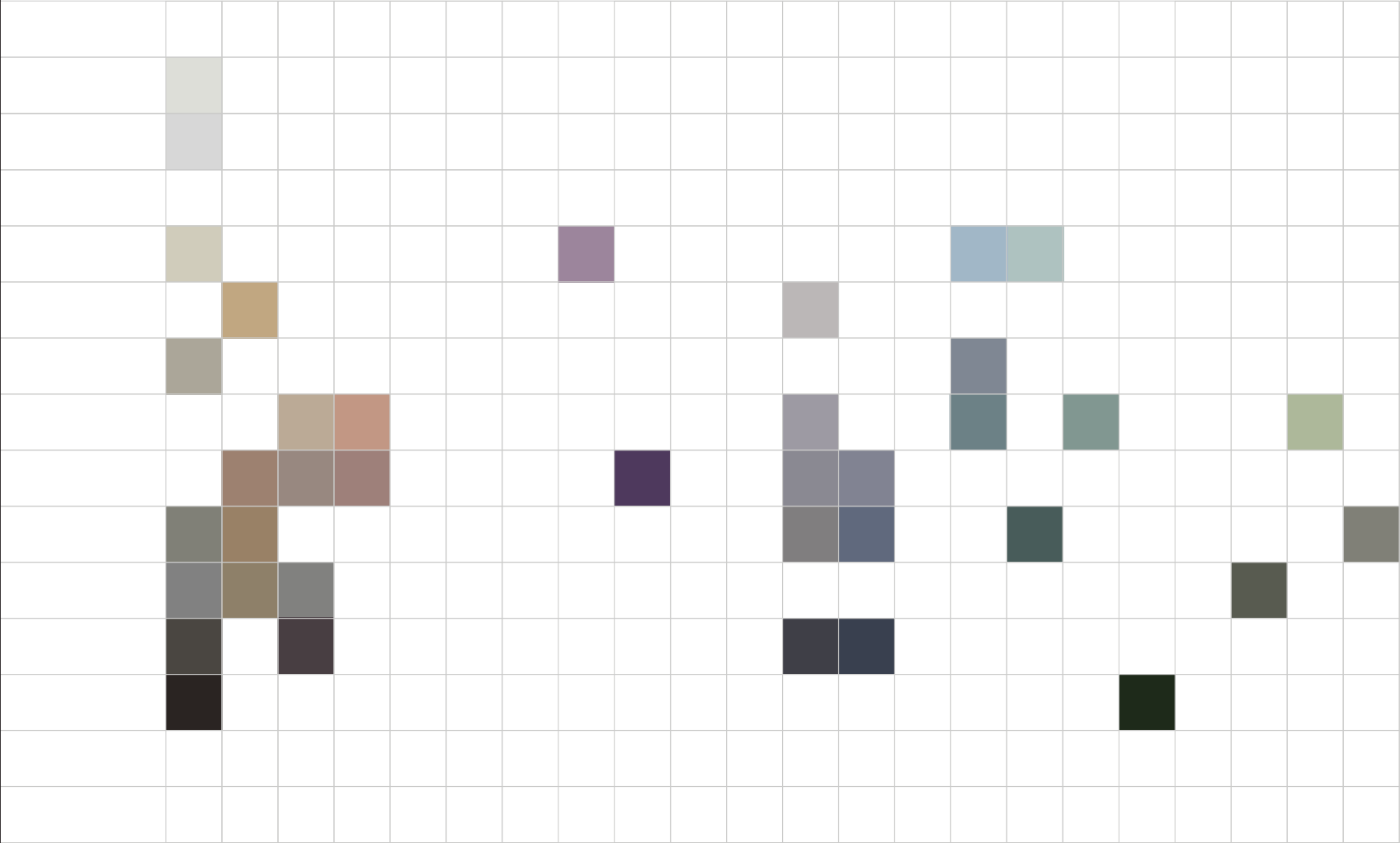


# COLOR FLOW

From the inspirations of five leading figures of Thailand's renowned architecture and design firms to the analysis by TOA's specialists, the Trendscape depicts the corresponding sequences of chroma and muted colors for TOA Color Trends 2023.



CHROMA



MUTED



# COLOR SUMMARIZE

TOA COLOR TRENDS 2023

## The 4 curated palettes representing the color trends of 2023

Living Forward is a reflection of the influences of important events, analyzed and interpreted from the views and visions of six of Thailand's finest architects and designers.

### LESS IS FOREVER

The epidemic causes a profound awakening in regards to health, sanitation, and equilibrium. A step forward towards the future is the one that embraces minimalism, simplicity, and peace; an anti-war future that values universality and immortality, in which the present and the future are unified into one. The idea depicts white in a variety of shades, ranging from pure white to gray. Each color is employed meticulously across a variety of materials to communicate the everlasting nature of immortality as well as the adaptability that fits any context with true humility and understanding.

### SUSTAINABILITY MATTERS

As eco-friendliness is no longer a novel issue but a fundamental imperative that everyone must address, people develop a greater awareness of the impacts of natural exploitation and climate change, all of which threaten the future of every human being on the planet. Colors in natural tones, such as grass, trees, flowers, soil, brick, sand, and a stream of water, are given a gray tint, communicating and reminding everyone of the consequences of humanity's actions on nature.

### PERFECT FREEDOM

The vibrant colors embody every aspect of freedom, from the equality in genders, races, skin colors, or nationalities to all humans' equal right and freedom to express their individuality. This color palette reflects humanity's liberation from the epidemic crisis, with its spirit and liveliness now unleashed.

### SWITCH TO THE NEW CHAPTER

This is the darkest of the four color groupings. Despite having survived the COVID-19 pandemic, the world is still dealing with a slew of unresolved issues and conflicts, including war, inflation, an energy crisis, and the threat of new contagious diseases. The palette depicts humans' inherent adaptability, ability to rise above adversities, realistic and sympathetic view of the world, and strength to live and find enjoyment within each day.



COLOR TRENDS 2023

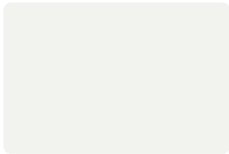
LIV — NG  
FORWARD



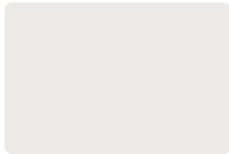
# TOA COLOR TRENDS 2023



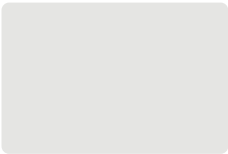
## LESS IS FOREVER



W9142  
Brilliant White



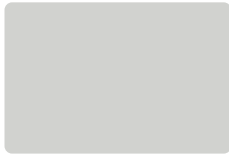
W9120  
Simply White



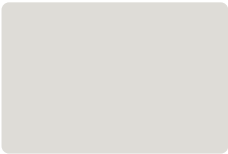
K7012  
In the Light



K7083  
Whistle Winter



K7041  
Born With Silver



N6426  
White Dust



K7081  
Natural Gray



K7034  
Touch of Gray



N6425  
Simplicity Quarry

## PERFECT FREEDOM



B4045  
Royal Blue



R2118  
Smoothy Berry



V3088  
Lilac Vibe



B4088  
Light Azure



G5140  
Beryl Sunrise



G5059  
Drop of Sea



O1085  
Fiery Orange



Y0031  
Sunflower



R2074  
Feminist Power

## SUSTAINABILITY MATTERS



G5239  
Foggy Mountain



N6100  
Timeless Buff



N6297  
Valley Mist



N6417  
Mindful Sage



O1045  
Bronzy Caramel



G5332  
Banana Leaf



O1143  
Murky Pink



O1103  
Organic Reserve



G5235  
Forest Treasure

## SWITCH TO THE NEW CHAPTER



O1151  
Caraly



N6301  
Sailor Ink



K7009  
The Gent



N6235  
Raisin Rage



Y0044  
Rusted Gold



N6259  
Mulberry Seed



N6308  
Blackout Pewter Green



N6241  
Perhaps Violet



N6199  
Plum Brown

# LIVING FORWARD

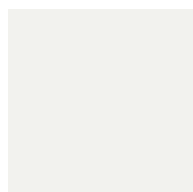




COLOR TRENDS 2023

# ROOM SCENES

01

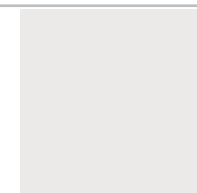


W9142  
Brilliant White



LESS IS FOREVER

LIVING FORWARD TOA COLOR TRENDS 2023

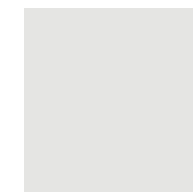


W9120  
Simply White

02



03



K7012  
In the Light





04

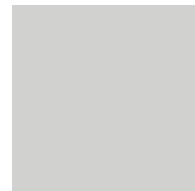


K7083  
Whistle Winter

# LESS IS FOREVER



05



K7041  
Born With Silver



N6426  
White Dust

06



07



K7081  
Natural Gray

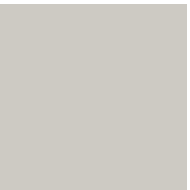


K7034  
Touch of Gray

08



LESS IS FOREVER



N6425  
Simplicity Quarry

09





ROOM SCENES



10



G5239  
Foggy Mountain

LIVING FORWARD TOA COLOR TRENDS 2023



12



N6297  
Valley Mist

11



N6100  
Timeless Buff



13



N6417  
Mindful Sage







14



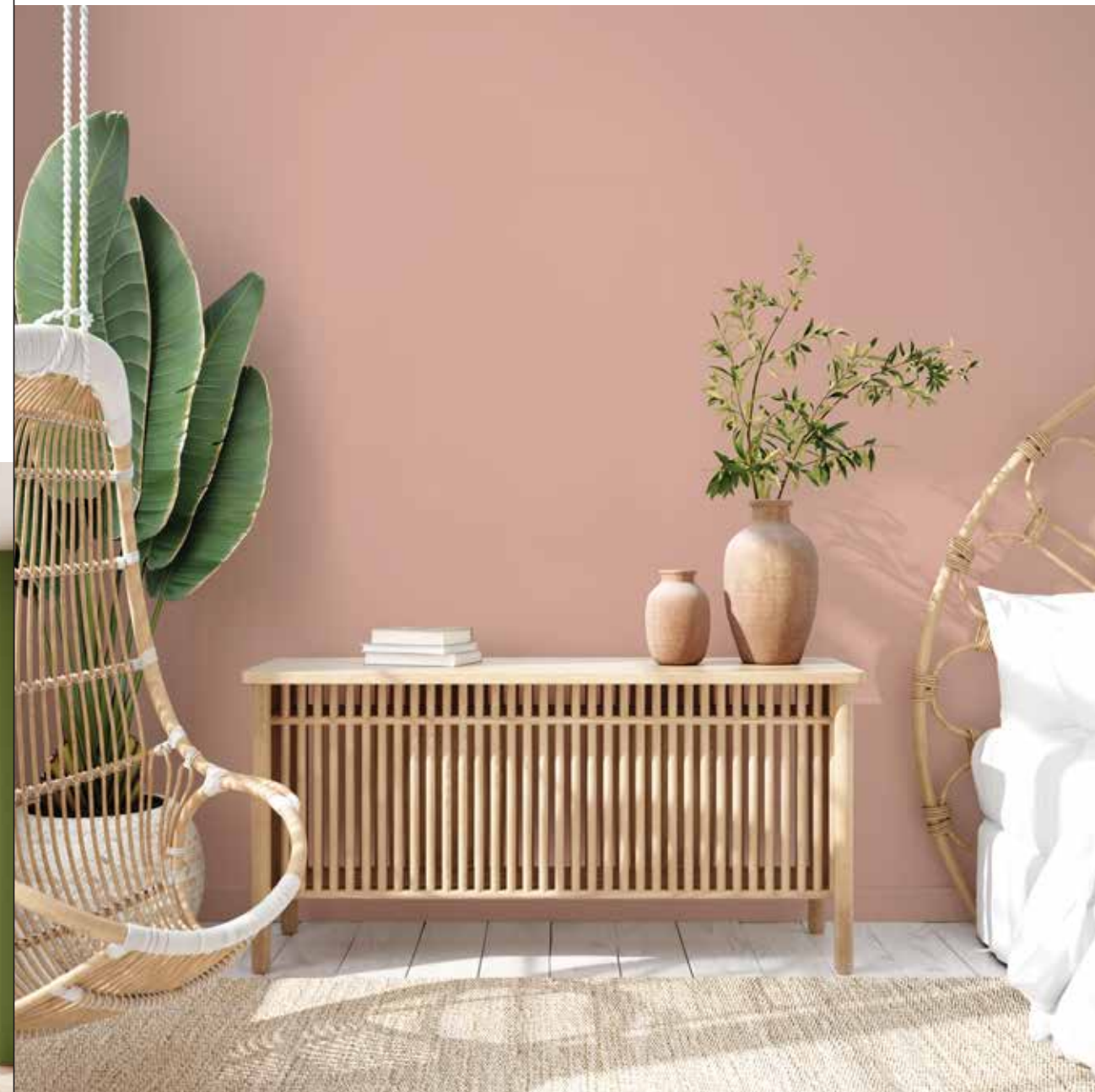
O1045  
Bronzy Caramel



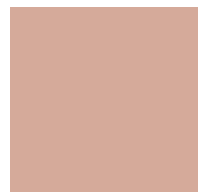
G5332  
Banana Leaf



15



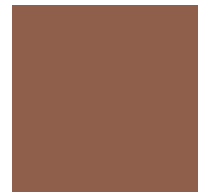
16



O1143  
Murky Pink

**SUSTAINABILITY MATTERS**





O1103  
Organic Reserve



17



G5235  
Forest Treasure



18

## PERFECT FREEDOM



B4045  
Royal Blue

19



20



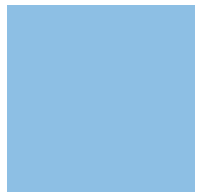
R2118  
Smoothy Berry



PERFECT FREEDOM



22

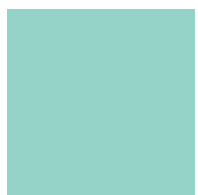


B4088  
Light Azure



V3088  
Lilac Vibe

21



G5059  
Drop of Sea

23





24



G5140  
Beryl Sunrise



PERFECT FREEDOM



O1085  
Fiery Orange

25



Y0031  
Sunflower

26



27



R2074  
Feminist Power





SWITCH TO THE NEW CHAPTER



28



O1151  
Caraly

29



N6301  
Sailor Ink



K7009  
The Gent



30



# SWITCH TO THE NEW CHAPTER



N6235  
Raisin Rage



31



32



Y0044  
Rusted Gold



N6259  
Mulberry seed

33





34



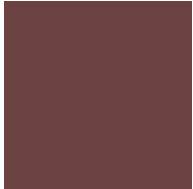
N6308  
Blackout Pewter Green



35



N6241  
Perhaps Violet



N6199  
Plum Brown

36

SWITCH TO THE NEW CHAPTER



