

PRESS RELEASE:
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ASA and TTF International announced the “Architect’24 Expo”, inviting more than 1,000 companies worldwide to exhibit their leading innovation.

The Association of Siamese Architects under Royal Patronage (ASA), in collaboration with TTF International Company Limited, has announced the launch of the "Architect'24 Expo" under the theme "Collective Language: Sensing Architecture". This expo aims to touch on architecture and present the identities of a borderless language of communication for both designers and architects. The event will include the participation of four professional organizations in the architectural field, offering a comprehensive experience that encompasses exhibitions and various interesting activities. This provides an opportunity for both domestic and international experts to share architectural knowledge and showcase innovative designs and construction. The expo will span more than 75,000 sqm and will be specially prepared for members and enthusiastic participants. The event is scheduled from April 30 to May 5, 2024, at Impact Muang Thong Thani. It is anticipated that the expo will attract over 1,000 exhibitors and 325,000 visitors from both Thailand and abroad.

Mr. Chana Sumpalung, President of the Siam Architects Association under Royal Patronage, stated that the "Architect'24 Expo" is currently showcasing the latest in architectural technology and construction products, making it the most significant event in the ASEAN region. This 36th edition of the expo aims to highlight the potential and showcase current architectural products and advancements in the architectural profession. Additionally, it will feature innovative construction products related to architecture, interior design, and landscaping. The expo will include exhibitions and engaging activities such as international training, seminars, and other services tailored for members and participants. The event is scheduled from April 30 to May 5, 2024, at Impact Muang Thong Thani.

In 2024, the Association of Siam Architects under the Royal Patronage will be celebrating its 90th anniversary. The Architect'24 Expo, scheduled to coincide with this milestone, presents a valuable opportunity to unite individuals across the architectural spectrum and central media for the organization of an exhibition focused on construction products. This exhibition will encompass a wide range of topics, including construction product knowledge, technology, and innovations related to architecture, covering an expansive area of 75,000 sqm. Furthermore, the expo will serve as a comprehensive compilation of architectural communication spanning 90 years, from the establishment of the architect association. Participants will commemorate and recognize the pivotal role played by professional architects in promoting the field. The development of architectural knowledge is deemed crucial for enhancing people's quality of life, reflecting arts and culture, and contributing to the growth of Thailand's economy.

Ms. Kulthida Songkittipakdee, Chairman of the "Architect'24 Expo" expressed that the essence of the event lies in the concept of "Collective Language: Sensing Architecture". It marks the intersection of architecture and human connection. The focal point of organizing the expo is rooted in the recognition that humans utilize language as a powerful tool for communication. In the contemporary era, over 7,000 languages are in use worldwide, serving as conduits for communication, while the arts and culture in each country function as potent instruments for fostering understanding among diverse nations and languages. The Architect'24 Expo is poised to showcase the essence of borderless communication among architects and designers. It underscores the significance of architectural works and designs that have the capacity to resonate with people across the globe. Architects can construct tangible structures using materials that evoke emotional responses through various components. The expo aims to highlight the profound impact that architecture and design can have in touching the hearts and minds of individuals worldwide.

Mr. Chutayaves Sinthuphan, Chairman of the "Architects'24" Expo, emphasized the fair's standout feature, which involves the collaboration of five prominent organizations within the architecture profession. Notable participants include the Association of Siamese Architects under Royal Patronage, the Thailand Interior Designers' Association (TIDA), the Thai Association of Landscape Architects (TALA), the Thai Urban Designers Association (TUDA), and the Architect Council of Thailand (ACT). Additionally, the expo boasts international cooperation, involving 22 member countries across Asia. This collaboration is a key element in showcasing architectural products and conducting significant activities during the event.

Dr. Prompt Udomdech, Chairman of the "Architect'24 Expo" outlined the components of the exhibition and its key activities, which include: 1) Main Exhibition; 2) Academic Exhibition; 3) Academic Professional Association Exhibition; 4) Activity and Architectural Service Area; and 5) Academic Seminars. The main exhibition is centered around the theme "Collective Language: Sensing Architecture", showcasing architectural works from 12 Asian architects. The exhibition also pieces together projects from ARCASIA. Another notable exhibition is "All Member: the Collective Practices", which displays projects from participating members from the Association of Siamese Architects under Royal Patronage, the Thailand Interior Designers' Association (TIDA), the Thai Association of Landscape Architects (TALA), the Thai Urban Designers Association (TUDA), and the Architect Council of Thailand (ACT).

Assistant Professor Dr. Rattapong Angkasith, Chairman of the "Architect'24 Expo" highlighted the diverse array of exhibitors participating in the fair, which includes the ASA Experimental Design Competition Exhibition, the Academic Professional Association Exhibition, the Architectural Exhibition, the 2024 Art and Architecture Conservation Award Exhibition, the VERNADOC Exhibition, Student Work Exhibition, Educational Institutions, and the Activity Area and Services. The expo features the ASA club, serving as a meeting space and a regular resting spot for ASA members. Notably, services in collaboration with the Architect Council of Thailand (ACT) shop have been arranged to organize a space for volunteer architects offering advice on various architectural matters. Additionally, the ACT shop provides a venue for selling books and souvenirs.

Furthermore, the ASA Forum 2024 academic seminars and ASA International Seminar 2024 are structured to facilitate the exchange of knowledge in design and technical information in professional practice. These seminars, led by designers and architectural experts from abroad, delve into engaging discussion topics under the theme "COLLECTIVE LANGUAGE: Critical Regionalism in Architecture" The fair is organized in a Hybrid Forum format, allowing interested participants to register and attend on-site and online seminars.

Mr. Supaman Munka, General Manager of TTF International Co., Ltd. emphasized the organizer's goal for the "Architect'24 Expo" to surpass its previous editions. Anticipating an increase of 9.4%, the expo aims to host more than 1,000 exhibitors, with an expected audience exceeding 325,000 - an increase of 6.25% for international exhibitors. Over 15,838 sqm of sale space have been reserved, representing 52.79% of the total sales space, marking a significant 38% rise from the previous year.

The participation of key exhibitors such as SCG, MAKITA, JORAKAY, TOSTEM, VG, TOA, PANTAMITRA, CONNEXT, DOS, CHRISTINA, and TAK has been confirmed. Additionally, new exhibitors, including BOONTHAVORN, ROCCO, NOVATI & CO, ROBERT BOSCH, BATHIC DELTA, BLUE INTERNATIONAL, YUASA TRADING, LIGMAN, and TRUE CONNECTION, are set to join the fair. The diverse lineup of exhibitors promises to contribute to the event's growth and enhance its overall impact.

Apart from the abovementioned area, there is also a designated space known as the "Thematic Pavilion." This area showcases architectural construction products from branded suppliers and architects, blending the potential for developing innovation in various styles to generate creative ideas. A notable feature is the introduction of the Best Innovation Award 2024 for construction products, a pioneering initiative aimed at acknowledging the significance of the attendee experience at the fair.

The "Architect'24 Expo" has launched a special campaign in collaboration with partners such as Grab and Thai Airways. This campaign aims to provide promotional discounts for visitors participating in the fair, enhancing the overall experience and value for those attending.

The "Architect'24 Expo" with the theme of "Collective Language: Sensing Architecture," is slated to take place from April 30 to May 5, 2024, at IMPACT Muang Thong Thani. If you are interested in participating in the event, you can stay updated on news, updates, and additional information through the official website www.ArchitectExpo.com or the Facebook page: www.facebook.com/ASAArchitectExposition.

