

ARCHITECTURE IN HUA HIN INSPIRED BY MANY CULTURES

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THE NATION

Architects and property developers in Hua Hin are designing their beachfront homes in international styles inspired by such places as Morocco, Turkey and Spain. While these have proved popular with customers, a professor of architecture wishes designs would better reflect the lifestyle and climate of this Thai beach resort, rather than copying foreign styles.

A new condominium project by Sansiri in Hua Hin, Chelona at Khao Tao, is built in a Mediterranean style. Marrakesh Hua Hin Residences by Major Development is designed in a Moroccan style.

Luxury hotels in Hua Hin also feature designs inspired by various cultures in an effort to enhance the customer experience. These include the colonial style at Centara Grand Beach Resort & Villas Hua Hin and Wora Bura Hua Hin Resort & Spa, and Moroccan style at Marrakesh Resort & Spa as well as Villa Maroc in nearby Pran Buri.

Professor Bandit Julasai, dean of architecture at Chulalongkorn University, who oversaw the renovation of Centara Grand Beach, said the architecture in Hua Hin got its original inspiration during the era of King Rama V. At that time European designs influenced Thai architecture, especially a combination between local and European style known as "colonial".

As the community became more open to new ideas, Hua Hin began



MARRAKESH CONDOMINIUMS in Hua Hin got their design inspiration from the Moroccan style.

to adopt different architectural designs inspired by other countries that also have beaches. Moroccan style is popular because it has colours and textures that match the beach style, though it does not really suit the weather here.

Meanwhile, Mediterranean and Spanish designs are also starting to appear in the district.

SC Asset Corporation chief operating officer Kree Dejchai said a new Bt1.2-billion condominium project that it calls The Crest Santora Hua Hin was inspired by Spanish style.

"When we launch a new project, we have to know what our customers want," he said.

But Bandit believes that architects should design their buildings in Hua Hin by focusing on what is Hua Hin. Their creations should match the Hua Hin lifestyle rather than copying other countries' architecture that is inappropriate to the climate of the Gulf of Thailand or people's lifestyles in this location, he said.

