



NATIONAL HEALTH
COMMISSION OFFICE : THAILAND



PUBLIC SPACE DESIGN

ความท้าทายของกลไกระดับท้องถิ่น
ต่อการกิจสร้างสรรค์พื้นที่สาธารณะ สู่เมืองสุขภาวะที่ยั่งยืน

Sethawat Srivirote - President
Nebula Corporation Limited (A Subsidiary of MQDC)

21 December 2022

CONTENTS

01 WHAT IS THE PUBLIC SPACE ?

Public space definition, importance, and global case studies

02 CHALLENGES OF PUBLIC SPACE IN THAILAND

Thailand's public space situation & solution

03 MQDC PROJECTS & INITIATIVES

Project case studies for sustainability, resiliency & regenerative development



01

WHAT IS THE PUBLIC SPACE ?

Public space definition, importance, and global case studies







Central Park
New York



Community Park
Helsinki



Seoullo 7017
Seoul



DiverCity Plaza
Tokyo



Time Square
New York



Buri Khalifa Park
Dubai



Kampung Admiralty
Singapore



Pier2 Art Center
Kaohsiung



WHAT IS “PUBLIC SPACE” ?

“A **social space**, e.g. A town square, that is open and accessible to all, nevertheless of different background and status. There is no entry fee and no discriminate against entrants.”

Urban equity in public, 2018

Public space is a primary ingredient in urban environment; **places of encounter where public life unfolds**. Following structural changes in economy and society.

International Encyclopedia of the Social & Behavioral Sciences, 2015

SAFETY

HUMAN SCALE

HEALTHY
ENVIRONMENT

Public space is property **open to public use**. It can be privately or publicly owned.

International Encyclopedia of Human Geography, 2009

CONVENIENCE
AND COMFORT

ACCESSIBILITY

LIVEABILITY

“Public space is central to **social life in cities**. Streets, squares, and parks are places for protesting, socializing, and encountering difference.”

International Encyclopedia of Human Geography (Second Edition), 2020

IDENTITY

Public space is variously addressed in the literature. As such, the literature also includes a **variety of public space**.

International Encyclopedia of Housing and Home, 2012

FREEDOM OF
CHOICE



PUBLIC SPACE & PLACEMAKING

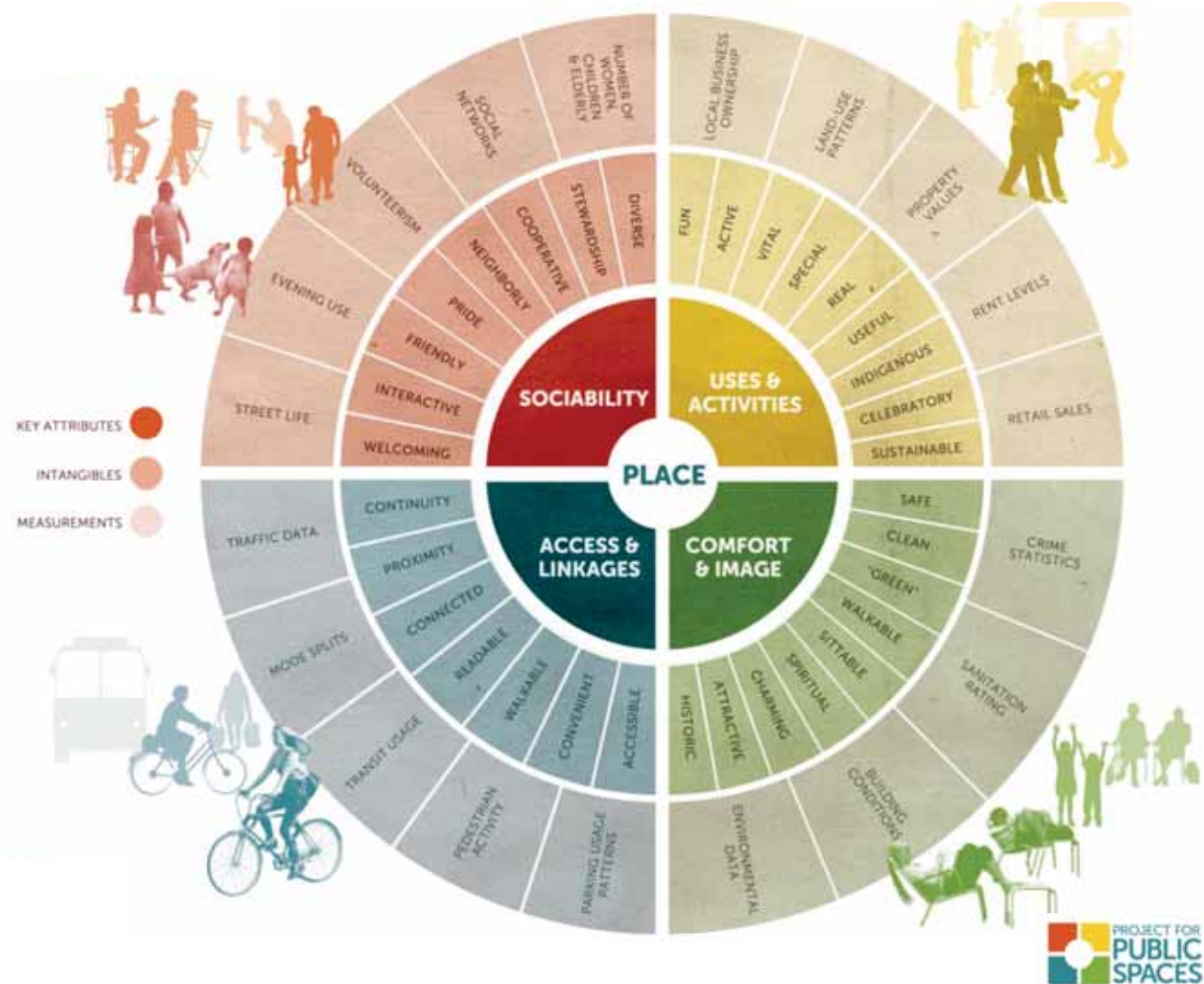
The Project for Public Spaces began consistently used in the mid-1990s gained traction in the 1960s.

Jane Jacobs and William H. Whyte broke the ideas about designing cities for people, not just cars and shopping centers. but focuses on the social and cultural importance of **lively neighborhoods and inviting public spaces**.

Jacobs encouraged everyday citizens to take ownership of streets through the now-famous idea of **“eyes on the street,”**

Holly Whyte outlined key elements for creating vibrant social life in public spaces.

And applying the idea to urban pioneers, since 1975 Project for Public Spaces has gradually developed a comprehensive



02

CHALLENGES OF PUBLIC SPACE

Thailand's public space situation & solution





5

Challenges

for Public Space Development
in Thailand



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MODC
FOR ALL WELL-BEING

nebulab

An aerial photograph of a city street scene. A wide road is filled with numerous vehicles, including cars and trucks, moving in both directions. In the center of the road, there is a large, rectangular green park area with dense trees and vegetation. The surrounding urban environment includes buildings, sidewalks, and more greenery. The word "ACCESSIBILITY" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

ACCESSIBILITY



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INCLUSIVENESS



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An aerial photograph of a public space design workshop. Several people are gathered on a paved area, some looking at large sheets of paper on the ground. There are small planters with green plants and a black scooter parked on the right. The background shows trees and a building. The text 'FUNCTIONALITY & SAFETY' is overlaid in the center.

FUNCTIONALITY & SAFETY



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MODC
FOR ALL WELLBEING

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VALUE

ISO 14001:2015
ระบบการจัดการสิ่งแวดล้อม
Environmental Management System
15-43

ISO 14001:2015
ระบบการจัดการสิ่งแวดล้อม
Environmental Management System
15-43



MAINTENANCE



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SOLUTION = COLLABORATIONS

with all stakeholder, all generation, all user



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MODC
FOR ALL WE'LL BE HERE

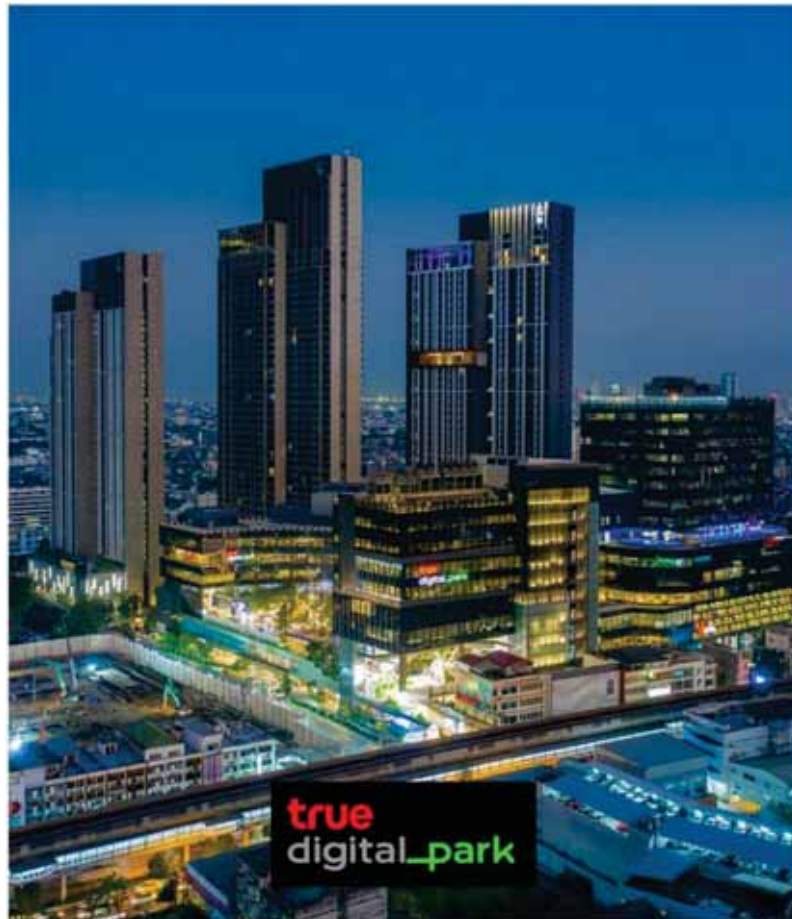
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03

MQDC PROJECTS & INITIATIVES

Project case studies for sustainability, resiliency & regenerative development

MQDC Project Case Studies





SHOPPING

- 1 CENTRAL BANGNA
- 2 MEGABANGNA & IKEA
- 3 MARKET VILLAGE
- 4 SEACON SQUARE
- 5 PARADISE PARK
- 6 CENTRAL VILLAGE
- 7 KING POWER SRIVAREE
- 8 SIAM PREMIUM OUTLETS

HOSPITALS

- 1 THAINAKARIN HOSPITAL
- 2 SIKARIN HOSPITAL
- 3 SAMITIVEJ SRINAKARIN HOSPITAL
- 4 SIRINDHORN HOSPITAL

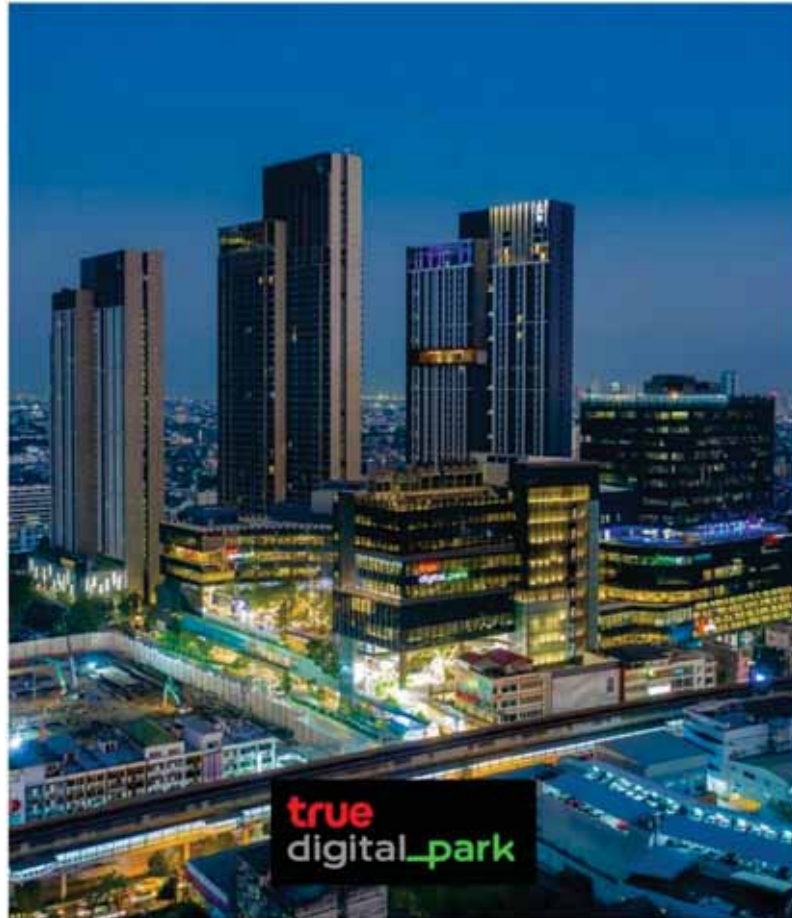
SCHOOLS

- 1 BERKELEY INTERNATIONAL SCHOOL
- 2 BANGKOK PATANA SCHOOL
- 3 ST ANDREWS INTERNATIONAL SCHOOL
- 4 WELLS INTERNATIONAL SCHOOL
- 5 INTERNATIONAL COMMUNITY SCHOOL
- 6 RAFFLES AMERICAN SCHOOL
- 7 THAI-SINGAPORE INTERNATIONAL SCHOOL
- 8 CONCORDIAN INTERNATIONAL SCHOOL
- 9 THE AMERICAN SCHOOL OF BANGKOK

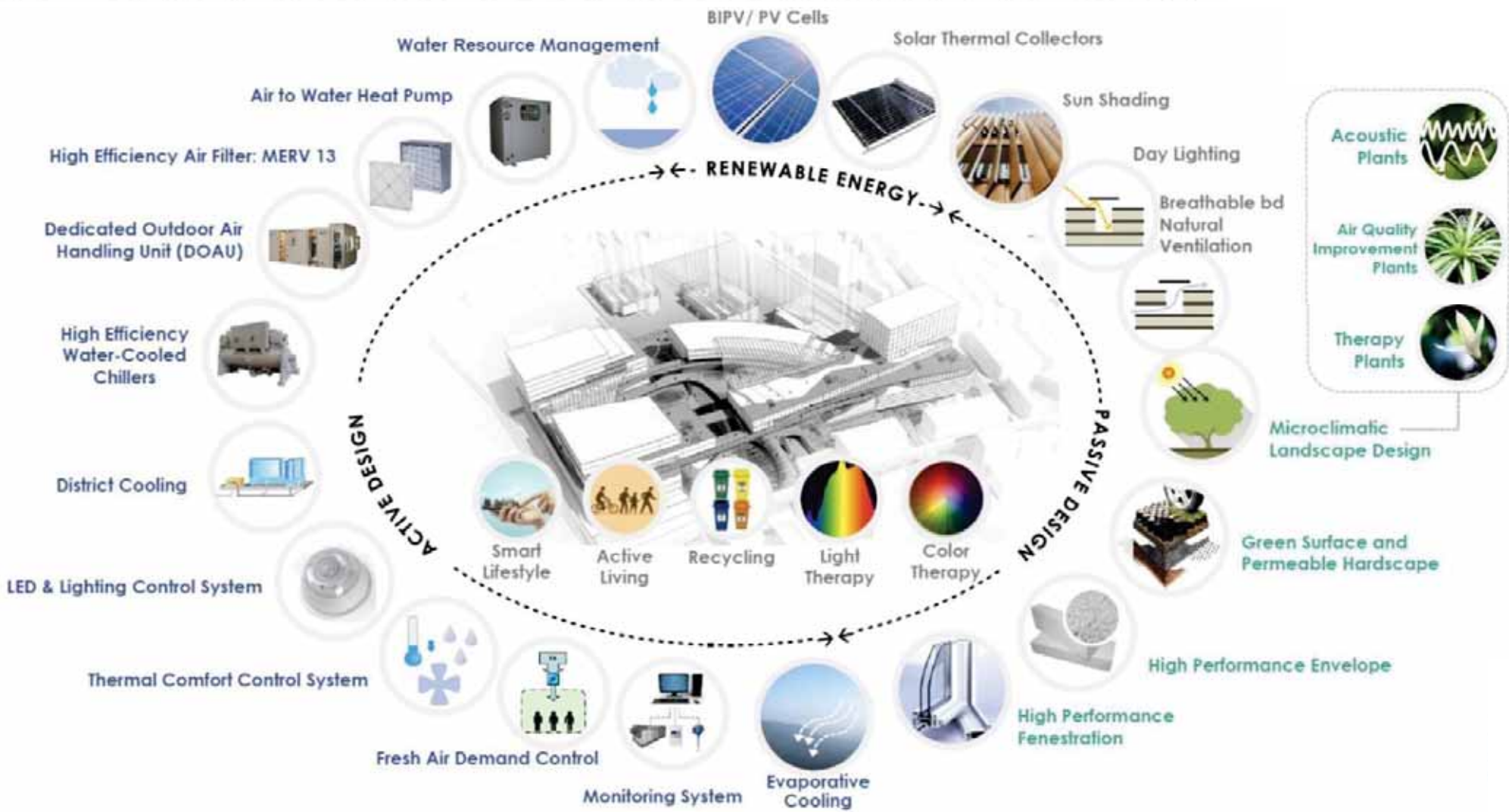
FUTURE DEVELOPMENTS

- 1 BANGKOK MALL

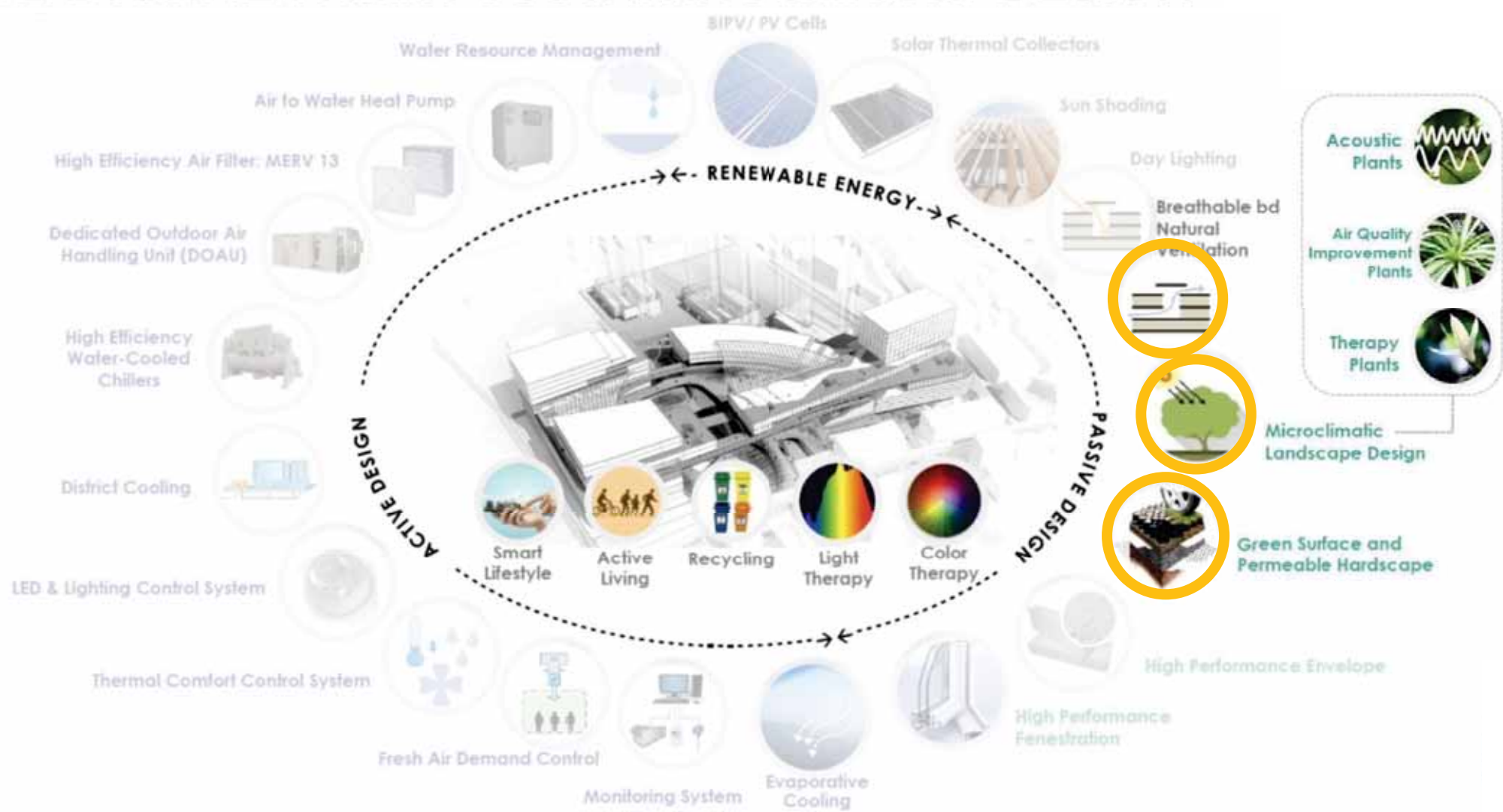
MQDC Project Case Studies



TRUE DIGITAL PARK : SUSTAINNOVATION DESIGN



TRUE DIGITAL PARK : SUSTAINNOVATION DESIGN



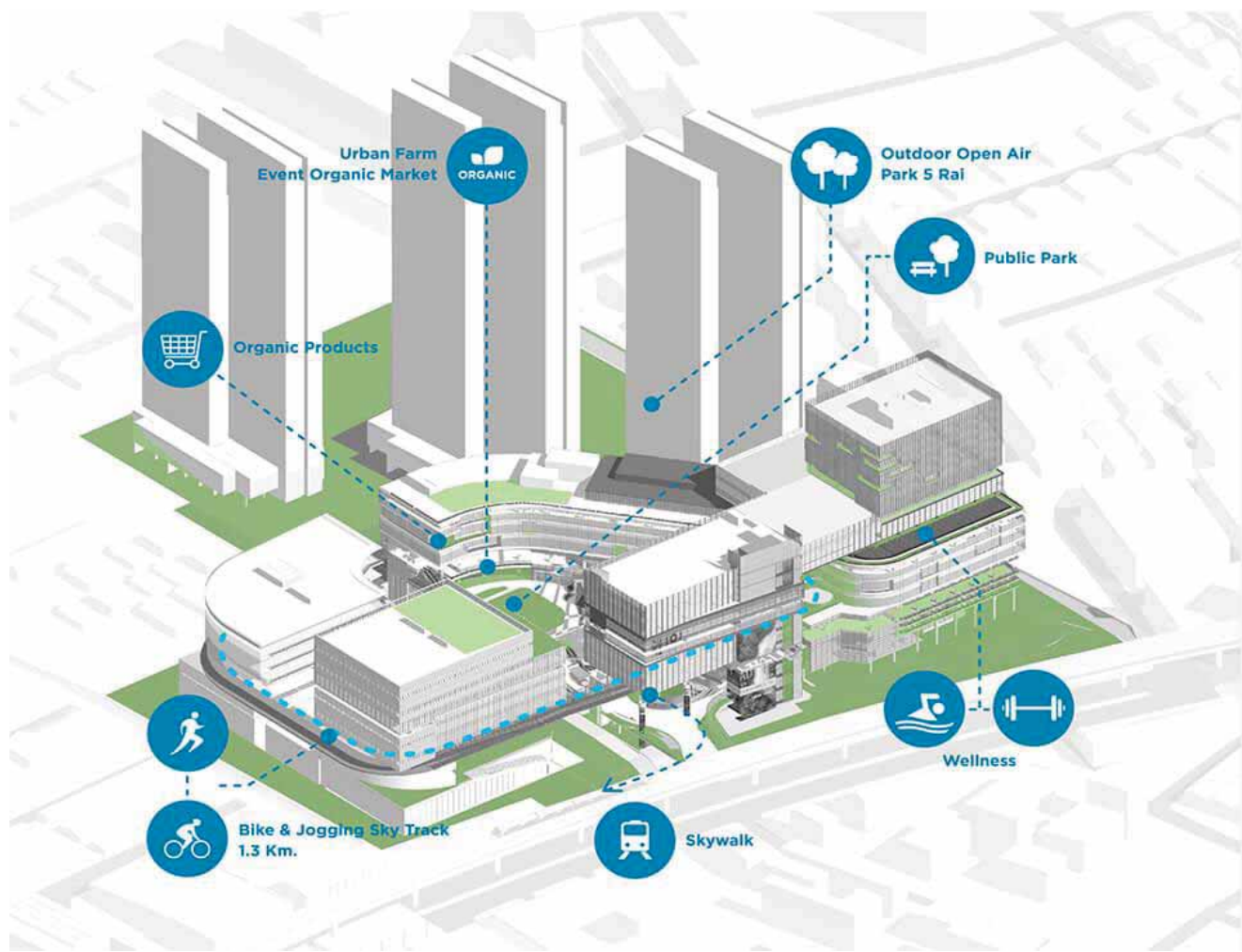
TRUE DIGITAL PARK : BANGKOK CYBERTECH DISTRICT



TRUE DIGITAL PARK : BANGKOK CYBERTECH DISTRICT



TRUE DIGITAL PARK : BANGKOK CYBERTECH DISTRICT



TRUE DIGITAL PARK : 101 HILLSIDE PARK



TRUE DIGITAL PARK : 101 HILLSIDE PARK



TRUE DIGITAL PARK : 101 HILLSIDE PARK



TRUE DIGITAL PARK : GREEN ROOF SPACE



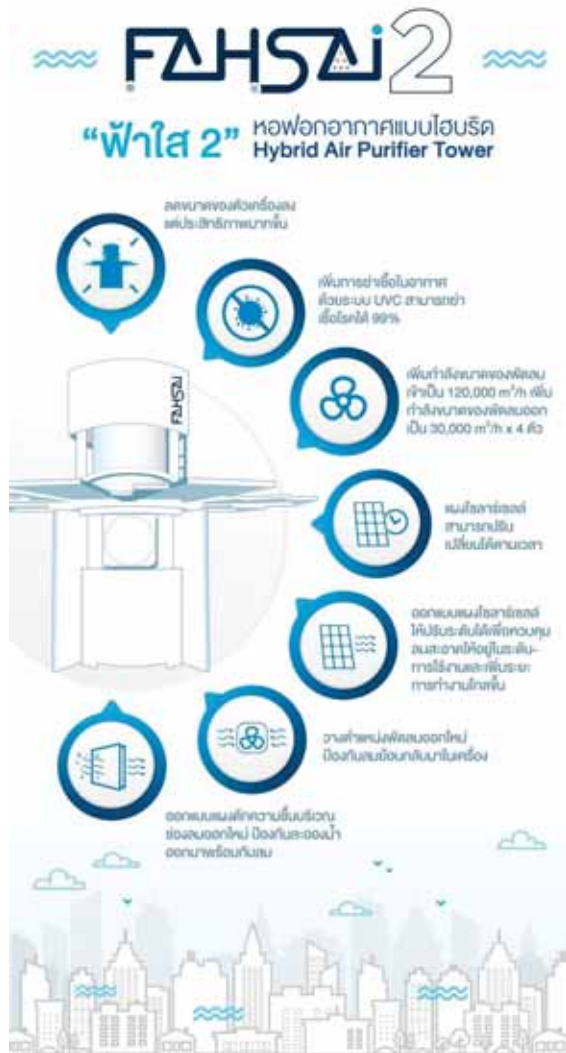
TRUE DIGITAL PARK : GREEN ROOF SPACE



TRUE DIGITAL PARK : ART EXHIBITION



TRUE DIGITAL PARK : FAHSAI - CITY AIR PURIFIER



MQDC Project Case Studies



Imagine
HAPPINESS



*All the pictures are simulated atmosphere for advertising purposes only. Details of the project when the construction is completed may differ from the displayed images.
The project started construction in October 2017 and is expected to be completed in December 2023.



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Source : The Forestias, MQDC



THE FORESTIAS : Imagine Happiness



Mulberry Grove Villas
Mulberry Grove Condominiums
Forest at The Forestias

Canopy Walk

Six Senses Residences
Serviced Apartments

Whizdom
Condominiums

Office Buildings & Retail
Community Center,
Family Center

Future Development

Town Center
Six Senses The Forestias
Forest Pavilion
The Aspen Tree Residences



THE FORESTIAS : SUSTAINOVATION Design



THE FORESTIAS : SUSTAINOVATION Design



THE FORESTIAS : Forest Enhancement

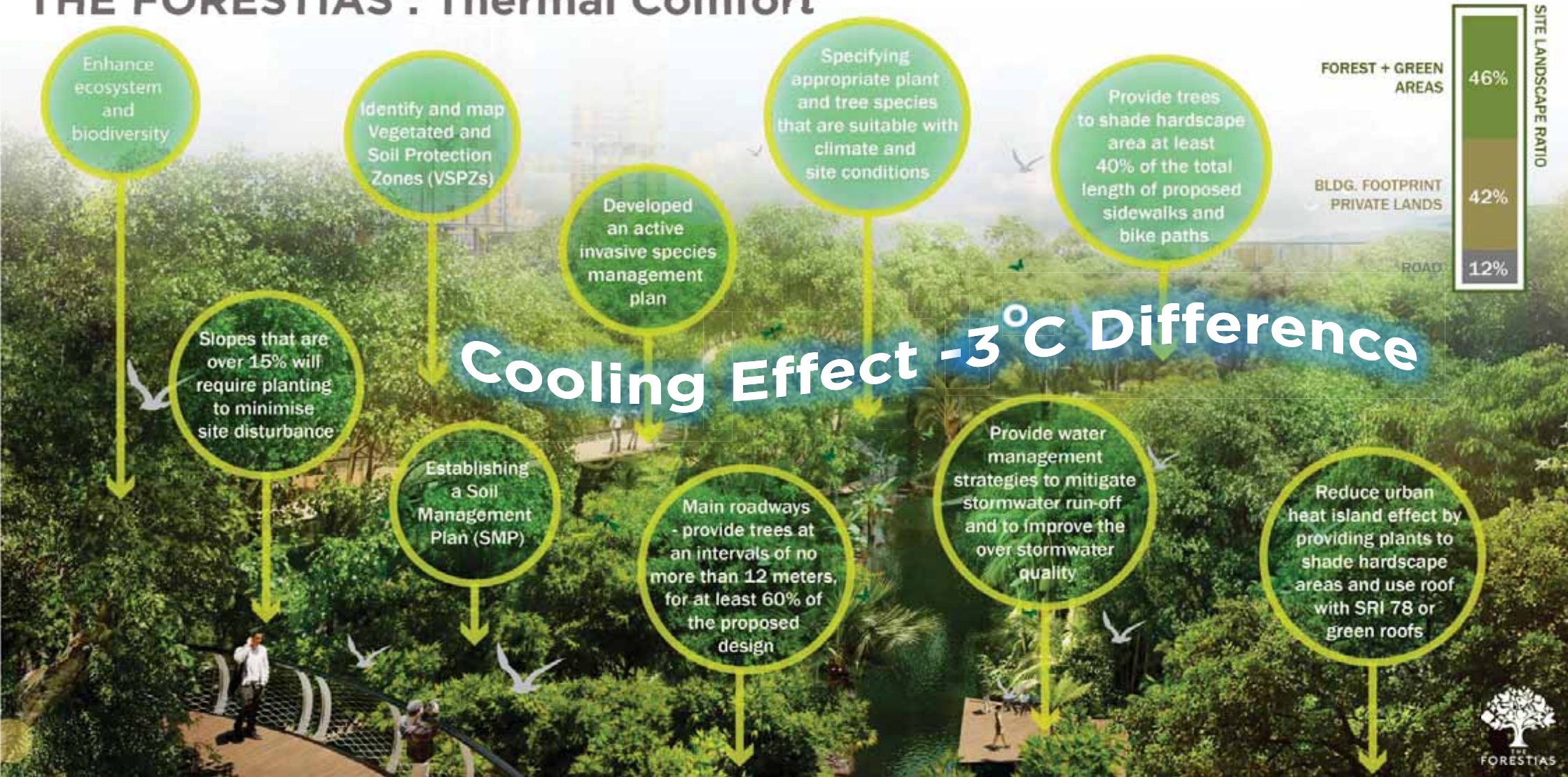
Cool Valley

The concept of a cool valley is simple, resembling natural terrain where cold air and fog are found. In a natural forest, cold air is produced from forest night cooling and flows down to the valley along hillsides.

'The Forestias' ring road is higher than the average site level and is also a flood control dike, creating a valley. The deep forest acts as crown, providing shade and holding cool air in the valley.



THE FORESTIAS : Thermal Comfort



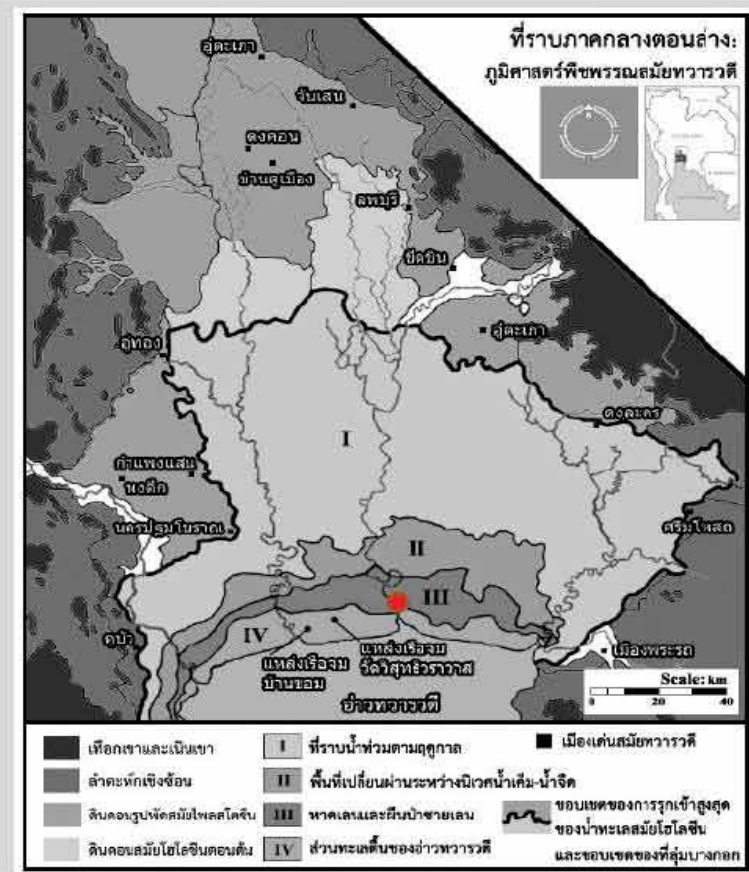
THE FORESTIAS : BIODIVERSITY

Nature & Human Living in Balance



THE FORESTIAS : The Geological Background

การตีความใหม่ เรื่องขอบเขตแนวชายฝั่งทะเลโบราณสมัยทวารวดี บนที่ราบภาคกลางตอนล่าง
(A New Interpretation of the Boundary of Dvaravati Shoreline on the Lower Central Plain)

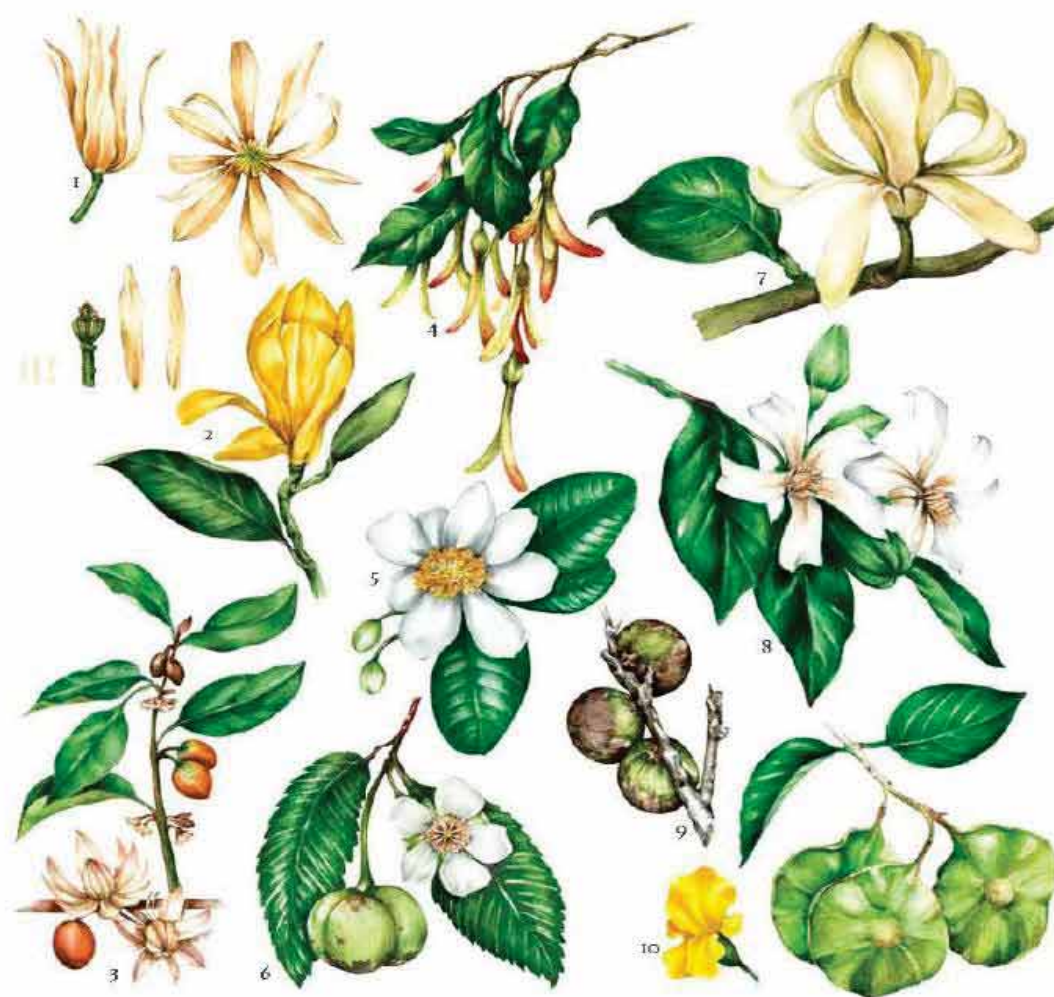


พัฒนาการของที่ราบลุ่มภาคกลางตอนล่าง อันเนื่องมาจากการเปลี่ยนแปลงของระดับน้ำทะเล ที่เกี่ยวข้องกับการตั้งถิ่นฐานของชุมชนทวารวดี ในช่วงสมัยโฮโลซีน



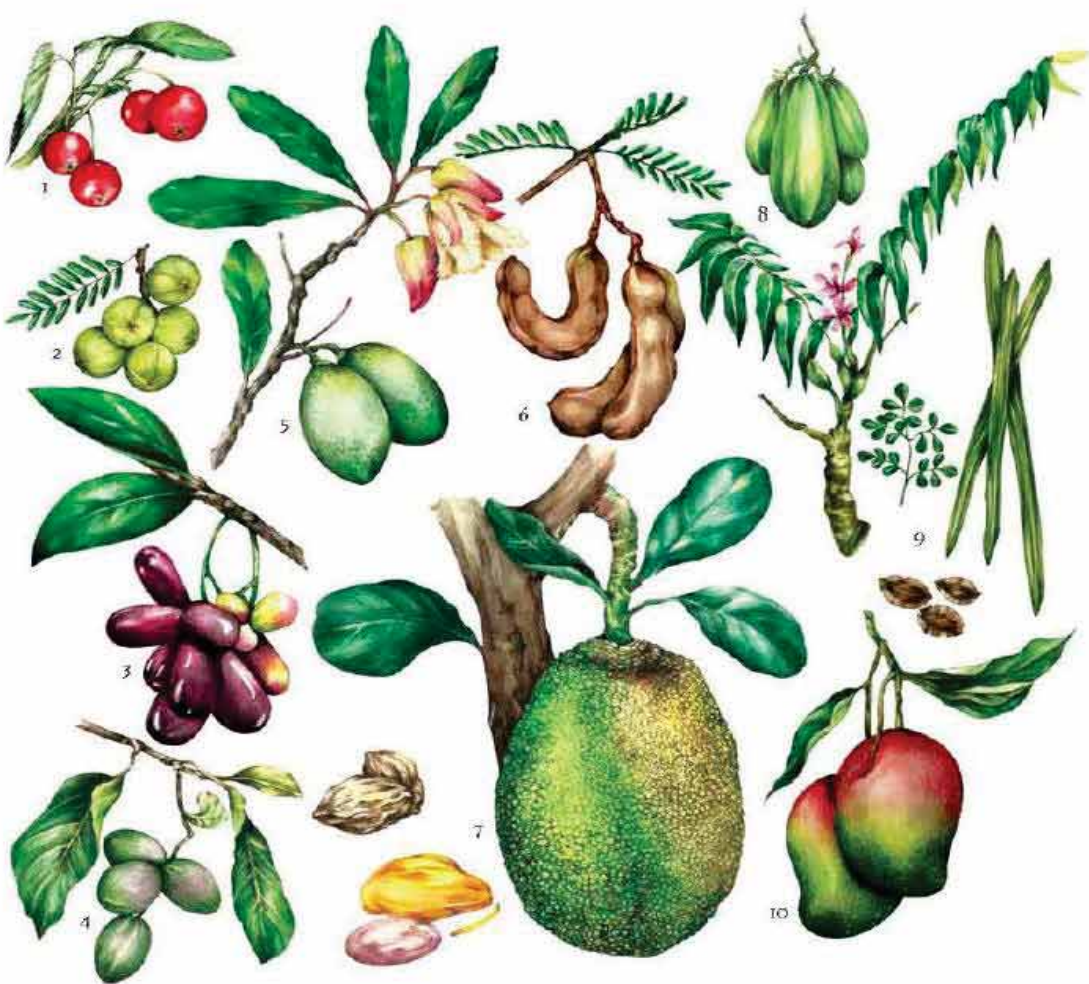
DEEP FOREST

1. *Hopea odorata* 2. *Dipterocarpus alatus* 3. *Calochyllum inophyllum* 4. *Quaralla brachyata* 5. *Shorea roxburghii*
6. *Terminalia bellirica* 7. *Lagerstroemia calyculata* 8. *Dalbergia oliveri* 9. *Erythrina subumbrans* 10. *Ficus altissima* Blume



MAGNOLIA AND EVERGREEN FOREST

1. *Michelia alba* 2. *Michelia champaca* 3. *Mimusops elengi* 4. *Hopea odorata* 5. *Nammedia siamensis*
6. *Dillenia indica* 7. *Magnolia siroghomiae* 8. *Wrightia arborea* 9. *Pterocarpus macrocarpus* 10. *Dispyros dasycarpa*



EDIBLE FOREST

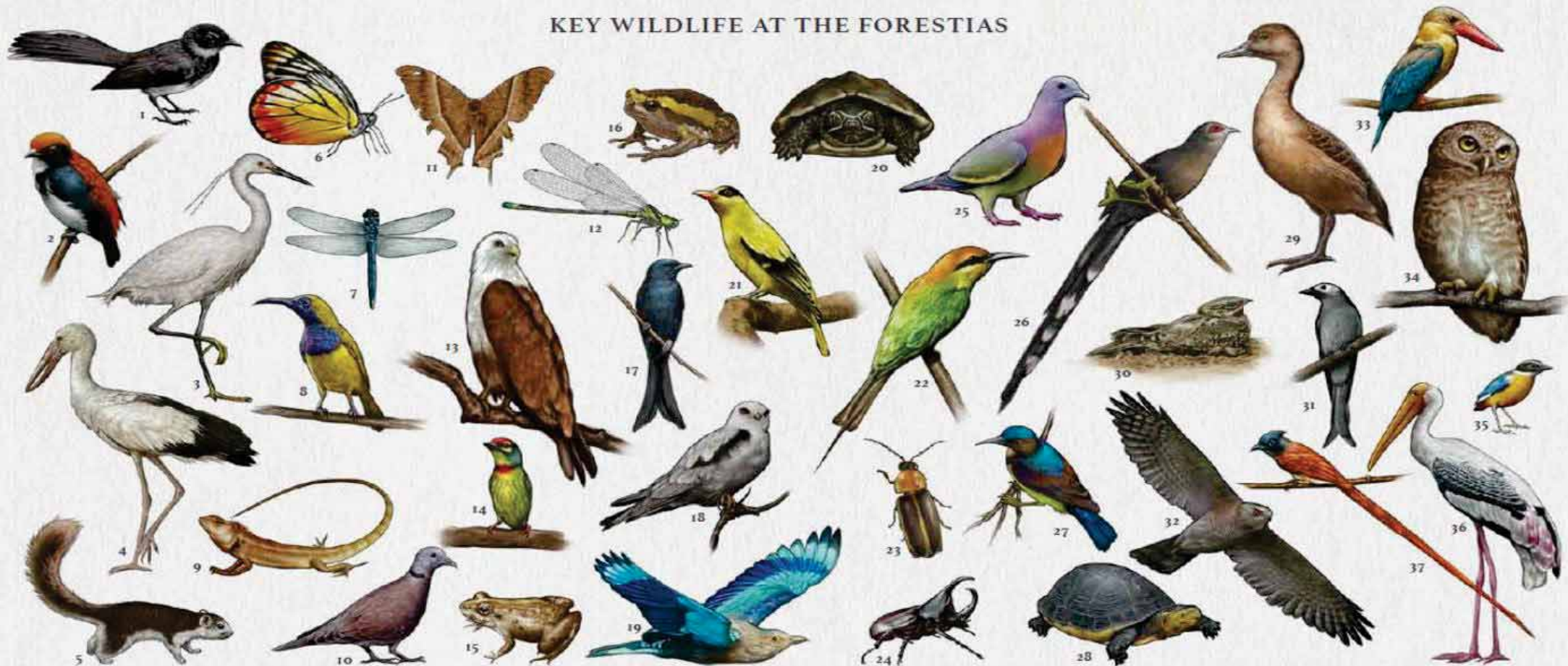
1. *Montania calabra* 2. *Phyllanthus emblica* 3. *Syzium cumini* 4. *Terminalia chebula* 5. *Elaeagnus hyemalis*
6. *Tamarindus indica* 7. *Artocarpus heterophyllus* 8. *Averrhoa bilimbi* 9. *Morinda oleifera* 10. *Mangifera indica*



FRAGRANT TREES

1. *Pogonia fragrans* 2. *Buddleia paniculata* 3. *Otharrhythmum spinosum* 4. *Wrightia sinikita* 5. *Pogonia racemosa*
6. *Barringtonia macrocarpa* 7. *Holarrhena pubescens* 8. *Aquilaria crassna* 9. *Cinnamomum verum* 10. *Vatica diospyroides*

KEY WILDLIFE AT THE FORESTIAS



YEAR 1

1. Pied fantail
2. Scarlet-backed flowerpecker
3. Little egret
4. Asian openbill
5. Variable squirrel
6. Butterfly

YEAR 2

7. Dragonfly
8. Olive-backed sunbird
9. Lizard
10. Red-collared dove
11. Moth
12. Damselfly

YEAR 3

13. Brahminy kite
14. Coppersmith barbet
15. Grass frog
16. Asian painted frog

YEAR 4

17. Black drongo
18. Black-shouldered kite
19. Indian roller
20. Snail-eating turtle

YEAR 5

21. Black-naped oriole
22. Little green bee-eater
23. Firefly
24. Fighting beetle

YEAR 6

25. Pink-necked green pigeon
26. Green-billed malkoha

YEAR 7

27. Brown-throated sunbird
28. Asian box turtle

YEAR 8

29. Lesser whistling duck
30. Indian nightjar

YEAR 9

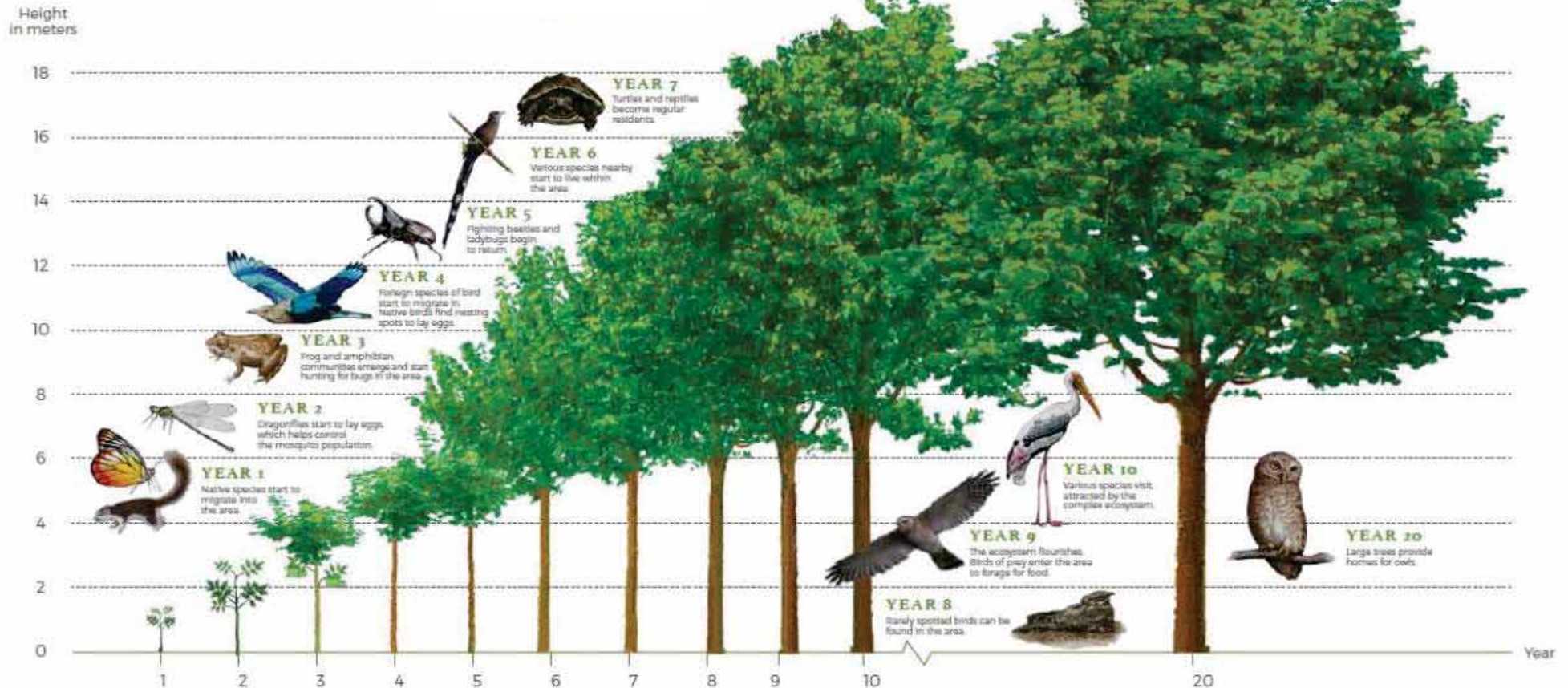
31. Ashy drongo
32. Shikra

YEAR 10-20

33. Stork-billed kingfisher
34. Spotted owl
35. Blue-winged pitta
36. Painted stork
37. Asian paradise flycatcher

All illustrations of animal above are for an advertising purpose only and not based on actual scales.

BIODIVERSITY IN THE CITY



As the forest matures, biodiversity increases. The extensive ecosystem with over 500 species of plant and animal provides a nurturing space for family bonds to develop and mature into strong relationships rooted in harmony with all living things. The wildlife expected to flourish here

includes insects such as fireflies, dragonflies, and butterflies, amphibians such as tree frogs and toads, mudskippers and freshwater fish, small mammals such as squirrels and bats, reptiles such as water monitors and snakes, and many species of local and migratory birds.

BIODIVERSITY IN THE FORESTIAS

Lichen

นกกินปลือกเหลือง

นกทางเขนบ้าน

Birds

ไลเคน

กระรอกหลากสี

Mammals

จิ้งจั่น

ด้วงเต่าลาย

แมลงปอ

มอส เฟิร์น

Mosses & Ferns

จิ้งจอกน้ำ

ด้กแดน

มวนน้ำ

Insects

ผีเสื้อ

Gastropods

หอยทาก

Reptiles

กิ้งก่าคอแดง

จิ้งเหลน

ไส้เดือน

กิ้งกือ

กบ เขียด

เห็ด

Mushrooms



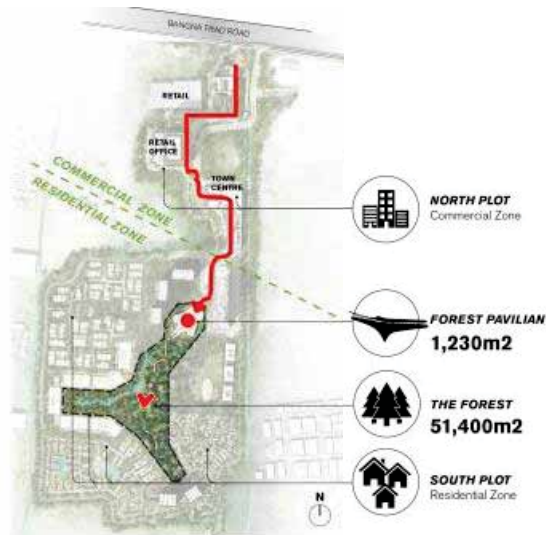
FOREST PAVILION



สถาปัตยกรรมดีเด่น เหรียญทอง ประจำปี 2565
ประเภท อาคารสำนักงานและพาณิชย์กรรม
จากสมาคมสถาปนิกสยาม ในพระบรมราชูปถัมภ์



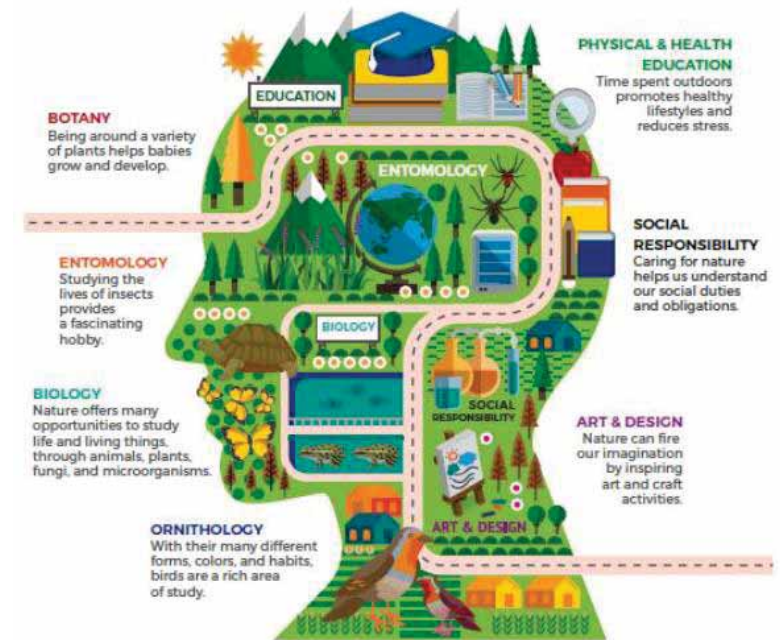
FOREST PAVILION



Forest Discovery PROGRAM

Research shows that children can gain a lot by spending time in nature. They become healthier, enjoy lower stress levels, and show greater appreciation for the environment.

The Forestias will have several areas for forest discovery activities, where families and communities can explore nature and observe animals in their own habitats. Through up-close, immersive experience on forest trails, residents and guests can encounter nature while exercising. The program will also build awareness of how to live in harmony with the natural world.

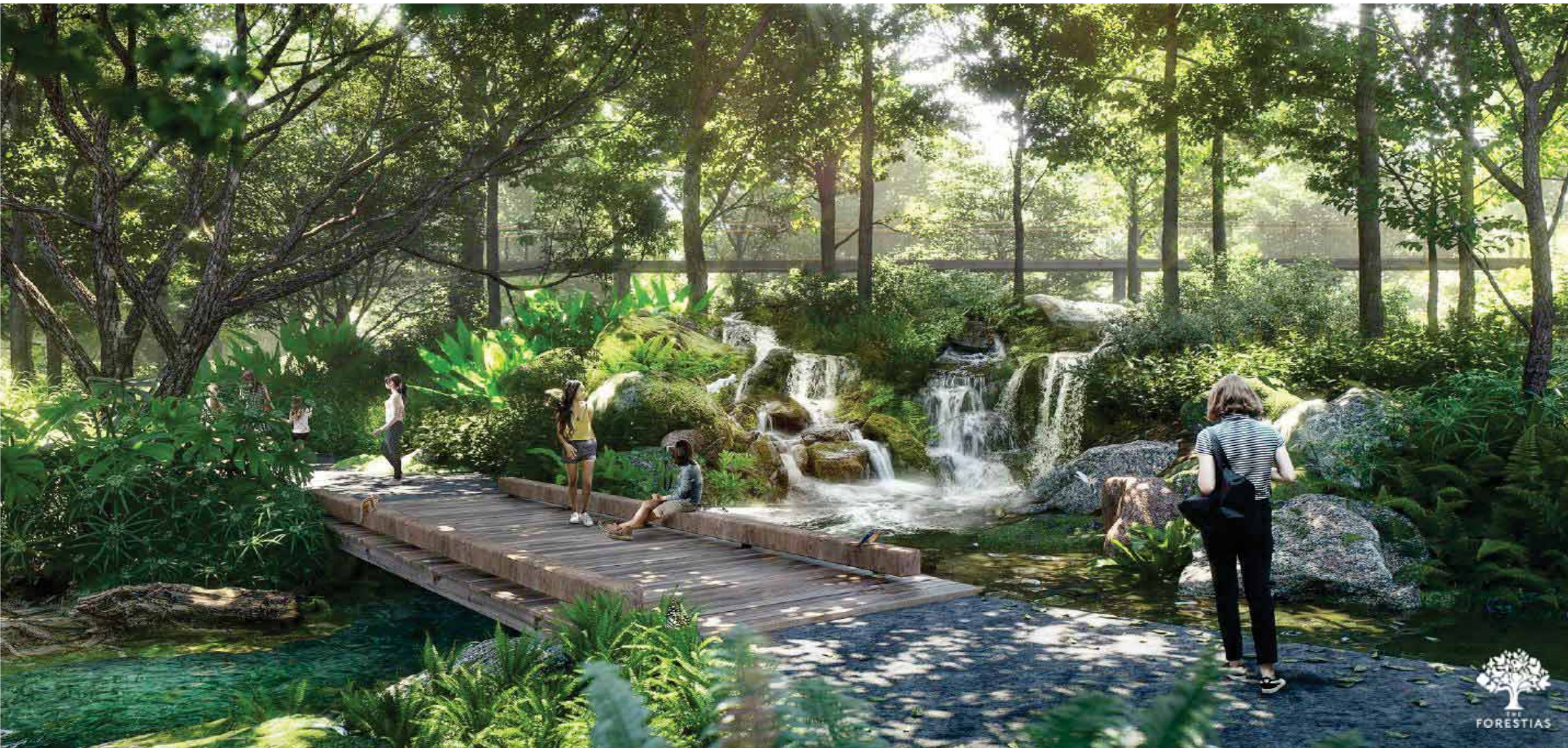


Outdoor CLASSROOM

The forest will also provide an outdoor classroom at The Forestias. Children will pick up traditional skills in a natural environment. The outdoor classroom has the key advantage of letting children move freely in open space, an effective way to gain knowledge as well as exercise. Children will also be motivated to discover the wild forest by experts, sharing valuable insights in areas such as biology, botany, entomology, ornithology, art and design, and social responsibility.

[illegible][illegible]

FOREST PAVILION



National Health Commission Office Thailand | Public Space Design

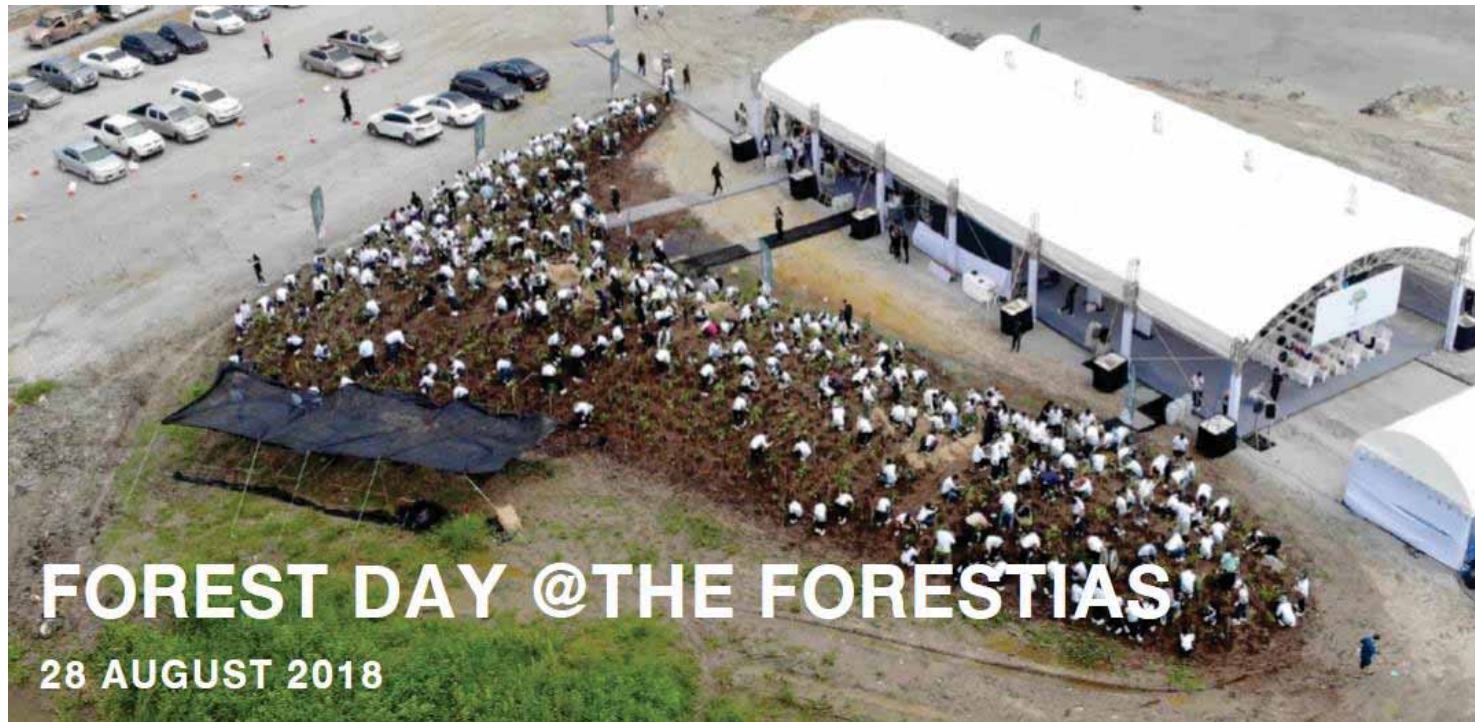
Source : The Forestias, MQDC



FOREST PAVILION



FOREST DAY 2018 @ THE FORESTIAS



PET EVENTS 2022 @ THE FORESTIAS



For All Well-Being...



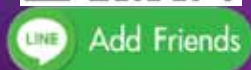


Thank you

Sethawat Srivirote (Seth)

President

Nebula Corporation Limited (A Subsidiary of MQDC)



MQDC Essence “For All Well-being”

BOUNDLESS LIFE-QUALITY DESIGN

การออกแบบพาสานเทคนิค
เพื่อคุณภาพชีวิต

ENERGY &
ENVIRONMENT

HOME &
WELLBEING

BEHAVIOR &
PSYCHOLOGY



ABSOLUTE WORLD CARE

การใส่ใจต่อโลก

- โครงการของเราใส่ใจต่อสิ่งแวดล้อมและการเปลี่ยนแปลงของโลกอย่างเป็นระบบ
- ลดผลกระทบจากการสร้างของเราต่อสิ่งแวดล้อม
- หาแนวทางที่ช่วยให้โลกของเราดีขึ้นกว่าเดิม



ULTIMATE LOVING COMMUNITY

การสร้างสิ่งที่ดีให้ชุมชน

- การสร้างความสัมพันธ์ สภาแวดล้อมที่ดีต่อชุมชน
- การสร้างความปลอดภัยให้กับชุมชนโดยรวม



Nebula Corporation Limited is a subsidiary company of Magnolia Quality Development Corporation Limited (MQDC).

Nebula is **a Group of Specialists in Resilient and Regenerative Future City Development.** We focus on meaningful projects that drive social, environmental, and economic growth at the national and global levels.

“Regenerating a Brighter Future”



nebula

| OUR GOALS

1

Pioneer in the future development of **resilient and regenerative cities.**

2

Create **innovative projects** via **leading-edge technology** that modifies future lifestyles.

3

Focus on **super projects** that are **meaningful to environmental and social** and **drive economic growth** at a national, regional, and global level.

4

Build a **global network** that focuses on the needs and **well-being of new and emerging communities.**

5

Share global knowledge on resilient and regenerative city development.