

# ONE BANGKOK

## Press Release

### ‘One Bangkok’, Thailand’s Largest Fully Integrated District, Unveils Masterplan

- One Bangkok showcases world-class masterplan for country’s largest fully-integrated district with an ambition to be a new global landmark
- District will set new standards in design, quality, sustainability and smart city living, aiming to become the first LEED-Neighborhood Development (LEED-ND) Platinum project in Thailand
- Masterplan outlines Grade A commercial offices, residences, retail, hotels plus art and culture spaces within the state-of-the-art project
- 430-metre Signature Tower to be one of ten tallest buildings in ASEAN, offering visitors panoramic views of Bangkok’s skyline.



*Mr. Panote Sirivadhanabhakdi (left), Group CEO, Frasers Property Limited and Ms. Su Lin Soon (right), CEO - Development, One Bangkok, at the press conference to unveil the masterplan for One Bangkok; Thailand’s largest fully-integrated district with an ambition to be a new global landmark, held at The Prelude, One Bangkok.*

**Bangkok, Thailand (31 July 2019)** – One Bangkok today unveiled the masterplan for its THB 120 billion fully integrated district. The event, held at The Prelude, One Bangkok, marked the first official look at the masterplan of the entire district.

A joint venture between TCC Assets Co., Ltd. and Frasers Property Holdings (Thailand) Co., Ltd., One Bangkok is Thailand’s largest private sector property initiative ever undertaken, setting new benchmarks in design, smart-city living and sustainability, and aims to be the first project in Thailand to receive LEED Neighborhood Development Platinum certification. The fully integrated district is poised to become a global landmark, attracting top-level businesses, tourists and locals alike by seamlessly connecting offices, retail, luxury hotels, residences, as well as cultural and social spaces.

# ONE BANGKOK

**Mr. Panote Sirivadhanabhakdi, Group CEO, Frasers Property Limited** stated, “One Bangkok will reshape and redefine Bangkok’s urban landscape in a positive and lasting way as the largest private sector property development initiative undertaken in Thailand.”

“Our ambition is to build sustainable developments that improve quality of life and are part of the fabric of the community. It is our goal to constantly create offerings that connect with its surroundings and are something the community can be proud of. We believe One Bangkok is an offering worthy of what Thailand’s capital can deliver on the world stage, and our goal is to see the country become the very epicenter of ASEAN.”

**Ms. Su Lin Soon, Chief Executive Officer - Development, One Bangkok** said, “It is our vision to enhance the city’s status by creating a focal point for business in Bangkok that will gain global recognition. And learning from the great neighborhoods of the world, we knew it is vital to enrich the mix of commercial uses at One Bangkok to ensure the district is engaging and alive with energy at all hours. Taking advantage of the scale of the district, we planned for a diverse mix of uses – offices, shops, restaurants, hotels, and residences – to be complemented by educational, social & leisure, fitness & wellness facilities, including a strong focus on art and culture. The district is peppered with activated public spaces, and we expect the synergy from this mix of uses will create an exceptional destination capable of attracting top-level organizations and a place that tourists and locals alike will want to go to and keep returning to, a place to work, shop, play, and create.”

## **The World-Class Masterplan, Integrating Five Distinct Realms into A District**

One Bangkok’s mixed-use masterplan is optimised to deliver a vibrant, successful community with best-in-class buildings and efficient use of space to ensure flexibility for occupants, and adaptability to evolving markets, consumer behaviour, and technologies. The masterplan proposes a set of four diverse precincts centered around a 10,000 square metre landscaped civic plaza. These precincts are connected on multiple levels, and each comprises a retail & lifestyle element at lower levels to create vibrant streetscape, with towers for working and living rising above.

One Bangkok’ Masterplan prioritizes ease of accessibility and navigation, being directly connected to the MRT Blue Line at Lumpini Station, allowing users to enter and walk to every point in the district in full comfort. By road, One Bangkok features 6 access points; from Wireless Road, Rama IV and a new direct connection to the expressway, which is in the process of approval by relevant authorities. These accesses link directly into a common underground infrastructure for easy circulation enabled by smart traffic management system, allowing One Bangkok to promote walkability across the district with a network of streets and alleys lined with shops, cafes, art and public spaces, connecting every single component. To ensure pedestrian comfort in the Bangkok climate, these streets are shaded with open-air structures, tall canopied trees, or fully enclosed, air-conditioned spaces.

One Bangkok is set to be Bangkok’s most prestigious corporate address, giving the city a new economic engine with a combined office NLA of almost 500,000 square metres that will be home to over 500 local and international organizations and their more than 50,000-strong workforce. To be completed in phases from 2023 to 2026, the Offices at One Bangkok has been planned to the highest specifications and targeting LEED and WELL certifications. All five office towers are seamlessly integrated into the mixed-use scheme, and each tower has been designed to respond to changing demands of the workplace as places that people want to spend time in before, during and after working hours.

One Bangkok is rethinking retail for the shopping haven that is Bangkok. Presenting more than just the best choices for shopping and dining, One Bangkok will allow for a wide range of leisure activities and social experiences with things to do all day through to the night. It will present new opportunities for brands to engage, interact, and inspire their audience with fresh concepts and spaces across four differentiated retail precincts that will be connected across multiple levels: a complete retail necklace encompassing some 450 stores over 180,000 square meters. This allows for truly distinct retail experiences within a single district – a first for Bangkok.

# ONE BANGKOK

With five new-to-market hotels, One Bangkok is the standout choice for travelers who expect nothing but the best in service, amenities and convenience. The district's comprehensive suite of hospitality options ranges from boutique to business to super luxury, offering a combined 1,100 rooms. Each hotel will be designed with a focus on delivering the finest hospitality and local lifestyle experiences. The first luxury hotel, The Ritz-Carlton, Bangkok is scheduled to open in 2023.

One Bangkok residences combine the outstanding cachet of a Wireless Road address with the pleasure of park-side living. Three luxury residential towers are located at the north of the district, offering utmost privacy and unprecedented vistas of Lumpini Park and the city beyond. The first residences, located on top of The Ritz-Carlton, Bangkok, comprises an exclusive 110 ultra-luxury apartments of two to four bedrooms, starting from 130 square meters and will launch in early 2020.

One Bangkok's crowning achievement is the 430-metre Signature Tower, housing office spaces and a super luxury hotel. Set to become one of ASEAN's ten tallest buildings, Signature Tower will offer visitors panoramic views of the city and a focal point of Bangkok's skyline.

Art and culture is an increasingly important part of contemporary urban living, and One Bangkok will be a must-visit cultural destination and vibrant node for the community, providing inclusive and accessible artistic offerings to all. The district will be linked together by multi-sensory experiences through state-of-the-art facilities and richness of cultural expressions such as public art, learning spaces, as well as performing arts and concerts, all year round.

One Bangkok is designed to offer a green, safe, and inviting environment for all. Some 50 rai of the total 104-rai land plot is allocated to an integrated system of streets, squares, and open spaces that encourages people to spend more time outdoors together, including a 10,000 square metre landscaped civic plaza that will be a natural venue for international events and Thai festivals. Wrapping around both Wireless Road and Rama IV Road is a 40-metre wide continuous linear park, a natural extension to Lumpini Park, and providing a green and spacious approach to the district.

The entire district is enabled by a smart centralized infrastructure system, the first of its kind in Thailand for a private development. Features include district cooling, fully centralized security, water and energy management systems overseen by a District Command Centre, a data centre and more than 250,000 smart sensors for efficient facility management and preventive maintenance. By integrating innovations in sustainability into the physical development all businesses, visitors, workers, and residents will benefit from significant energy savings, and cleaner and healthier environment.

With piling works already completed in June this year, One Bangkok is expected to open in 2023, with full completion slated for 2026.

More information about One Bangkok is available at <http://onebangkok.com/> and Facebook page <https://www.facebook.com/onebangkokth/>.

For all press materials, please visit <https://tinyurl.com/OneBangkokMasterplanUnveil> or scan the QR code below.



# ONE BANGKOK

## Additional Photos



From left to right;

- Mr. David Tibbott, Senior Vice President, Asset Development – Retail
- Mr. Anthony Arundell, Director, Sustainability, Smart City and Estate Management
- Mr. Urasate Navanugraha, Asset Development Director, One Bangkok
- M.L. Trinuch Sirivadhanabhakdi
- Mr. Panote Sirivadhanabhakdi, Group CEO, Frasers Property Limited
- Ms. Su Lin Soon, CEO - Development, One Bangkok
- Mr. Russell Kim, Project Director – Design
- Mr. Dan Tantisunthorn, Senior Vice President, Asset Development – Commercial



Mr. Panote Sirivadhanabhakdi (right), Group CEO, Frasers Property Limited and Ms. Su Lin Soon, CEO - Development, One Bangkok

# ONE BANGKOK



###

## Notes to Editor:

- **LEED:** Leadership in Energy and Environmental Design (LEED) is a rating system devised by the United States Green Building Council (USGBC) to evaluate the environmental performance of a building and encourage market transformation towards sustainable design.
- **WELL:** WELL Building Standard is the premier standard for buildings, interior spaces and communities seeking to implement, validate and measure features that support and advance human health and wellness, devised by buildings from the International WELL Building Institute based in Washington D.C.

**One Bangkok** is a THB 120 billion fully-integrated district and the largest private sector property development in Thailand's history comprising five premium grade A office buildings, five luxury and lifestyle hotels, three luxury residential towers, four interconnected retail precincts, and art and cultural hubs located on a 16.7-hectare (104-rai) plot at the corner of Wireless Road and Rama IV Road. on Rama IV road. One Bangkok is aimed to be Thailand's first LEED for Neighbourhood Development Platinum project, with towers built to LEED and WELL Platinum global standards, setting a new benchmark for green and sustainable development for Thailand. The first phase is scheduled for opening within 2023 with total completion in 2026.

One Bangkok is being jointly developed by TCC Assets (Thailand) Co., Ltd. and Frasers Property Holdings Thailand. Frasers Property Holdings (Thailand) Co. Ltd (FPHT) is the development manager of One Bangkok and The PARQ"

For more information on One Bangkok, please visit <http://onebangkok.com/>

**TCC Assets (Thailand) Company Limited ("TCC Assets")** is an investment holding and fully integrated real estate company with a registered capital of THB 10 billion. Incorporated in 2013, it is part of the TCC Group, one of Thailand's most prominent conglomerates. Together with its subsidiaries and affiliated companies, TCC Assets maintains a portfolio of residential, commercial, and retail properties, along with hospitality and technology-related services.

For more information on TCC Assets, please visit [tccassets.com](http://tccassets.com)

**Frasers Property Limited ("Frasers Property" and together with its subsidiaries, the "Group")**, is a multi-national company that owns, develops and manages a diverse, integrated portfolio of properties. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S\$33.2 billion as at 31 March 2019.

Frasers Property's assets range from residential, retail, commercial and business parks, to logistics and industrial in Southeast Asia, Australia, Europe and China. Its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities across Asia, Australia, Europe, the Middle East and Africa. The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

Frasers Property is also the sponsor of three real estate investment trusts and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust are focused on retail, commercial, and logistics and industrial properties respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties.

For more information on Frasers Property, please visit [frasersproperty.com](http://frasersproperty.com).

## For media inquiries, please contact:

Frasers Property Holdings (Thailand) Co., Ltd.:  
Chanidapa Panyaphonseree

# ONE BANGKOK

Tel: 0-65724-3246

Email: [chanidapa.p@frasersproperty.com](mailto:chanidapa.p@frasersproperty.com)

Hill+Knowlton Strategies Thailand:

Suthatip Boonsaeng

Tel: 08-7685-1695, 0-2627-3501 ext. 102

Email: [FrasersPropertyHK@hkstrategies.com](mailto:FrasersPropertyHK@hkstrategies.com)