

SEAMLESS SYNCHRONY

TOA COLOR TRENDS 2025



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CONTENTS

6

SEAMLESS
SYNCHRONY
&THE CURATORS

10

SAENAWEE
CHATAMETEEWONG
&PATCHARA
RUENTONGDEE

DESIRESYNTHESIS

20

PAKORN
MAHAPANT

M SPACE

30

PATCHARA
WONGBOONSIN
&ORNNICHA
DURIYAPRAPAN

P.O.AR

40

CHARIF
LONA

STUDIO ACT OF KINDNESS

50

PHANUPOL
BAWORNWIWUT

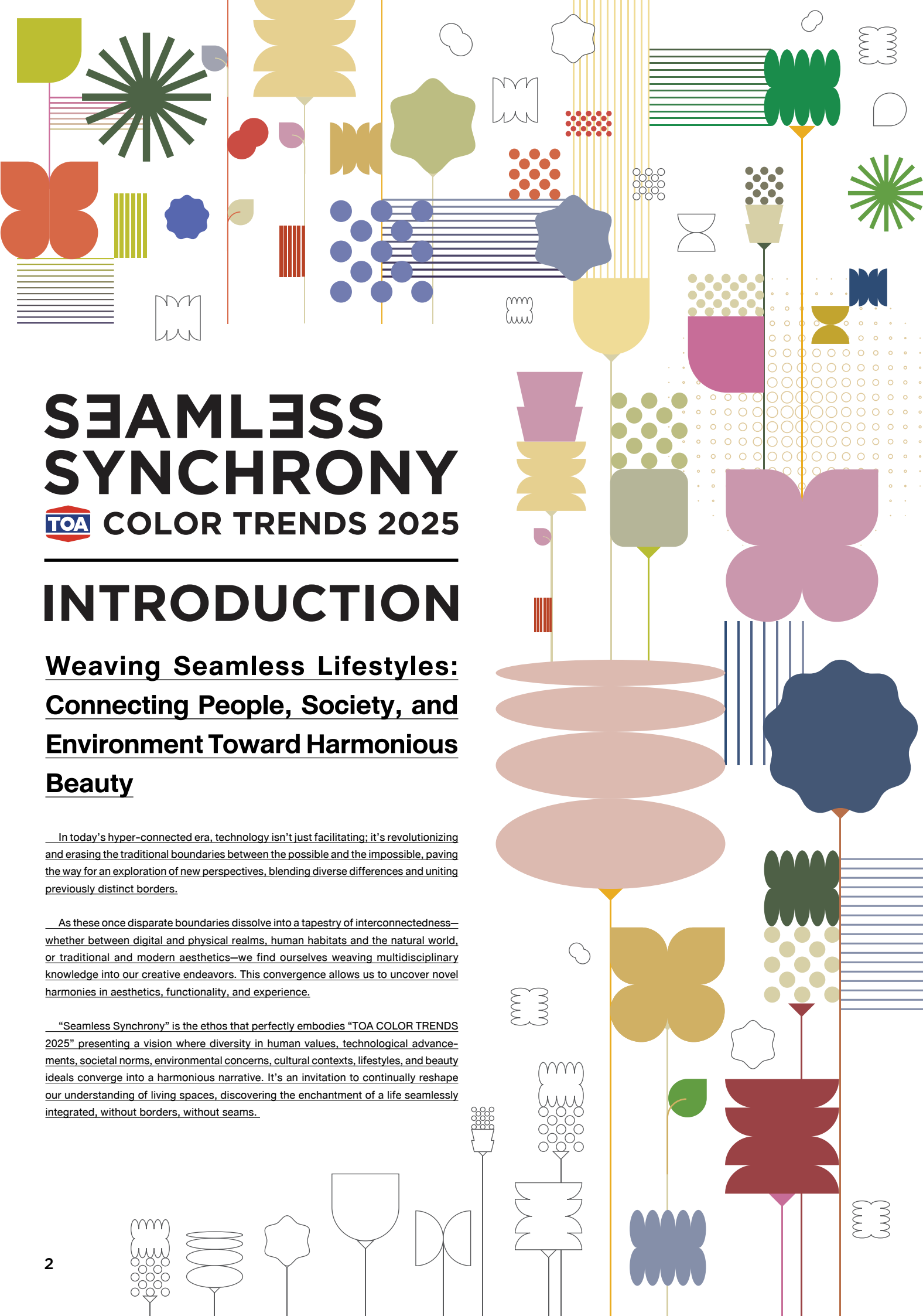
WHITESPACE PARTNERS

60

COLOR FLOW

70

ROOM SCENES



SEAMLESS SYNCHRONY

TOA COLOR TRENDS 2025

INTRODUCTION

Weaving Seamless Lifestyles: Connecting People, Society, and Environment Toward Harmonious Beauty

In today’s hyper-connected era, technology isn’t just facilitating; it’s revolutionizing and erasing the traditional boundaries between the possible and the impossible, paving the way for an exploration of new perspectives, blending diverse differences and uniting previously distinct borders.

As these once disparate boundaries dissolve into a tapestry of interconnectedness—whether between digital and physical realms, human habitats and the natural world, or traditional and modern aesthetics—we find ourselves weaving multidisciplinary knowledge into our creative endeavors. This convergence allows us to uncover novel harmonies in aesthetics, functionality, and experience.

“Seamless Synchrony” is the ethos that perfectly embodies “TOA COLOR TRENDS 2025” presenting a vision where diversity in human values, technological advancements, societal norms, environmental concerns, cultural contexts, lifestyles, and beauty ideals converge into a harmonious narrative. It’s an invitation to continually reshape our understanding of living spaces, discovering the enchantment of a life seamlessly integrated, without borders, without seams.

THE CURATORS

A reflection of the professional perspectives and challenges faced by a group of visionary Thai architects and designers as humanity strides into an era where AI technology begins to reshape our environments. In a world where boundaries blur and connections deepen, how do we design living spaces that reflect the richness of human diversity—transcending age, gender, ethnicity, and cultural norms? How do we ensure these spaces seamlessly evolve to meet the shifting paradigms of modern living, capturing the vibrant new palette of today’s global society?

ALWAYS

Timeless hues of serenity and simplicity that remain perpetually classic, regardless of the passage of time. Drawing inspiration from the foundational elements of our built environment—cement, steel, architectural forms—it presents a spectrum ranging from stark white and soft gray to brick red and deep crimson, with a touch of muted green. These colors echo the tranquil, everlasting qualities of nature, promising serenity and simplicity that transcend fleeting trends.

ONCE IN A WHILE

The ephemeral, the transient moments that capture the zeitgeist. Influenced by the vibrant undercurrents of pop culture, hobbies, art toy collections, and the evolving intricacies of contemporary belief systems, the palette celebrates the joyous, the playful. It reflects on how our perception, tuned to nuances of light and dark, now embraces a more vivid and dynamic spectrum.



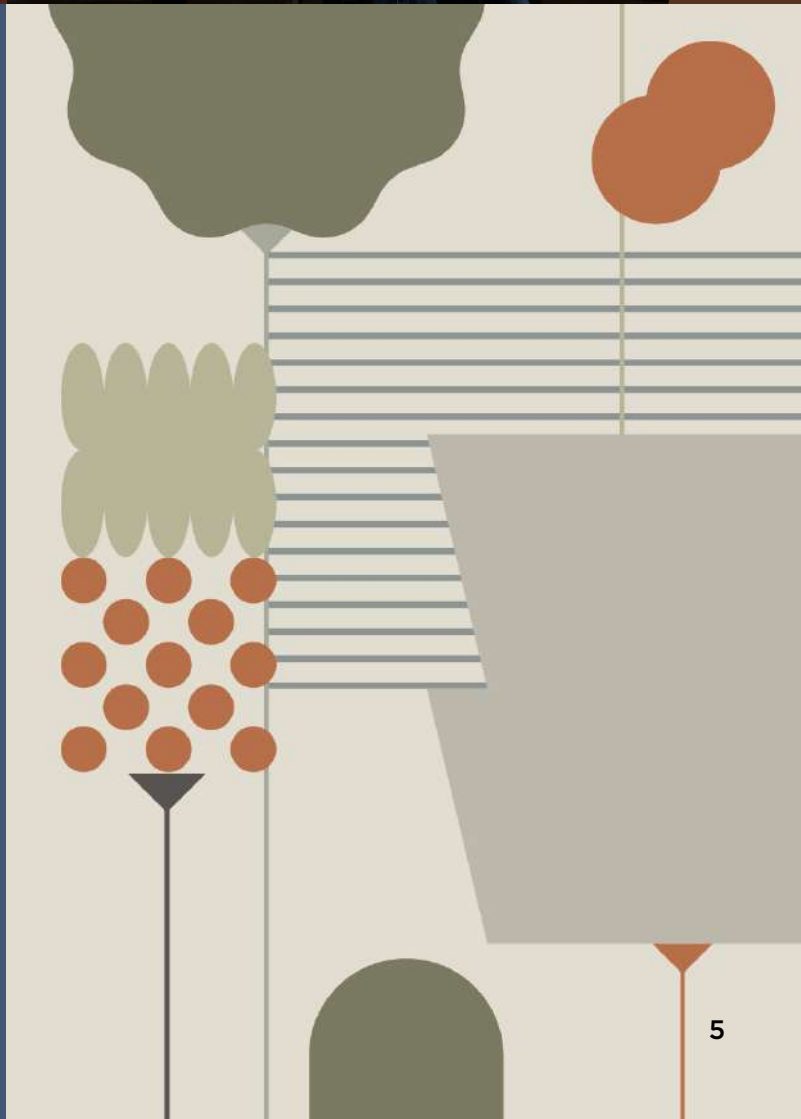
**SAENAWEE
CHATAMETEEWONG
& PATCHARA
RUENTONGDEE**

DESIRESYNTHESIS



**PAKORN
MAHAPANT**

M SPACE





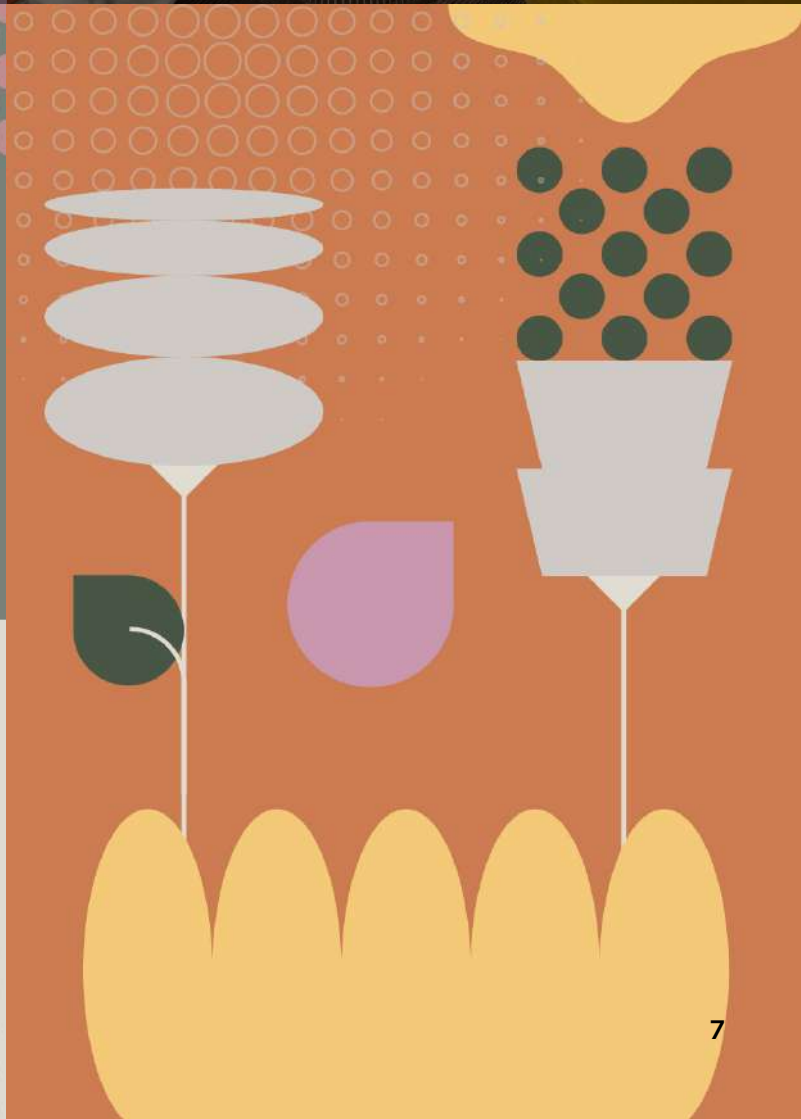
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CHARIF LONA

STUDIO ACT OF KINDNESS





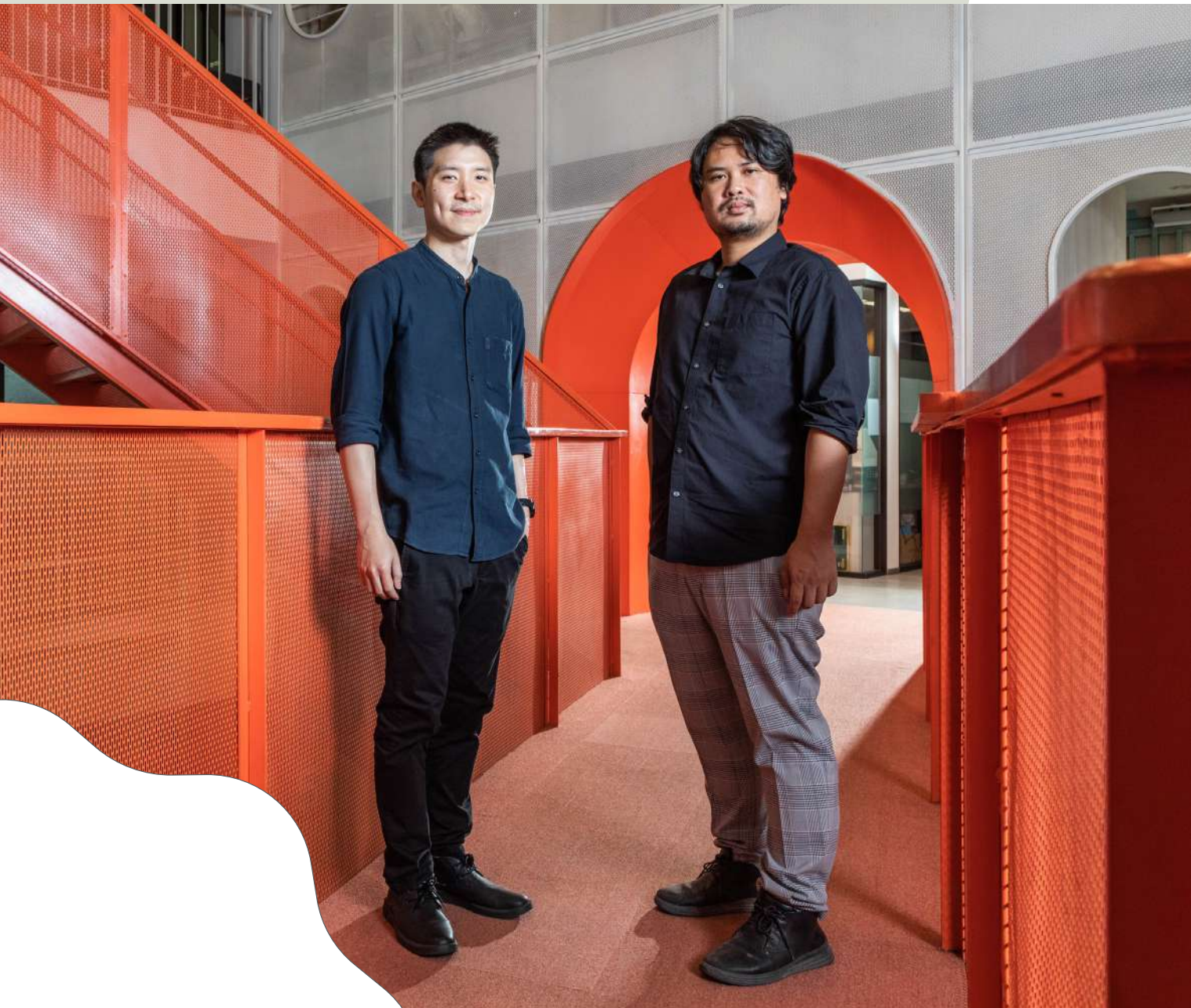
**PHANUPOL
BAWORNWIWUT**
WHITESPACE PARTNERS



SAENAWEE CHATAMETEEWONG & PATCHARA RUENTONGDEE

DESIRESYNTHESIS
CO-FOUNDER / COMPUTATIONAL
DESIGN DIRECTOR & CO-FOUNDER /
DIGITAL FABRICATION DIRECTOR

DesireSynthesis is a progressive architectural design studio whose body of work evolves from the interiorgraion of design knowledge and dynamism of modern methodologies such as computer processing, 3D printing, and robotics. Their alchemy of traditional and cutting-edge techniques help them expand the realm of possibilities in architecture. The firm is the brainchild of Senawee Chatamethiwong and Pachara Ruengthongdee, both graduates from the Architectural Association School of Architecture in London. Senawee is an expert in Machine Learning, which empowers computer systems to autonomously learn from vast datasets, while Pachara, with a focus on Digital Fabrication, utilizes 3D modeling and computer processing to refine the studio's production processes.



DesireSynthesis DNA

Seamless Integration: DesireSynthesis's Architectural Ethos At DesireSynthesis, the melding of traditional Thai architectural principles and concepts with the fluidity of natural geometries and the unrestrained forms of modern design marks their approach in architecture. This synthesis is bolstered by sophisticated technologies such as robotics, enabling the studio to span its spectrum from artistic objects and sculptures to comprehensive architectural undertakings.

"Our process always starts with a 'Why. Without a solid framework of questioning, we can't really set any standards for evaluation. For example, when we work with fabrication design or machine learning, we're faced with millions of potential outcomes. It's our job to figure out which iteration, whether it's the first or the nine-hundred-thousandth, or maybe the second or the five-hundred-thousandth, is the best and why. This calls for a quantitative approach, which provides measurable results. So, our investigations start with 'Why,' grounding our entire inquiry process. From there, the team shifts to 'How'—the strategies we use to navigate challenges so that we can come up with a solution or a method that will help us answer the 'why' question, which leads us to 'What': the final form of our efforts, whether it's a piece of architecture or a sculpture."

Exploring Boundaries: The Projects of DesireSynthesis

Nongjok House: The first major project under the DesireSynthesis name was a veritable testing ground for innovative ideas and experimental approaches. "It was essentially a prototype house that became a laboratory for all kinds of new ideas and experimental methods. We tested everything from cost-effectiveness and design innovation to the choice of materials and the skills of Thai builders. We experimented with the possibilities of bending wood into free-form shapes and creating intricate brick patterns that mimic traditional Thai textiles. The result was a house that's a blend of various techniques and fun features, very much in the spirit of Frank Gehry's early experimental projects—think of it as a mixed fruit salad, where every different flavor has its own unique appeal."

S Pavilion: The S Pavilion merges traditional Thai architectural planning with the fluidity of modern freeform geometries, characterized by elegant, sweeping curves. The space employs robotic technology to achieve precise, minimalistic material usage and optimal structural forms. "The shaping methods and fabrication processes go far beyond conventional techniques, driven by our intent to incorporate curves on both sides of the building. Machine learning and optimization algorithms are essential in sculpting the desired forms. For production, we utilize robotics to craft each element of the ceiling and all external cladding, while still engaging actual craftsmen for traditional brickwork. It's a melding of human artistry with robotic precision. Additionally, from an engineering perspective, all associated contractors and supervisors operate on an international scale, sharing and collaborating via cloud-based files. The robotic production streamlines the process, enabling direct file-to-fabrication methods that allow for on-site manufacturing of 3D designs."



KiN Innovation Campus: The KiN Innovation Campus project leverages advanced computer simulations to strategically position the built structure, minimizing sun exposure to enhance comfort and energy efficiency. The architectural design incorporates sun-shading fins of varying lengths, tailored to the building's solar orientation and wind patterns.

Innovative Bridge: In partnership with the globally acclaimed engineering firm Bollinger+Grohmann, DesireSynthesis has taken on the challenging Innovative Bridge project. The bridge, measuring about 20 meters in length and just 15 centimeters thick, defies traditional engineering paradigms. "We initially used machine learning to identify the optimal placement for the bridge supports, aiming to extend the span as much as possible while keeping the pathway short—a challenging paradox in conventional engineering. The design was then refined through topology optimization, resulting in a structure reminiscent of human bones, where the sections under the most stress are substantially thickened. This project is a true integrated effort between architects and engineers."

A Phuket Villa: Designed for a foreign owner who is also an enthusiast of supercars and art, this Phuket villa represents a fusion of architecture and sculpture, creating a structure with complex lines and a forward-thinking form. "The owner prioritizes aesthetic value over cost, accepting functional compromises to achieve the desired architectural expression. The project featured a collaboration with a digital fabricator from abroad who produced and assembled components on-site in Thailand."



Technology and Broadened Possibilities in Design and Construction

Pachara: “With new tools, we can create new looks and shapes or build faster. Unlike the pre-modernism era where designs were repetitive modules, digital fabrication allows for each piece to be tailor-made, reducing redundancy and departing from old design conventions.”

“We can achieve mass customization. In a development of 500 houses in a housing estate, because why should all facades look identical? Each house faces a different direction and receives sunlight differently. Digital fabrication aids in tailoring each design to its specific environment, a process we are continually refining.”

Senawee: “Houses will soon be ‘Create Your Own,’ akin to having a personal chef. Moreover, using robots in construction enhances our control over construction timelines more effectively than traditional methods.”



Traditional Meets Technology

What happens when technology merges with traditional Thai wisdom and skills? It leads to an innovative integration of tradition with technology. Currently, Desiresynthesis is working on a project involving an installation created in collaboration with one of Thailand’s National Artists, Precha Taotong. “The richness and strength of Thai culture are so great, yet we struggle to digitalize it, despite having the tools. What interests me is integrating the skills of Thai craftsmen from Thailand’s Ten Essential Traditional Crafts with robotic fabrication. Robots can perform intricate craftsmanship methods such as engraving or gilding, preserving skills that are fading as fewer people carry them forward. Robots can also help educate locals and disseminate this disappearing cultural heritage. Our intention is to ignite this idea that tradition and innovation can coexist in the digital world.”



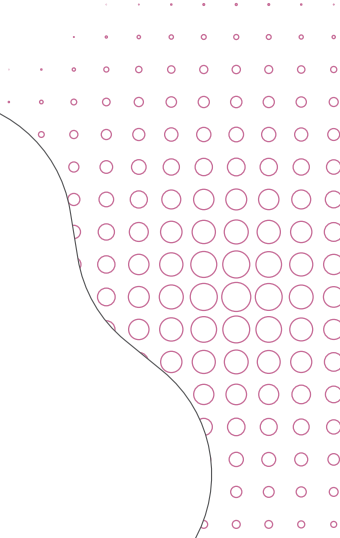
Changing Design Paradigms: Obstacles and Challenges

Education: “Thailand’s design education hasn’t laid a foundation that aligns with modern thinking. It’s not just about technology; even if we have the tools, they’re useless if we don’t know how to use them. It’s like casting pearls before swine. We need to shift our thinking because the world is fundamentally changing with unstoppable technological and scientific advancements. You can’t work the old way anymore. The skills of our workforce are lagging behind global developments, which now require specialized skills as we enter the era of Computational Design & Digital Fabrication.”

Tools: “At the same time, the people that designers must collaborate with—whether engineers, project supervisors, or contractors—must also be able to use software that meets international standards. This requirement significantly limits the number of people in the country who can work with Desiresynthesis, and the number is very small, truly very small. Only those who have experience working with international firms, of which there are very few, are capable of doing so.”

Fabricators: “In Thailand, there are currently very few people skilled in operating robots (Fabricators), and we are committed to developing this capability further. We aim to expand the boundaries of construction and inspire the younger generation to explore beyond traditional tools like AutoCAD when they transition from school to the professional world.”

The Development of Robotic Fabrication: “Industrial robotic arms, commonly utilized in the automotive industry, are designed for versatility, allowing for easy tool changes based on the task at hand. For instance, to drill wood, we attach a drill; for 3D printing, we switch to a 3D printing extruder; and for stone cutting, we use a water jet. This adaptability opens up a myriad of new possibilities. However, currently, no major organizations in Thailand are prioritizing the development of these attachments. This oversight means that while the physical hardware is accessible, the necessary software lags behind. Consequently, this mismatch establishes a substantial barrier to entry for businesses in the current market.”



Using AI in Design: Cautions

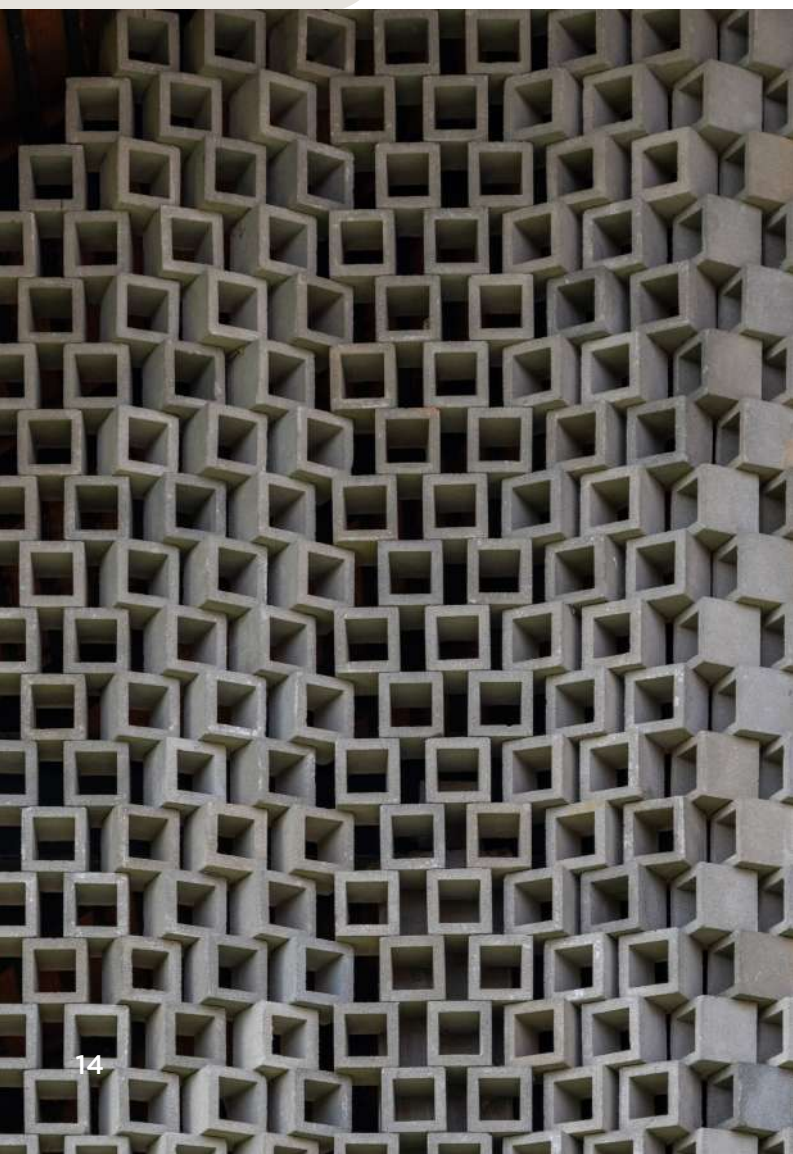
“Many people allow generative AI to take the lead in designing, and subsequently follow its direction. This changes the role of the machine from an assistant to the primary creator, while humans should be the ones evaluating criteria, understanding what to use and how to use it. Technically, this is referred to as ‘Behavioral Design.’ It involves observing AI behavior as if we are scientists, examining how this type of Generative AI interacts with the prompts we write. We need to determine how to prompt it to achieve the results we want or decide what to select from its outputs. The most perilous aspect is translating everything we see from AI directly into designs, potentially eliminating the human cognitive process.”



Architecture of the Future

Senawee: “As I previously mentioned, we are now capable of designing architecture with mass customization, whereas before there was a barrier between designers and users. Residents would provide feedback, and designers would tailor solutions accordingly. Now, we have developed platforms that allow residents to modify their living spaces according to their desires.”

Pachara: “In terms of construction, we can modify or extend homes while preserving the original DNA, ensuring everything appears seamless as if it were a single project. Simultaneously, homeowners can incorporate their personal preferences, such as requesting larger windows in a new room, meanwhile the house still reflects the original architect’s design.”



Choosing Colors in Architectural Design

“The colors we predominantly use are light shades, especially white, because when designing curved lines or contours of a building, lighter hues better enhance the visibility of these curves, capturing and reflecting the intricate play of light and shadow, unlike their darker counterparts. Additionally, the inherent properties of these lighter colors—absorbing less heat and reflecting more light—contribute significantly to the thermal comfort within the building. Most of the paint we use is either Low VOC or Zero VOC (Volatile Organic Compounds), which are safer for building occupants.”

“As for color trends, we lean towards a spectrum of light tones that elevate the overall ambiance of a space, extending to gentle Earth Tones, which enrich the environment’s mood, imbuing spaces with a natural, homey, and cozy atmosphere.”



Seamless Synchrony from
DesireSynthesis’Perspective

“In terms of design, it is about co-ownership between ‘human’ and ‘machine’ where both entities collaborate seamlessly. The machine simulates based on our predefined objectives, culminating in designs that marry mechanical accuracy with the nuances of human touch. This integrated approach extends to designers and engineers working in unison on unified platforms, creating a seamless workflow.”



SAENAWEE
CHATAMETEEWONG
&PATCHARA
RUENTONGDEE

MOODBOARD

1. A pavilion with a curved white roof nestled within a lush, botanically inspired garden creates an oasis of tranquility in the heart of the city.
2. The pavilion features an interior ceiling reminiscent of glaciers, seamlessly connected to sand-polished granite floors both inside and out, smoothly merging boundaries.
3. Handmade gray bricks contrast with a robotically constructed steel frame, unveiling an inviting garden within the pavilion.
4. Curved, smooth handrails resembling melting glaciers run through the garden, showcasing the tactile interplay of various materials—from rough, sand-polished granite and smooth handmade gray bricks to white steel.
5. Time-worned, red terracotta bricks with a wave-like, silk-textured surface reflect a perfect fusion of nature and human craftsmanship, embodying the beauty of wabi-sabi.
6. Elegantly twisted steel plates evoke the graceful movements of a ballet dancer, continually offering fresh perspectives on interior design.
7. Ceiling lamps, featuring algorithmically enhanced traditional Thai patterns, showcase a flawless integration of cultural heritage and modern technology.
8. Concrete blocks in the service area are rotated to provide intriguing dual perspectives, enhancing visual interest and adding dynamism to the space.
9. Pigeons perch on surfaces where natural terracotta tiles meet industrially processed steel, echoing the harmonious blend of natural and man-made materials.
10. Human-crafted curvilinear forms are beautifully integrated with the natural contours of a lakeside, merging human creativity with the beauty of nature in perfect harmony.





The Spiritual Architecture

In the realm of architectural design, technological advancements have consistently paralleled shifts in societal perspectives, necessitating a synchronous evolution in design thinking. This dynamic touches every facet of society, lifestyle, and the myriad trends shaping our world. With over three decades in the design industry, M Space has upheld certain foundational principles while continuously adapting to the modern era. Reflecting on the studio’s philosophy, Pakorn notes, “M Space’s approach emphasizes the importance of space and its intrinsic connection to the architectural context of each era. We find ourselves in increasingly complex environments, but our objective is to distill this complexity into something clear and comprehensible. In simpler times, our challenge was to create complex forms. Today, we strive for simplicity and clarity, making sure our designs are straightforward and easily grasped by all.” This narrative of simplification not only reflects a change in design tactics but also underscores a deeper understanding of how modern needs redefine architectural priorities.

“Another critical shift,” observes Pakorn, “is that architecture historically emphasized cultural symbols. Today, however, we are interested in obscuring these distinct cultural markers to blend business models, environmental contexts, and the experiential insights of project owners into a more cohesive symbol.” He highlights a pivotal transition in design philosophy—toward greater connectivity and integration. This includes marrying the old with the new by utilizing modern materials to reinterpret traditional architectural forms or weaving together elements of religion and art, such as integrating ancient Thai attributes into modern structures.



PAKORN
MAHAPANT
M SPACE
ARCHITECT DESIGN DIRECTOR

M Space, established in 2003 by Pakorn Mahapan, embarked on its architectural journey with a robust focus on the intricacies of form creation. Initially, the studio was deeply invested in unraveling how shapes and structures emerge and evolve. Over time, however, its focus pivoted to the “sense of space”—a nuanced exploration into how people perceive and interact with environments and architectural forms through their senses. This shift led to an enriched understanding of space, form, and their symbolic meanings. Presently, M Space is increasingly captivated by designs that resonate with temporal elements, seeking to connect the enduring values of historical and environmental legacies with the fluidity of contemporary design practices.



An illustrative example of this approach by M Space is the Arokayasala at Wat Kampramong in Sakon Nakhon province. This hospice provides care for terminal cancer patients without regard to race or religion, merging traditional Thai medical practices with modern healthcare and spiritual care. The building is designed to be semi-open, allowing the flow of natural elements like light and air under its otherwise closed, pyramid-shaped roof. This design philosophy extends to the Vihara Kaew Meditation Center, which combines the features of a vihara (monastic hall) and a chedi (stupa), yet simplifies their forms to foster coherence. “The structure presents itself in a simple, bright, and visually soothing manner, offering flexibility for various activities beyond meditation or chanting,” Pakorn explains. “It can host educational events and seminars, welcoming individuals of all faiths to utilize the space without signaling exclusivity to Buddhism.” Such attentive approach to design not only respects but celebrates the diversity of contemporary society, pushing the boundaries of traditional architectural symbolism.



Life + Nature + Culture + Community

DADFA Market Park is conceived to seamlessly meld the dynamics of daily living, cultural exchange, community engagement, and expansive greenery. A striking 65% of the project’s footprint is dedicated to green spaces, acting as a vital respiratory zone for the Soi Lasalle locale, which is dotted with twelve educational institutions and various residential complexes. This initiative is defined as a commercial endeavor, yet it is distinctively crafted to enhance accessibility to nature.

The architectural integrity of DADFA Market Park is maintained through a thoughtful selection of materials—wood, concrete, and steel—all left in their elemental, unrefined forms. These materials eschew any artificial sealing or chemical treatments, allowing the passage of time to sculpt their surfaces naturally. The rusting of steel, for instance, isn’t seen as a detriment but rather as a contribution to the narrative of material aging. Concrete treatments vary: some areas integrate rice husk to emulate earthen strata, while others are polished to expose the embedded gravel, enriching the tactile experience. A conscious decision to forgo synthetic materials like plastic or aluminum, which might arrest these natural processes, underscores a commitment to authenticity. Here, materials are allowed to evolve, their textures and hues shifting with the climatic tides and the accruing years.

“We are invested in community-centric projects that catalyze local engagement through the design of open spaces accessible to all. These areas are intentionally public, since in Thailand, community-based green spaces are sparse, except for large-scale public parks. Our design strategy not only fosters social interaction but also aligns with the commercial aspirations of our clients.”



Blurred Boundaries of Architecture

The facade of “Dadfa Restaurant” ingeniously channels the ethos of Le Corbusier’s “Tower of Shadow,” adeptly reimagined by Pakorn to resonate with Thailand’s tropical backdrop. “During a visit to Chandigarh, India, I came across a full-scale 1:1 mockup by Le Corbusier, devised to explore the interplay of light specific to India, a stark contrast to the European settings of his usual work. He meticulously recalibrated his architectural practices to respond to the varied light conditions of Asia.” Motivated by this adaptation, the design team sought to push this concept even further for Thailand’s more intense heat and humidity by substituting concrete with perforated metal sheets, enabling the building to ‘breathe’ in a manner akin to the original design and evolve over time, similarly to concrete.

This project’s facade employs perforated metal panels, strategically angled not only to enhance air flow but also to shield the interior from the cacophony and fine particulates of the bustling main road. Complementing this, another segment of the facade utilizes concrete air channels, laid out in patterns that echo those of traditional woven mats once prevalent in the local fruit market—an aesthetic nod that simultaneously mitigates sunlight and rainfall exposure. This fusion of global architectural insights with distinct local characteristics exemplifies how thoughtful design can foster a unique architectural identity rooted in place.



The Evolution of Design Eras

“Currently, I feel like I’m a student again. I’m thrilled by the various modern advancements that compel us to merge our knowledge and past experiences with the ongoing changes in technology, society, and the environment. It used to be quite challenging to propose something truly different, but now, differentiation has become almost obligatory, and interestingly, it doesn’t always need substantial physical justification. However, this shift also poses greater challenges in our field. Previously, architecture was often monumental, and disciplinary cross-pollination in design was rare. Today, our scope is broader; we’re not merely architects of structures but of experiences, weaving together interior, graphic, and landscape design to forge more holistic environments.”

“With the evolution of times, things and people become more fashionable. Our perception of space and architecture accelerates how we engage with our surroundings. It’s no longer about a slow, contemplative appreciation but more like vibrant, lively interactions. Modern design has transitioned from symbolic representations to focus more profoundly on experiential and practical benefits. Just as with clothing, which is designed not just to cover but to enhance our body with attributes like structured tailoring and breathable fabrics that demand minimal upkeep.”



The Role of Technology in the Design Process

“In our design process, computer programs have greatly expanded our understanding of different types of shapes, rendering our designs more organic in both form and texture. We can now dissect every portion of a drawing, crafting experiences that enrich our comprehension of the spaces we envision. Yet, as we navigate the construction phase, it’s evident that traditional craftsmanship has diminished, increasingly replaced by prefabricated systems. It’s imperative for architects today to strike a delicate balance, weaving craftsmanship back into the very fabric of our designs.”



Seamless Time

“When addressing the concept of Blurred Boundaries, our objective is to meld spaces to seamlessly connect the old with the new,” Pakorn elaborates, referencing the OKMD National Knowledge Center, where M Space’s victory in the design competition secured their role as the project’s architect. This initiative draws upon the architectural heritage visible along Ratchadamnoen Avenue—from the City Pillar Shrine and Thammasat University Assembly Hall to the Fine Arts Department building and the Grand Palace—integrating these historical motifs into the fallade of the new structure. This design strategy not only bridges diverse epochs but also aims to encapsulate the architectural ethos of the current monarchy. Moreover, the project encompasses a thorough renovation of all the facades along Ratchadamnoen Avenue, transitioning from an Art Deco aesthetic to a blend of Neoclassical and Modern styles.”

Inspiration Behind Color Choices in Design

1. Color of Light: “Given that Thailand is positioned near the equator, the sunlight strikes in a nearly direct path, casting a predominantly yellowish tint. The most significant changes in light color occur in the evenings when the sun descends to a lower angle, occasionally mingling with other hues but maintaining a somewhat flat appearance. To counter this, our architectural designs strive to invigorate the colors, employing materials that either reflect or scatter the light. This strategy allows the light to bounce back in varying shades at different times, injecting more vibrancy into the colors captured within the space.”

2. Color of Symbolism: “Colors tied to a brand or client are modified to achieve a gradient effect, ensuring that when struck by natural light, the shades subtly shift across the form or structure.”

3. Color of Materials: “We consider the intrinsic colors of the materials used in our structures—be it concrete, steel, aluminum, or glass. This selection extends to their surfaces, or what we refer to as texture color.”

Color Trends 2025

“Our palette primarily draws from natural materials, which evolve in hue over time or as they age, influenced by the natural light they absorb. For 2025, we envision a scheme that harmonizes the inherent light with the materials employed; glass and openness of the sky, the reflective properties of water with sunlight, and concrete amidst greenery. This synergy creates a blend of colors—grays with greens, blues with whites, including the variegated tones of rust comprising reds, browns, and blacks.”



Seamless Synchrony

“Initially, M Space was devoted solely to architecture. Over time, however, we realized that the realm of architecture had merged its boundaries with those of interior design, graphic design, and landscape design, creating a cohesive environmental continuum. Seamless Synchrony, therefore, represents our approach to designing spaces where functionality and aesthetic appreciation coexist seamlessly.”





Architecture of the Future

“I believe that only key urban points will feature ICONIC architecture, while the rest will blend seamlessly into the landscape and evolve into more extensive public spaces. As the reliance on personal vehicles potentially declines, I envisioned transforming Thailand’s expressways into accessible public gardens. This shift would effectively merge infrastructure with urban space, enhancing community engagement and environmental integration.”

“Good design, in my view, hinges on flexibility and transparency. It provides unobstructed views of various activities, seamlessly integrating human interaction with the natural world. Everything becomes interconnected, fully visible, fostering a sense of community. It’s about crafting architecture that adapts well to its evolving context and coexists harmoniously with its surroundings.”

PAKORN
MAHAPANT
MOODBOARD

- 1. In Chandigarh, India, yellow hues on curved surfaces bathed in afternoon light.
- 2. A fresh milk tone juxtaposed with dark steel under overcast skies.
- 3. Red enveloping light into spherical forms.
- 4. Transparent glass reflecting building shadows mingled with light midday clouds.
- 5. Mineral water blue hue merging with a sky blue in the brilliance of noon.
- 6. The color of concrete intertwined with surrounding greenery under the soft light after the rain.





PATCHARA
WONGBOONSIN
& ORNNICHA
DURIYAPRAPAN
P.O.AR

CO-FOUNDER / DIRECTOR
/ ARCHITECT & CO-FOUNDER /
SENIOR ADVISOR / ARCHITECT

POAR (Patchara + Ornnicha Architecture) was founded by Patchara Wongboonsin and Ornnicha Duriyaprapan in 2011. This design studio's expertise encompasses projects in the realms of architecture, interior design, and landscape architecture, skillfully blending traditional and local elements with modernist ethos and aesthetics. They strive to foster new dialogues in architectural work, create impactful designs, and enhance the distinct identity of urban and local communities on a regional scale. The firm believes in making design accessible to all, aiming to help bring positive social change. In 2023, POAR was honored as the Winner of the Emerging Architecture Studio of the Year award at the Dezeen Awards Public Vote 2022.

Architecture, Interior, and Landscape:
Blurring the Boundaries

The inception of POAR has always been grounded in on the integration of architecture, interior, and landscape into a cohesive whole, crafting design creations from the interconnect- edness of these disciplines. With human perception of these elements being simultaneous and natural, one of the roles of architects or designers is to find ways to balance each component.

“Some projects may lead with landscape, while architecture takes a secondary role, or interiors might be the highlight,” they explain. “What’s important is that we don’t just focus on architectural design but also consider other things beyond that, such as nature, surrounding contexts, materials, and other related elements.”



“Structure = Architecture”

One of POAR’s exemplary projects that expands the human perception of structure, architecture and sculpture is the “Livist Resort Phetchabun.” Described by the architects as “Structure = Architecture,” the open-air swimming pool design of this holiday retreat features striking architectural elements that make it look like a piece of grand sculpture, creating novel experiences for users. POAR designed 14 inverted pyramid-shaped concrete structures, spaced 3.5 meters apart, serving as planters. This layout offers both openness and privacy, providing a thrilling and unique swimming experience. “Designing a hotel is special compared to other types of building because guests only stay in a hotel for a few nights, so we don’t necessarily have to design something that users are familiar with, but rather curating an experience that is truly one-of-a-kind that only this very place can offer. It’s the kind of exciting, unfamiliar comfort and satisfaction that simultaneously exceeds expectations.”



Contextual Consideration of External Surroundings

Across POAR’s portfolio, a steadfast emphasis on the human scale forms a connecting theme—prioritizing user accessibility and engagement. This approach is vividly illustrated in the case of “Na Tanaow 1969,” a homotel located on Na Tanaow Road in Bangkok. With a narrow frontage of just 5 meters and a depth of 25 meters, bordered by shophouses, the structure confronts more than spatial constraints. It represents a revival of a site that historically integrated with the neighborhood—preserving traditional access routes originally serving buildings situated further from the street and incorporating setbacks to enhance light and ventilation for adjacent properties. Such nuanced and considerate design is crucial, culminating in a reduced interior footprint and segmented spatial planning. A central garden space, evoking a traditional Thai house courtyard, is cleverly embedded within each unit. This promotes a vertical layout reminiscent of a cluster of houses typical in traditional Thai residential architecture. The design thoughtfully stacks functional spaces to enable airflow and ensure a comfortable, expansive feeling within the compact accommodation, which includes a cafe, four guest rooms, and a rooftop area.



Old & New, Nature & Human, Architecture & Sculpture etc.

The Beachfront Wedding Pavilion and Pool Villa project on Thailand’s Koh Samui Island serves as another example of POAR’s talent for multidimensional integration. It seamlessly blends structural wood with concrete, infuses Western wedding traditions into its programming, and fosters a fluid connection between external and internal spaces. This project spotlights the inventive use of traditional wood construction techniques to forge new design frontiers. It features a dining and bar area with a round concrete roof slab, supported by 100% recycled wood beams and columns, and topped with a pool and green space. Strategic placement of circular openings allows trees to penetrate the roof, marrying the landscape with architectural form in a harmonious visual narrative. “Historically, beachfront homes were robust, enduring structures made from wood. While today wood often serves a decorative role, its capabilities can actually extend further. We harness design technology to shift this perspective, proving that wood can harmonize with the seaside environment, bearing the weight of concrete and withstanding the humidity.”

“In our projects, we integrate elements of landscape, architecture, and interior design to bring diversity into every space. We design multiple venues within each development to offer people a range of experiences, whether it’s enjoying the views from the pool or the villa’s grassy rooftop, taking a stroll along the beach, or relaxing in a building that houses a restaurant or bar. For us, this is about creating a design that’s seamless—both in how the spaces flow and in how they are experienced by the people who use them.”

Whether it’s combining old with new, blending human aspects with natural settings, or weaving together architecture and sculpture, these are elements POAR has masterfully used to craft each project. “It all depends on the challenges and requirements specific to each project. There are projects where, in order to find the most fitting solution, we have to find a way to bridge the new with the old or integrating architecture with sculpture and the surrounding landscape. In cases where the external context lacks distinctive features, we may have to essentially create our own oasis. This might involve crafting a literal landscape, curating a void, or creating openings that draw in light and make the architecture itself an inviting focal point. In some of our projects, we’ve connected the inside and outside so seamlessly that the boundaries simply vanish—it all depends on the project at hand.”



Integrating Aesthetics with Practical Living

In urban housing designs where space is at a premium, designers typically focus on integrating key functional elements within the limited interiors. However, one aspect often neglected is “laundry drying,” which POAR identifies as a crucial component for elevating the living experience. “What completes everyday living beyond resting and eating? Clothing is essential, so washing and drying them are also important for our daily routines. Many view laundry drying on balconies as an aesthetic detriment to the building. If our goal is to foster a high-quality living environment, then beauty is imperative.” At LOMMA ARI, POAR tackled this issue by designing apartment balconies with a facade of triangular stainless steel louvers, varied in size and spacing to obscure the view. This architectural strategy ensures that laundry drying does not compromise the building’s visual appeal.



The Use of Color in Architectural Design

POAR generally favors natural materials such as concrete and wood, with a preference for a grey scale color palette. Yet, they occasionally infuse their projects with bold colors. For example, the beachside restaurant “Under the Sun” in Pattaya is entirely enveloped in red. “Colors can sometimes fall out of trend, become cliché, or seem dull. However, selecting hues that resonate with the real-life context can create timelessness. In this project, we opted for red because the restaurant is situated on Pattaya beach, the nearest sunset beach to Bangkok. The vibrant red boldly reflects the sunset’s colors, clearly and powerfully, leaving a lasting impression.”

“Color, much like an art piece or a painting, can evoke different moods and feelings. However, at POAR, when we choose to use color, we avoid shades that mimic natural colors or materials. Instead, we embrace hues distinctly artificial, viewing each color choice as a unique material that embodies its own specific identity and intrinsic value.” With several projects, POAR has boldly integrated such use of colors. For example, the interior walls of “Villa Lamphaya” are bathed in an olive green that strikingly contrasts with the building’s raw concrete exterior. In a similar vein, “Na Tanaow 1969” features staircases and walls adorned in a greenish-yellow-brown tone, a color inspired by the inner hue of an olive, which is not typically found in nature, yet offers a visually soothing effect.



“In discussions on color trends, we are drawn to colors that suggest a natural origin but are unmistakably artificial. While human perception often remains anchored in naturalistic references, our use of paint aims to mimic these natural textures when actual materials like stone or wood are impractical. This preference explains our predilection for Earth tones in our design palette.”



The Advent of Technology in Design Practice

“Some clients can now express their preferences more directly through AI, instructing it to generate visuals they have in mind, which I consider to be an advantage. This is because, in the past, clients often brought reference images from completed projects, and that at times, were not very exciting for us. Now, we can break away from those existing references and expand our horizons to create something entirely new. While not all ideas birthed from this process are practical, the mere act of venturing beyond conventional limits from the beginning is invaluable.”

Ormnicha addresses the dual-edged nature of AI's positive and negative impacts. “I personally feel that it's true that clients can now generate visuals from the computer, mixing and matching elements in basically seconds, producing seemingly appropriate images. But these quickly assembled visuals often lack critical aspects such as spatial dynamics, functionality, and materiality. That is why our office hasn't really explored using AI extensively yet.”



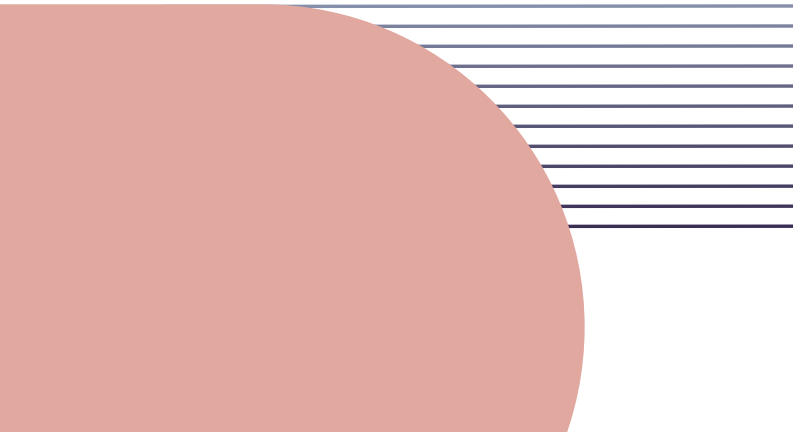
“Social media, however, has been instrumental in increasing the visibility of architects and building materials, facilitating quicker and more substantive conversations between clients and architects. So the fact that they choose us, it's partly because they already know and appreciate our approach to design.”



Seamless Synchrony from POAR’s Perspective

Patchara: “Every architect aspires to delve into the relationship between architecture and the natural world. The ideal state of nature is defined by its continuity. In our practice, this concept is realized through a seamless integration of external spaces—be it buildings, gardens, or landscapes—without any interruptions. It’s about creating spaces that are genuinely seamless.”

Ornnicha: “Seamless Synchrony transcends mere design; it’s about embedding architecture within the fabric of time. Our objective is to craft designs that are not only timeless but also resonate with contemporary realities. So, ‘seamless’ in my view involves forging connections between what we create and the people, culture, technology, and materials of the era. Achieving such synchrony not only defines the success of a project from our perspective as designers but also enhances satisfaction from the client’s side.”



PATCHARA
WONGBOONSIN
& ORNNICHA
DURIYAPRAPAN

MOODBOARD

1. Olive green or grayish brown-green—shades not commonly seen in natural foliage or everyday settings—lend a natural yet contemporary aesthetic when used in architecture. This human-engineered color, prevalent in Asia, has historically been favored in construction for its striking contrast with Thailand’s traditional wooden hues. The text is generally well-written, but a few adjustments could enhance clarity and grammatical correctness:

2. Bright red, aside from certain flowers, is observed in sunsets that drape across the sky and surrounding clouds—a rare celestial display.

3. Thai legendary artist, Thawan Duchanee, frequently utilizes a primary palette of black, white, and red, capturing what he views as the quintessential colors of ancient Asian art.

4. Turquoise, more than just a gemstone color, is visible in nature when observing deep, clear waters, embodying a fusion of water and sky.

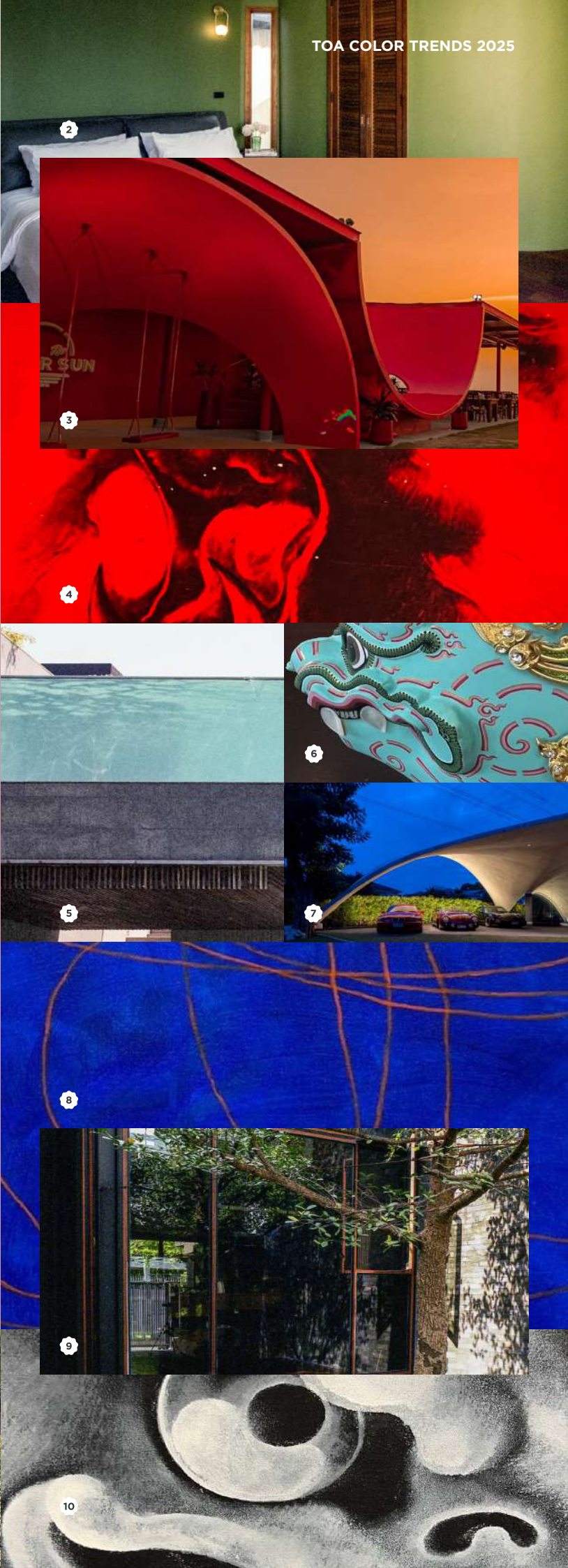
5. In Thai cultural art, turquoise or blue-green symbolizes seawater on the theatrical mask of a character named Nilrach, with verses written to capture the essence of the hue.

6. A vivid blue, seen in nature shortly after sunset when the entire sky turns a uniformly bright blue, is a phenomenon that is seldom witnessed.

7. In the artwork of Professor Somboon Hormtientong, bright blue contrasted against vivid orange lines gives the orange a luminous, self-illuminated appearance.

8. Black, the most distinct color for highlighting others in nature, is purely visible in environments completely devoid of light—a hue seldom experienced by humans under normal circumstances.

9. In the realm of Thai art, Thawan Duchanee expressed that when painting on black paper, he would focus solely on depicting light and brightness; whereas on white paper, he would paint only shadows.





CHARIF
LONA
STUDIO ACT
OF KINDNESS
DESIGN DIRECTOR
/ FOUNDER

In the ever-evolving landscape of design, few figures embody the spirit of interdisciplinary collaboration quite like Charif Lona. As the Design Director and founder of Studio Act of Kindness—a multidisciplinary design studio—Lona leads an interior design firm that harnesses the varied experiences and interests of his team to forge new possibilities in design. Whether delving into art, architecture, interior spaces, or textile design, this synergy fuses aesthetic beauty with strategic acumen, yielding outcomes that both surprise and fascinate.

Multidisciplinary Design Studio

“We don’t impose boundaries on our design work,” Charif explains. “We’re not confined to a single area because we approach everything with a 360-degree perspective, grounded in interior design. Our team is made up of individuals with diverse passions and backgrounds, all collaborating to create as a unified body of work. If you were to ask about our distinct character, it might be our use of color as a symbolic element in branding or coding, conveying the essence of the work, the brand, or the project owner.” Studio Act of Kindness boasts a track record that includes designing retail spaces for global giants such as Swatch and Cartier.



Integrating Diversity into Design

“We have a way of viewing things from two perspectives,” Charif elaborates. “First, as designers, and second, from the customer’s viewpoint. If we’re working on a corporate design or retail project, we need to grasp the brand’s identity and vision, including the target audience they aim to engage. Conversely, for residential interior design, we must create spaces that resonate with the lifestyle needs of the inhabitants. Our experience allows us to shift our thinking fluidly between these two roles.”

He further emphasizes the importance of continual learning for himself and his team. “The world is changing at an unprecedented pace, and the generational gap is becoming more pronounced. The diversity of needs and preferences in design isn’t confined to any specific era anymore. It’s a time when everyone must adapt their preferences and continue to evolve.”

“The most challenging aspect is how to adapt the diversity within our own identity. Take, for instance, the color red that has always been associated with a brand—it doesn’t have to remain the exact same shade forever. The real challenge lies in how it can be transformed.”

An exemplar of Studio Act of Kindness’s latest endeavors is the design of the world’s largest Swatch flagship store, located in One Bangkok, a mega mixed-use development in Thailand. “Typically, a brand will have a brand book outlining its color palette. But from a designer’s perspective, the challenge lies in how we can adapt existing standards or typical elements to suit the context of the work we’re designing and enhance the character in a more unique manner. If we don’t know how to be flexible or aren’t brave enough to propose something new, we’ll end up with retail designs that have the same character or appearance as before.”

The new Swatch flagship store is an innovative blend of Thai architectural elements with European influences, reflecting the brand’s origins, yet simplified for modern appeal. “Regarding the color shades we used, we blended the brand’s distinct identity with the local essence of its Thai location. Most importantly, we aimed to convey Swatch’s fun spirit, whether through the language of design reflected in the details, the proportion of color usage, or the materials selected.”



Perfect Synchronicity

“Old Meets New’ is a defining theme of our studio, marked by the skillful juxtaposition of contrasting elements—old and new, different epochs, or pairing slender elements with bold ones. These contrasts are expressed in unique and innovative ways. Initially, our focus was on materials and textures, but we’ve expanded our approach to include digital enhancements in fabric printing and wallpaper. We like curating antique pieces and components in modern settings. The method mirrors personal ethos of fusing varied cultural or contrasting elements as well. I believe that by harmoniously merging the past and present, we can craft something very special or what I call the ‘Perfect Synchronicity.’”



“Moreover, people’s perceptions of beauty have fundamentally transformed. I personally think today’s cross-cultural or hybrid cultural influences are distinctly a product of the new generation. We can travel the world, transcend our own boundaries or safe zones into other realms, and engage in exchanges that lead to large-scale cultural shifts that precipitate significant cultural shifts across various sectors. I term this phenomenon ‘Seamless Synchrony,’ mirroring the collective ethos of our current era. The parameters of beauty, rightness, or wrongness are no longer strictly defined but are understood in terms of appropriateness and resonance with people’s emotional values.”



Seamless Boundary Interior

“Today, the global architecture and interior design industry has advanced leaps and bounds. Everyone has broken down walls and merged into a unified boundary. People now understand that design is a 360-degree discipline and can crossover or cross-culture across industries—be it music, graphic design, or design itself. We’ve dismantled cultural barriers, embracing and adapting foreign cultures and arts, which has fueled a worldwide cultural evolution.” there’s a convergence of diverse skills aimed at achieving perfect harmony. Clients now perceive interior design not just as a practice confined to interior spaces but as a multidisciplinary field that includes art pieces and artistic elements, or creating architectural designs with sculptural elements. designers are increasingly expected to be polymaths—adept in art, science, cultural beliefs, and even color theory—to effectively dissolve the traditional limits of their work.”



The Selection of Colors in Interior Design

“Color is among the very first considerations in any project we undertake,” Charif reflects. “In fact, the color palette is determined right from the start, even as we’re formulating the design concept. We evaluate what each project’s colors are meant to convey—whether it’s character, personal preferences, emotions, symbols, beliefs, and so on. Color encompasses dimensions of science, psychology, even superstition, all of which inform the principles of color selection. The designer’s role is to figure out how to make those colors beautiful when they’re parts of a space.”

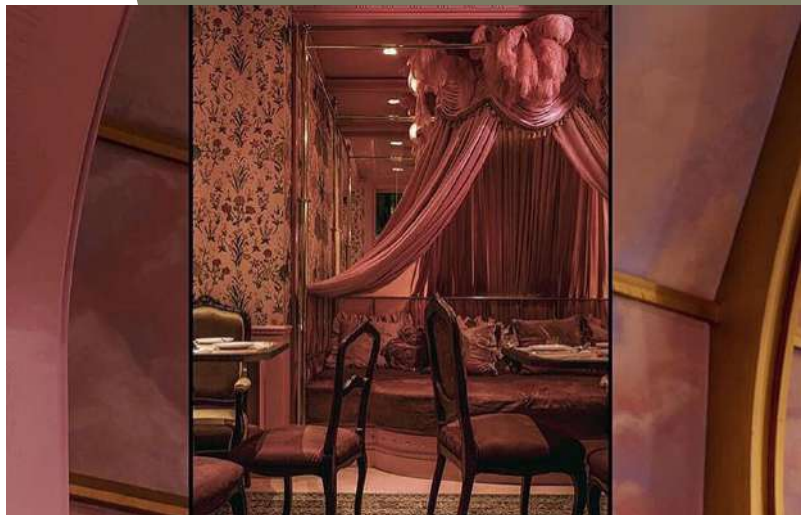
In retail or corporate projects, the use of color might primarily adhere to branding guidelines. However, when it comes to residential interior design, Charif notes that his team delves deeply into the inhabitants’ emotions, their favored hues, and sometimes even their cinematic tastes. “Every reference they appreciate can inspire our design,” he explains. “For example, one client was a huge fan of Wes Anderson and wanted the color palettes from each of his films incorporated into his home.”

“Therefore, the trend in color usage at our studio is grounded on how we communicate color in a unique way. We operate outside the boundaries of trends. Take the color red, which everyone is familiar with—how can we make it distinctive? Perhaps by pairing red with yellow, or using red on a blue-grey chair. I feel these are color combinations specifically chosen and curated for a particular project. We don’t aim to use colors just because they’re trendy; we aspire for our work to become the trend itself.”



Combining Materials, Forging New Colors

The application of color in interior design transcends mere selection; it's also about the innovative techniques that enhance interior elements—from furniture to textiles and wallpapers. "We've become highly skilled in digital printing," Charif explains. "This enables us to imprint our own designs onto wallpapers and fabrics. Then we incorporate hand-stitched details by local artisans, seamlessly merging craftsmanship with technology. We even mix different media and materials—for instance, applying lacquer paint on natural substrates and using eggshells to stain them. It's essentially about searching for new possibilities of how colors can be used." "I'm fascinated by the manipulation of natural materials and the integration of colors not typically found in nature. Imagine taking bark or woods of various hues to create patchwork patterns, resulting in entirely new chromatic expressions. Or combining wood with marble, mixing natural fabrics of diverse shades with wooden elements. I see this as a new trajectory for the design industry—one that doesn't rely on a single hue but infuses dynamism into design. For me, this approach makes design timeless."



Color Trends to Watch in 2025

"I believe that muted wooden browns extracted from trees, paired with shades of green that don't exist in nature, are going to gain prominence. This extends to experimenting with techniques like patina—heating metals at varying temperatures to create natural, speckled hues crafted by human hands. It's craftsmanship reminiscent of the Renaissance era, employing traditional methods to create works that feel contemporary. This infusion of dynamism propels design forward. Whether they're emerging designers or seasoned professionals, everyone can find opportunities to advance the field."



The Progress of Modern Technology in Design

“Technology presents both benefits and drawbacks. From a humanistic perspective, I believe AI can propel us toward achievements we never imagined possible. Take medicine, for instance—doctors can now perform surgeries remotely, operating on patients in another country. This is a scientific advancement humanity has long aspired to achieve.

“In the realm of design, AI might assist in streamlining processes, making our work easier or more efficient. In construction, robotic technologies could aid in manufacturing, production, or building processes, allowing us to control timelines and complete projects more effectively. However, when it comes to design, from my perspective as someone who inherently values artistic quality, I believe AI still lacks the level of emotional depth that humans possess. Some aspects can be managed intellectually, but others require the heart to analyze—especially the subtlety and nuance humans bring to capturing people’s feelings in design. This is something I feel AI still cannot replicate. For example, AI might generate ten shades of red for us, but it might not truly understand the context—should the red be more muted? What about the texture? A client might tell us they prefer a red that’s neither too matte nor too glossy. Therefore, we need to draw upon our experience and understand the client’s emotions to grasp what they truly desire. An artificial intelligence program can’t predict that; it relies on the expertise of designers like us.”

Reinvented Identity

“I believe that identity shouldn’t be confined or frozen in one place. Reinventing identity is the key aspect of today’s world.”



CHARIF LONA MOODBOARD

1. Highlands, Scotland: A waterfall cascades through icy mountains, capturing a winter palette of white, gray, black, and the dusky brown of tree branches, offering a tranquil portrayal of serenity.

2. Kelvingrove Park, Glasgow, Scotland: During the cooler seasons, natural colors begin to fade as if the vibrancy of life is waning. Trees darken as they shed their yellow leaves, while the grass transitions from green to pale yellow and brown. Conversely, the concrete paths start to embody a renewed vibrancy with emerging green hues, replacing the life that the season strips away.

3. In Edinburgh, Scotland, a winter sunset captures the warm tones of sunlight, highlighting the importance and beauty of warm colors during the season’s last light.

4. Old buildings, whose colors bear the traces of time, still look stunning when touched by the warm tones of sunlight. This contrasts with the buildings’ cooler tones when obscured by winter clouds, creating a beautiful and time-worn aesthetic.

5. The rooftop of a mosque in Istanbul, Turkey, showcases the ability of past crafts-men to manage heat across different materials and architectural techniques, while representing the essence of a sacred place where worshippers find peace and spiritual serenity.

6. In this film photograph taken in Tokyo, Japan, a color error occurred, producing colors not true to reality. This prompted me to question: if the things around us were replaced with other colors—specifically industrial colors—how would our feelings toward buildings and nature be altered? The blue tones were replaced with the natural, darker hues of the buildings and river, while the yellow tones were overlaid with layers of the bright and radiant sky on that day.

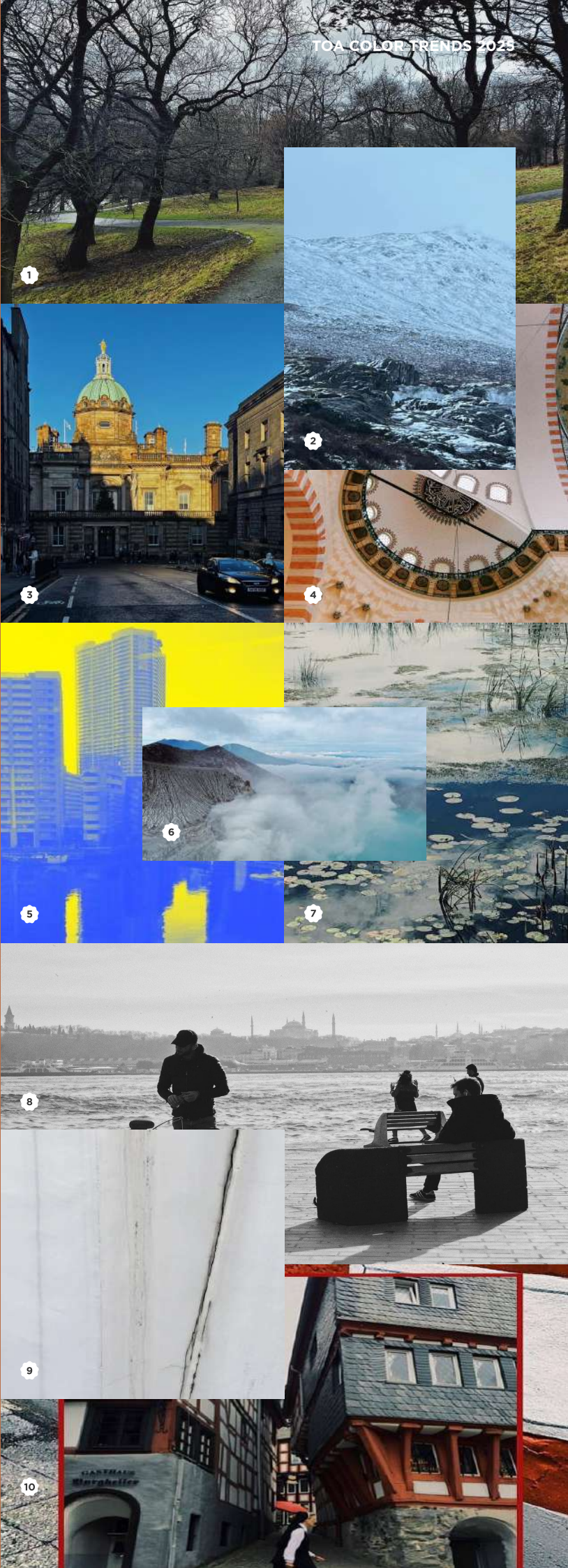
7. A photograph of Mount Ijen volcano on Java Island, Indonesia. The cool hues of the water mirror the color of the sky, even though in reality, the volcanic water is boiling and intensely hot. Yet the tones of the surrounding landscape evoke a sense of coolness, creating a contradiction to the searing heat present. Sometimes, fiery emotions can be conveyed through forms and color tones that are inherently cool.

8. A photograph of the lotus pond area at Khao Sam Roi Yot, Thailand, taken during a time when I was grieving a farewell. The lotus pond reflects the bright, golden sky; however, the various shades of blue evoked feelings of melancholy, conflicting with the beauty that lay before me.

9. A black-and-white film photograph I took at the harbor in Istanbul, Turkey. Despite being entirely devoid of color, the image conveys a sense of liveliness and positive energy through its atmosphere.

10. A photograph of a temple wall covered with sheets of ice in Kyoto, Japan. Some parts have cracked and melted, revealing the black stone of the temple wall. I love the texture of the snow and ice, which should be soft but have molded to the surface of the rocks, appearing as hard sheets. This presents the color white from different perspectives and meanings, diverging from its traditional symbolic use.

11. The hues of the sunset do not clearly reveal the details of surrounding objects but instead create boundaries like freeform collages on gradients from dark to light shades. Orange and blue oppose each other, anchored by the dark tones of black rock formations, inspiring us to overlook minor, unnecessary details.





PHANUPOL BAWORNWIWUT

WHITESPACE
PARTNERS
DESIGN DIRECTOR

Whitespace was established in 2004 by David J. Mayer, initially as a design consultancy. It has since morphed into Whitespace Partners, a firm that specializes in crafting omni-channel experiences with comprehensive solutions straddling both the retail and hospitality industries across physical and digital realms. With Phanuphan Buwornvivit helming the creative direction as the Design Director, the Whitespace collective encompasses three distinct entities: "Whitespace," which focuses on interior and building facade design; "Whitespace Connect," managing branding, marketing communication, and signage; and "Formspace," which is devoted to the intricacies of interior construction and execution.

The Journey Begins with Discovery

Whitespace has adeptly widened its pool of expertise, assembling a multidisciplinary team that transcends traditional design boundaries to encompass marketing, branding, communications, and digital marketing. This expanded skill set enables Whitespace to deliver services that are not only comprehensive but finely tuned to the nuanced demands of its predominantly retail clientele—accounting for nearly 80% of its business. “We place significant emphasis on deeply understanding each project’s brand identity, aspirations, and target demographics, as well as the end user’s persona. These insights form the framework for each project at Whitespace.”

“One thing we will never do is be led by mere style or trends. Whitespace prioritizes the ‘discovery’ phase to ensure that the design concept directly addresses the project’s objectives. The focus is not just on the aesthetic outcome but on accompanying the client on a journey to ensure that what we deliver aligns with their future needs and fulfills the goals of the project and business as a whole. The firm steadfastly avoids merely following fleeting trends. We maintain a mindset where, for example, we will never tell our clients, ‘Now is the time for digital trends, and you need to keep up.’”



A Leading Retail Designer for Digital Lifestyle Brands

Since 2004, Whitespace has been at the forefront of a transformative collaboration with tech titan Apple, redefining the brand’s retail concepts to amplify the accessibility and allure of Apple products across Southeast Asia. During this era, the local market, Thailand in particular, was predominantly acquainted with the iPod, viewing Apple computers as luxurious indulgences reserved for artists and designers. Determined to overturn this niche perception, Whitespace crafted retail environments that vividly communicated Apple’s ethos: user-friendly technology for all. This initiative gave rise to an in-store marketing strategy that championed inclusivity, ultimately leading to the inception of “iStudio.” Named by Whitespace, iStudio was intended to resonate as a creative design studio, offering a welcoming, contemporary ambiance that invites customers to comfortably explore the products. A prominent feature in these stores is the Workshop Table, strategically positioned at the forefront to engage customers in hands-on interactions with the displayed items. Continuing its trailblazing efforts within Apple’s retail landscape, Whitespace went on to conceptualize additional retail formats, including the iBeat Authorized Reseller Stores and the U Store Campus Experience Centre Stores.

“The most recent innovation is Dotlife by Copperwired, Thailand’s first technology lifestyle store and a hub for gadgets and IT equipment. “We designed the venue to blend seamlessly into the lifestyles of its users and to reflect ongoing shifts in technology use. It stands as a testament to an evolving era where people aren’t just looking for these tools just for their utility purposes; technology has become something that can enhance the very fabric of our lifestyle quality.”



Explore & Experience

Phanuphan underscores the imperative of comprehending a brand, probing the end user’s necessities, and foreseeing future consumer desires. He notes, “Sometimes customers may not even realize they want a product until they enter the store, talk with the staff, and engage with it firsthand. Therefore, the store’s concept must captivate individuals to explore and immerse themselves in the products.”

Regarding Dotlife, he details the initial steps: “We analyzed the brand’s persona and dived into customer analytics to decode their desires and pinpoint pain points. Historically, electronics stores imposed restrictions such as barring products from being unboxed or locking items away in cabinets, requiring staff intervention for access. Our team strategized on crafting the smoothest, most seamless experience possible, aimed at inviting customers to explore the wide array of technology products—many of which they might not even know exist until they interact with them in-store.”

He asserts that retail should seamlessly connect the physical and digital spheres, as well as intertwine store environments with customer activities. “To this end, besides designing retail spaces, we introduced Whitespace Connect, which orchestrates all aspects of branding. This entity synthesizes expertise from marketing, media planning, brand creation, graphic design, and digital design.”

Expanding on this approach, he cites the KHAAN project, a gastronomy-style Thai restaurant, as a case study illustrating the fusion of branding and interior design. The establishment’s name, ‘KHAAN,’ carries a dual meaning in Thai, signifying both ‘tiger’ and ‘narration.’ This name choice cleverly links the owner’s Chinese zodiac sign—the tiger—with the thematic narrative of the restaurant. This concept is visually expressed in the restaurant’s logo, which features sound wave-like lines that symbolize ‘narration or storytelling,’ while are harmoniously integrated with traditional Thai architectural patterns.

How Modern Shifts in Behavior Shape Design

“I’ve noticed a significant shift toward more personalized and sharply defined customer segments,” Phanuphan reflects. “Traditionally, an electronics store might have stocked basic appliances like air conditioners and refrigerators. However, the advent of the smartphone era, led by innovations such as the iPhone, has spurred a proliferation of related technologies and gadgets. This evolution prompted Copperwired to develop a new category that aligns products with emerging consumer needs, giving rise to Dotlife, a store which essentially epitomizes the Digital Lifestyle. I believe such stores have appeared in response to the evolution of technology and the expanding needs of consumers, which traditional electronic appliance stores no longer satisfy. I anticipate this trend will persist, fueled by continual technological advancements and changes in lifestyle, perpetually driving innovation and creating novel retail experiences.”



Elevating Interior Design: Technology's Role in Crafting Wow Factors

"Moving beyond mere interior design, our projects involving technology products include creating multimedia display points within a store. In collaboration with Whitespace Connect, we prioritize content that engages customers rather than just cycling through brand advertisements, which are often overlooked. Our objective is to foster interactive activities, such as games that link to online platforms, bridging the gap between physical and online store experiences. This approach allows for ongoing evolution and adaptation."



Bridging Diversity: The Designer's Quest to Unify Varied Human Experiences

"We have to be able to curate personalized experiences more effectively. For instance, in the Ari store, we designed a zone where customers can have shoes embroidered, enhancing their connection to the brand and providing an exclusive experience. Simultaneously, we conduct research and remain sensitive to various needs, ensuring accessibility for disabled, elderly, and child visitors, or integrating prayer rooms in malls. In some regions, the introduction of gender-neutral restrooms is becoming standard—these are the challenges we continually navigate, tailoring our focus to each project's unique requirements."



Choosing Colors in Retail Design

“Since the majority of projects that Whitespace does is retail, they inevitably and intricately link brand identity with the end-user experience. Upon discovering and defining a space’s character, our next step is to determine the emotional response we wish to invoke, as colors profoundly and differently influence people’s moods. For example, in the KHAAN restaurant, we selected vibrant, warm hues to stimulate appetite, harmoniously integrating these with a palette of bold Thai tones. In our designs for CPN malls, we chose an array of bright colors that resonate with the vibrant ethos of an Art Mall, mirroring the artistic, lively activities people engage in today. People now frequent malls not just for shopping but to immerse themselves in diverse experiences like dining and entertainment, prompting us to opt for colors that evoke a sense of joy.”



Interior Design Color Trends

“Earth tones have resurfaced in the post-COVID era as people yearn for a connection with nature and a sanctuary from such an unsettling stage of the world. These hues provide a calming effect. Looking ahead, I anticipate the continuation of the earth tone trend, enriched not only by traditional creams and whites but also by deeper greens, reds with muted undertones, and perhaps an introduction of mustard shades. This palette reflects a progression from the calmness and stillness people experienced to something a bit brighter. However, a relaxed ambiance within such vibrancy is still maintained.”



Designing in a Seamlessly Integrated World

“Modern interior design transcends a single discipline or isolated creative efforts; it requires an integrated approach across both digital and physical realms, including online and offline spaces. Therefore, designers must collaborate more extensively with other teams—from lighting designers and branding experts to marketing and media professionals—to comprehensively address brand objectives and enhance customer experiences. The boundaries between specialties will blur more than ever, moving away from the era of highly specialized craftsmen. Designers are now expected to navigate multiple disciplines.”

“Our interior design initiatives thrive when knowledge and efforts are cohesively aligned, with all stakeholders working in concert to think, plan, and curate every element to maximize relevance and ensure the most enriching, seamless customer experience possible.”



PHANUPOL
BAWORNWIWUT
MOODBOARD

1. The blue sky reflecting on the surface of a lake in Stockholm, Sweden, creates a gradient of shades from light to dark, mirroring each other and evoking feelings of tranquility and relaxation.

2. An image of the subway in Germany: the vibrant yellow train set against the vivid blue ceiling of the station generates a sense of excitement and brightness for daily commuters.

3. In late winter and early spring, the grass starts showing yellow-brown and light green hues alongside reddish-orange buildings. The backdrop features a sky with white clouds and blue reflections on the pond’s water, altogether conveying a sense of calm and warmth through the colors of the buildings and the mixed tones of the grass.

4. An image of brightly colored balloons in harmonious hues of blue, yellow, pink, and red brings smiles to the faces of children who gaze at these vibrant displays.

5. Jellyfish illuminated by blue LED lights in an aquarium tank. Their translucent bodies capture the light, creating greenish hues within themselves. The multitude of jellyfish against the dark background, with their glowing blue forms, evokes feelings that are both lively and mysterious.

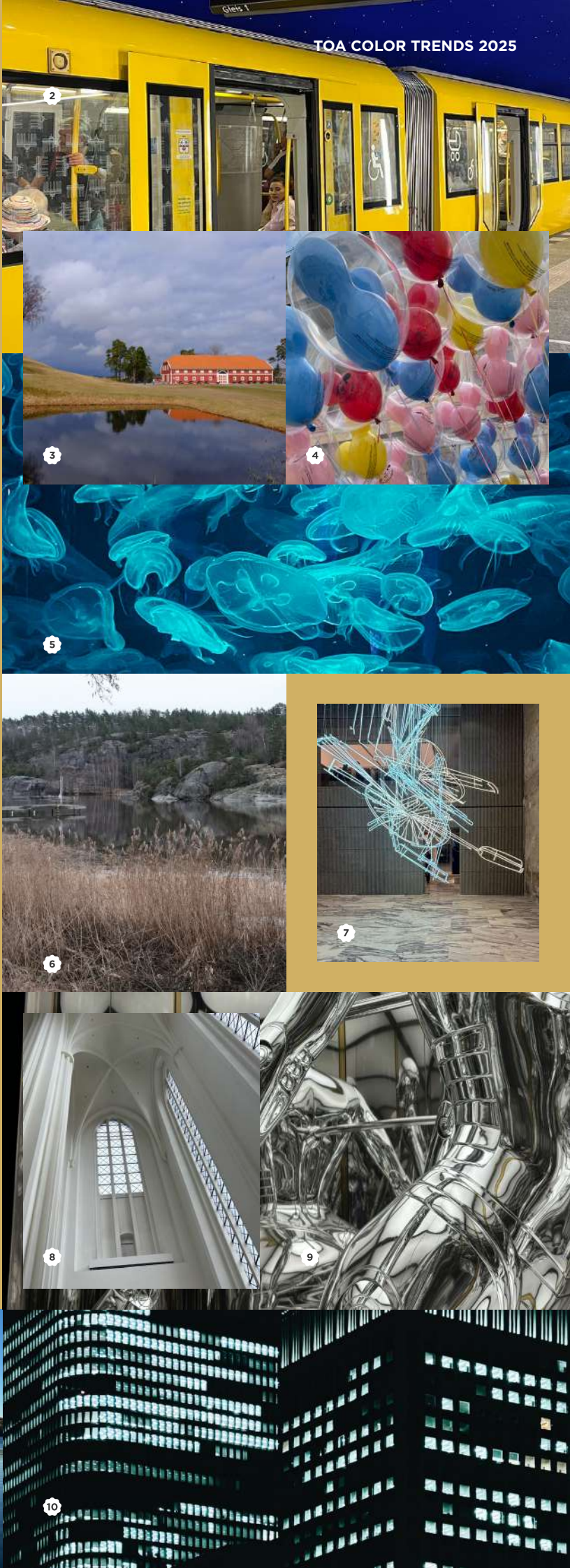
6. An image of a lakeside in late winter: the brown foreground grass leads to rocky hills topped with dark green pine forests under a bright yet gray sky. The calm lake reflects everything, with an old boat stranded ashore, creating a feeling of tranquility and solitude through the soft brown tones.

7. The window display of the Saint Laurent store features a large area at the storefront exhibiting artwork made from Cool White and Daylight neon lights. This stands out against the surrounding floors and walls of various materials—including marble floors, concrete walls, and the building’s old brick walls—creating an atmosphere of excitement, modernity, and vibrancy.

8. The interior of a white church with tall windows stretching to full height creates an interplay of light and shadow. We observe gradations of white and gray that emphasize the lines of Gothic architecture. The white interior effectively conveys the grandeur, purity, and sanctity of the place.

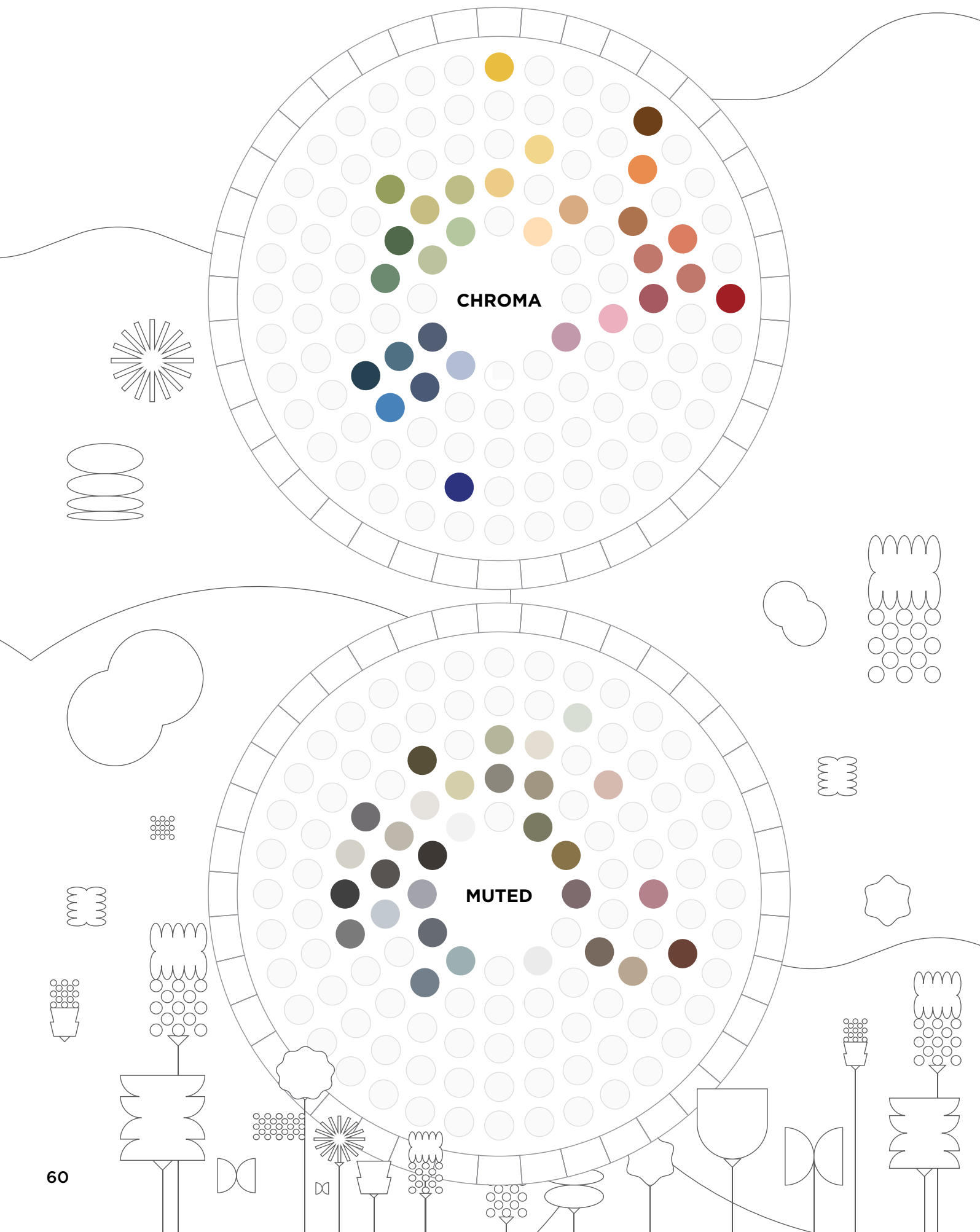
9. A photograph of the robot from the movie Metropolis, crafted from shiny silver metal and surrounded by white lights above and mirrors all around. It evokes a sense of modern beauty, yet simultaneously feels cold and rigid due to the metallic material.

10. An image of Tokyo city at night, with adjusted lighting to emphasize the interplay between illumination and darkness. It creates an enigmatic atmosphere but also feels modern with the lines of light from windows on high-rise buildings.



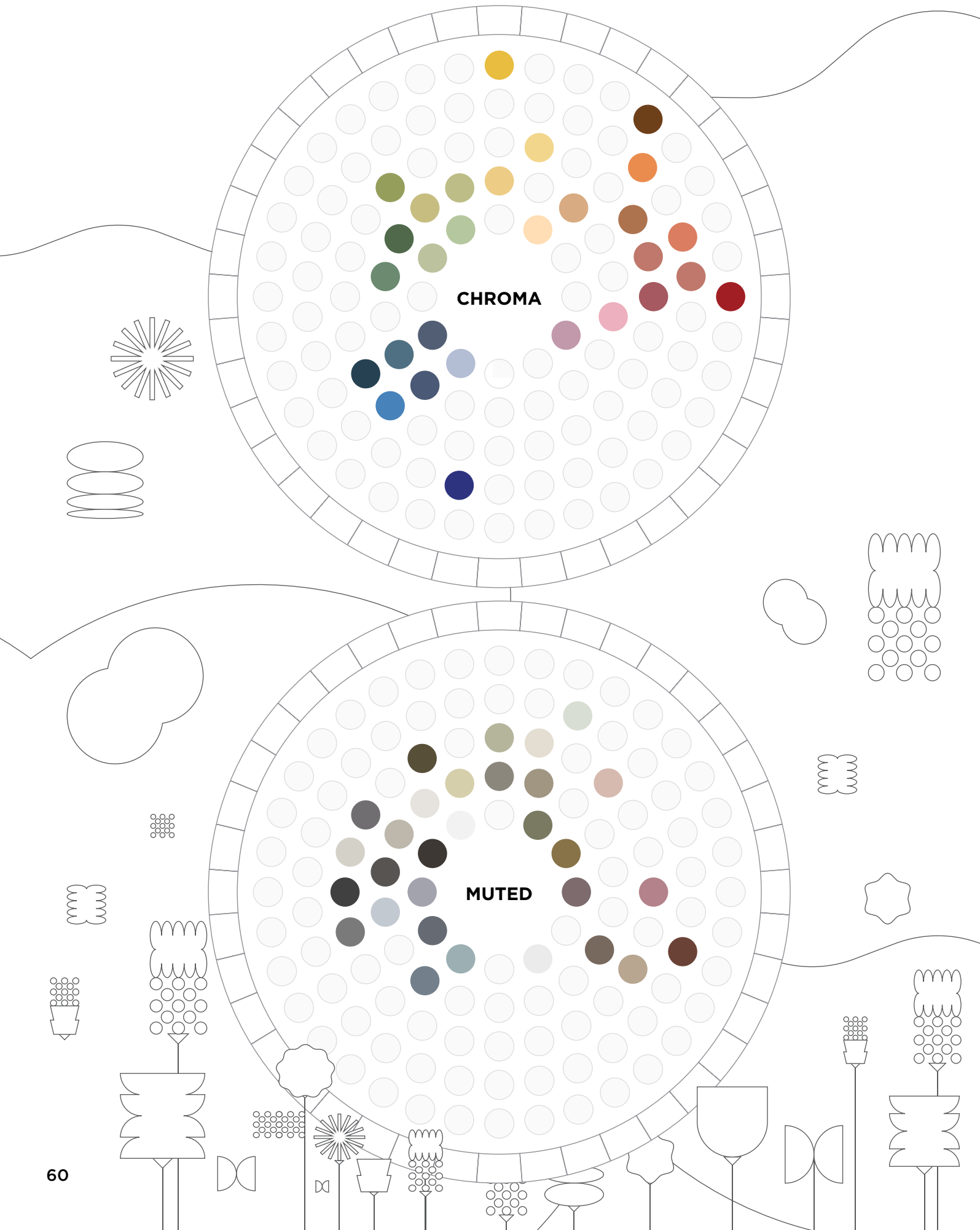
COLOR FLOW

From the visions of five architect and designer collectives, distilled through the keen eye of TOA's experts, emerge two dynamic color trends of 2025. These palettes are a vibrant fusion of shades drawn from the realms of architecture, culture, and nature—intertwined to craft a new, harmonious definition of beauty that's as seamless as it is striking.



COLOR FLOW

จากมุมมองของ 5 กลุ่มสถาปนิกและนักออกแบบ ผ่านการวิเคราะห์โดยผู้เชี่ยวชาญ
จากทีโอเอ ผู้ 2 กลุ่มเทรนด์สีใหม่แห่งปี 2025 ที่สะท้อนให้เห็นถึงการร้อยเรียงหลาก
หลายเฉดสี ซึ่งได้แรงบันดาลใจมาจากทั้งงานสถาปัตยกรรม วัฒนธรรม และธรรมชาติ
สู่ความงามนิยามใหม่ที่ผสานเข้าด้วยกันอย่างลงตัว



COLOR SUMMARIZE

TOA COLOR TRENDS 2025

TWO NEW COLOR TREND GROUPS FOR 2025 SEAMLESS SYNCHRONY

Seamless Synchrony explores interconnected relationships across multiple dimensions—bridging culture, science, technology, and everyday life. This innovative approach reveals a fresh and unexpected form of beauty where all elements coexist in perfect harmony, offering an inspiring vision for our ever-evolving world.

ALWAYS

Timeless hues of serenity and simplicity that remain perpetually classic, regardless of the passage of time. Drawing inspiration from the foundational elements of our built environment—cement, steel, architectural forms—it presents a spectrum ranging from stark white and soft gray to brick red and deep crimson, with a touch of the timeless and tranquil muted green.

ONCE IN A WHILE

The ephemeral, the transient moments that capture the zeitgeist. Influenced by the vibrant undercurrents of pop culture, hobbies, art toy collections, and the evolving intricacies of contemporary belief systems, the palette celebrates the joyous, the playful. It reflects on how our perception, tuned to nuances of light and dark, now embraces a more vivid and dynamic spectrum.

SEAMLESS SYNCHRONY

TOA COLOR TRENDS 2025



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 www.toagroup.com
 [toapaint](https://www.facebook.com/toapaint)
 [toapaintthailand](https://www.instagram.com/toapaintthailand)

บริษัท ทีโอเอ เพ้นท์ (ประเทศไทย) จำกัด (มหาชน)
31/2 หมู่ 3 ถนนบางนา-ตราด ตำบลบางเสาธง
อำเภอบางเสาธง จังหวัดสมุทรปราการ 10570

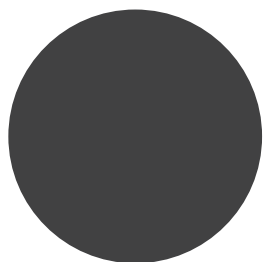
เบอร์โทรฟรี 02-335-5555

TOA Paint (Thailand) Public Company Limited
31/2 Moo 3, Bangna-Trad Road, Bangsaothong,
Bangsaothong, Samutprakarn 10570

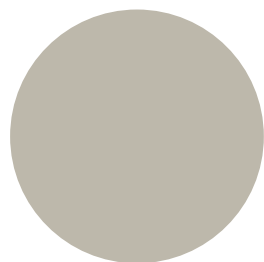
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ALWAYS

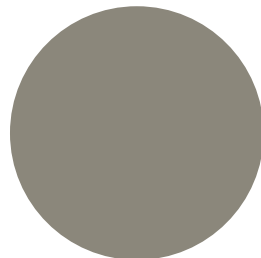
ONCE IN A WHILE



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Into the Night



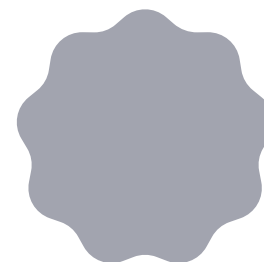
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B Greige Impact



N6356
Pencil Shadow



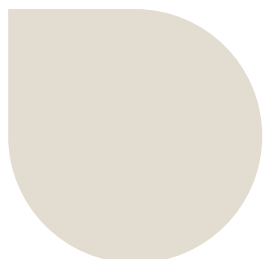
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Snow White



N6256
Amethyst Smog



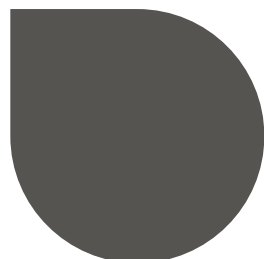
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Blue Pyramid



N6024
Ivory Brown



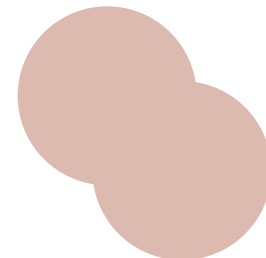
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Fussy Smoke



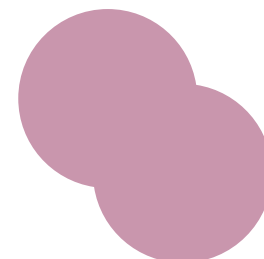
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Inky Courtyard



N6212
In Doubt



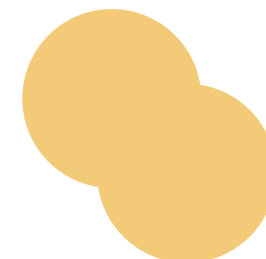
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Roscolux
Rose' Smell



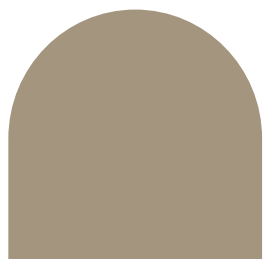
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Tea Rose



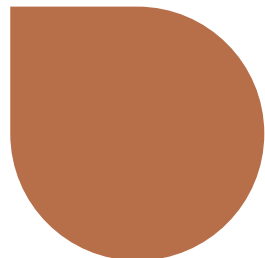
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Arctic Seal



Y0071
Buttercup
Cream



N6045
Hay Ground



O1068
Baked Earth



N6338
High Park Breeze



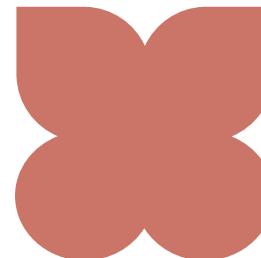
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Softness Vogue



W9133
Botanical Scent



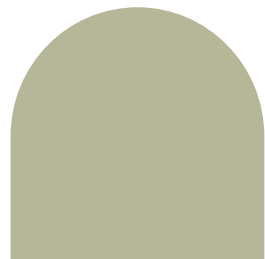
Y0029
Comfort day



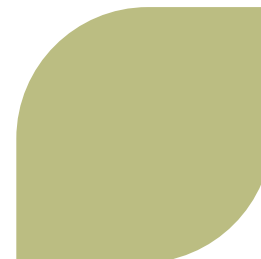
R2033
Terracotta



G5158
Solid Mat



N6340
Light Olive



G5358
Beetle Beryl

TOA COLOR TRENDS 2025

TOA COLOR TRENDS 2025

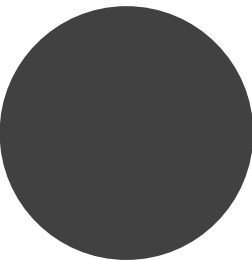
SEAMLESS SYNCHRONY

TOA COLOR TRENDS 2025

ROOM SCENES



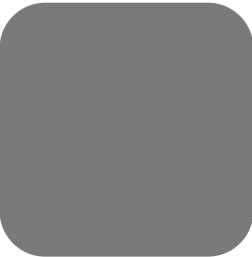
ALWAYS



K7007
Into the Night



ALWAYS

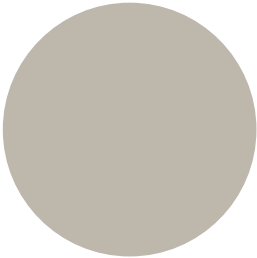


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Fussy Smoke

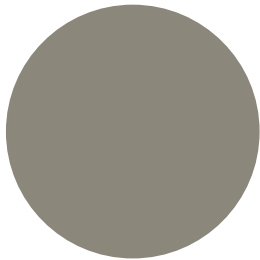


Remark: Colors on screens might differ from TOA Fandec due to factors like lighting and device settings. To ensure accuracy, double-check with the shop that has TOA Color World tinting machine around your location.

ALWAYS



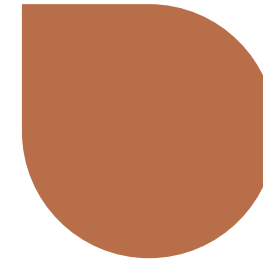
N6358
B Greige Impact



N6356
Pencil Shadow

Remark: Colors on screens might differ from TOA Fandek due to factors like lighting and device settings. To ensure accuracy, double-check with the shop that has TOA Color World tinting machine around your location.

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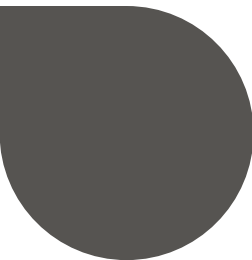
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Baked Earth



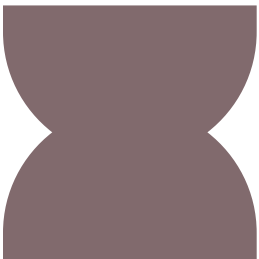
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Ivory Brown



ALWAYS

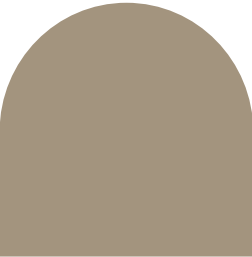


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Inky Courtyard

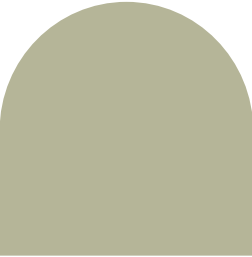


N6212
In Doubt

ALWAYS



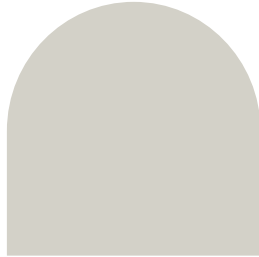
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Hay Ground



N6340
Light Olive



N6338
High Park Breeze

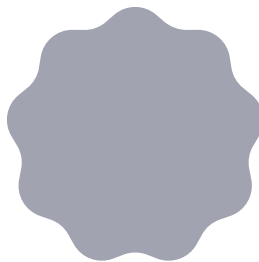


N6432
Softness Vogue

ONCE IN A WHILE



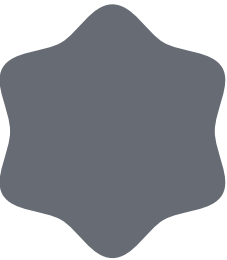
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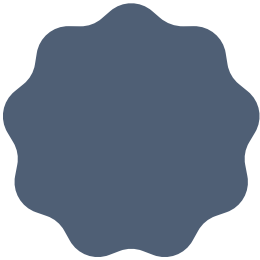
N6256
Amethyst Smog

Remark: Colors on screens might differ from TOA Fandek due to factors like lighting and device settings. To ensure accuracy, double-check with the shop that has TOA Color World tinting machine around your location.

ONCE IN A WHILE

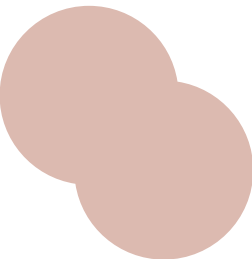


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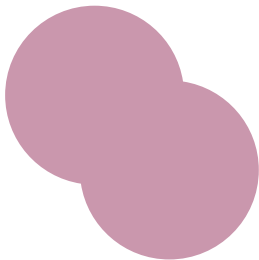


B4103
Blue Pyramid

ONCE IN A WHILE

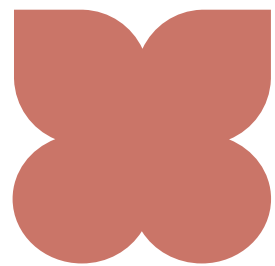


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Roscolux
Rose' Smell

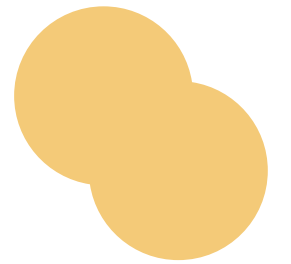


V3034
Tea Rose

ONCE IN A WHILE

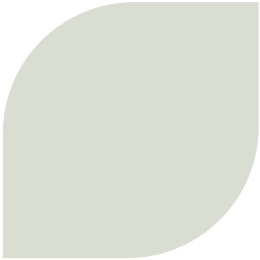


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Terracotta



Y0071
Buttercup
Cream

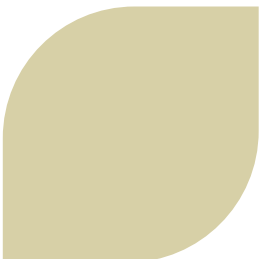
ONCE IN A WHILE



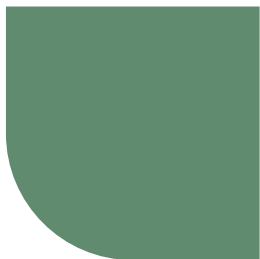
W9133
Botanical Scent



G5358
Beetle Beryl



Y0029
Comfort day



G5158
Solid Mat



