

ABSTRACT

Soi Thong Lo is accepted as the area of a new generation; comprised with factors that are part of Thong Lor's development towards a leading area of a new business models. The research entitled "Spatial Development for New Urban Trend Setting" investigates a spatial evolution, and spatial identity of Soi Thong Lor. Two scales will be analyzed: district scale and architectural scale, and will be compared with the areas of Wangburapha and Siam Square, which are recognized as an urban trend setter of Bangkok past and present. In addition, the research will incorporate concept and methods of entrepreneurs who initiate new commercial models before introducing them to other areas of the cities. Space types can be spatially categorized in relation to the transformation of both behaviors and psychologies of users, which results in changing of urban pattern and architecture in Soi Thong Lo. The research is intended to provide information and an understanding of a mix-used urban development in order to minimize the resistance while increase development potential. In addition, the outcome of this study, can be enhanced the understanding of an architectural design approach for new urban life generations of urban life in the future.

The study of district evolution from 1952 to 2005 including the study of spatial usages by selecting sampling groups of 69 places on the district scale and in dept study of three projects in an architectural scale found that in the Soi Thong Lo consists of low building density; which is likely to become an open spaces of Sukhumvit area. The main feature shows the importance of the urban space designed to support the commercials, which is emphasized on low-built and high-cost concept giving importance to public contentment and good environmental conditions. This space organization concept is different from that of high-built and high-cost of Sukhumvit area and other CBD zones, This spatial character low-built and high-cost , become more popular, and get reproduced in other areas; leading Thong Lo towards an urban trend setter.

The spatial character as explained above is emerged naturally through an evolution of an architecture within an urban fabric, rather than by any advanced planning. Through these phenomena, variety types of spaces, and architectural ideas are created. In addition, Soi Thong Lo is the area with no city regulation; allowing for any design potential; hence developed itself to, become an "Infinity City" and "Trendy Architecture area".

Analysis and interviews with entrepreneurs found that even though there are a few urban spaces in Soi Thong Lo area , quality of lifes in adjacent communities are not improved; as of they are hampered by too many restrictions. Technics of maximizing profit is mutated into a hidden value via utilization of urban space; only the well beings are capable to visit those areas, and many use them as symbols of social status, instead of out of necessity. Therefore, many activities taken place in open space of Soi Thong Lo are not served for the utmost returns.

Suggestions and recommendations are proposed for designers and developers to understand the significance of a spatial design aspect. In addition, law and policy of each area should be developed suitably to specific type and character of the area. For example, the area such as Soi Thong Lo needed certain law and policy, which are different from those of other areas, in order to fully develop Thong Lo to become a new trend setter area.