

**BANN CHAO PHRAYA**

**By**

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มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

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The purposes of this research were to study the cultural landscape and design the interpretation plan for developing Bann Chao Phraya to be the interpretation center.

The paper is clarified about the history and the present of Phra Arthit Road, which consist of Phra Sumeru Fortress, Wang Rim Pom Phra Sumeru, Wang Grom Muen Sathit Damrong Sawad, Wang Thanon Phra Arthit Tee Nuang, Wang Grom Phra Nares Worarit, Wang Grom Phra Sawatdiwatwisit, Wang Grom Phra Ratchawang Boworn Wichaichan and Kurusapha Printing House.

The cultural landscape analyzes the tangible and intangible values that will assess the significance and identity of the site. The recommendations aim to propose the idea to conserve the site.

In part of analysis, the site will be pointed to the capacity that we discuss about the site's factors. The land owners, density, space, transportation, physical landscape, and landmarks will be considered in this case.

The interpretation plan illustrates the whole viewpoint of the Phra Arthit Road in state of interpretation center. The executive summary explains the methodology of planning, the background to the plan, the operating environment, the target audience, the visitor experience, and the environmental impact. The example of the year plan activities and model of the new interpretation center of Bann Chao Phraya will exemplify the conclusion of this research project. To summarize, the evaluation is the important tool to decide the appropriation of the site.

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Student's signature .....  
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# Chapter 1

## Introduction

### Statements and significance of the problem

Along with its long historical path, Thailand is built up to be a country with rich culture. Tourists around the world come to the kingdom to visit the famous ruins, the palaces, and the other places that are the prominent image of the country. The history of the “City of Angels”, Bangkok, from its early beginning was linked with the Chakri Dynasty that continues to this day. Temples and palaces with international fame have been long included in the list of top itinerary for the tourists who are interested in the cultural heritage. Not mentioned the Grand Palace, and the more common places such as the floating markets, the country has much more potential to develop a vast list of cultural heritage with a variety of the accents in defining them. These factors influence on the unique of Thailand such as the variety of heritages.

In a country like Thailand, no one is worried whether the list of heritage places will run out. There are plenty of them waiting to be discovered. The heritage sites of Thailand which is on the World Heritage Site list, left us no doubt about the potential of Thailand in the future at this particular field.

The core of recognize their value is laid on the fundamental goal of protection and conservation. With a relatively unfamiliar concept of “cultural fabric<sup>1</sup>”, as the criteria to underpin the significance and setting of the place, the traditional way of seeing this value is being challenged. Common places that are not necessary places to holding iconic or symbolic status find their ways out of being considered recognized

and protected. The conservation does not start before the value and the significance are being defined. Then the perception of finding the value is later on. Greatly, the influence to the future of the site management and particularly its further development, which is being integrated to become part of its history.

Phra Sumeru Fortress and its surrounding Phra Arthit Road area study in this case are analyzed in constructing their historical and social fabric of the site to reveal its continuity over the past 220 years. Through applying “social and cultural fabric<sup>1</sup> concept” as the principal criteria, the ultimately aim of this study is to look for the conservation policy and the strategy that should be made and implemented responsively to their coherent culture and social significance.

The following text reveals the method of landscape study and how the result of this process might render useful for the communities and the society. The recommendation as an inseparable part of the study, hopefully, could provide insight and guideline in planning and implementing management policy for the local authority in need of setting the heritage planning and the strategy.

## Goal and Objectives

1. To study the exterior and interior design of Bann Chao Phraya.
2. To study the processes and methodology of studying cultural landscape.
3. To study the cultural landscape of the area around the site.
4. To study the significance and value of this royal residences.

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<sup>1</sup> Cultural Fabric a term use to describe “Fabric means all the physical material of the place including components, fixtures, contents, objects.” (Australia ICOMOS, The Burra Charter (Burwood Victoria : Australia ICOMOS, 1999), 2.

5. To study in the living heritage context relationship between the site and the surrounding community.
6. To striving for the mean to conserve the authentic feeling in the period of King Rama IV and King Rama V.
7. To search the problems those existed and after implementing the interpretation plan.
8. To establish the site as the interpretation center of Phra Arthit Road where the people can appreciate the implication.

### Hypothesis to be tested

The site will be interpretive as the land capacity; the cultural landscape and the purpose of the landowners are expected to develop as an art and culture center. But more than that the community's response in accepting the development the interpretation center plan will enlarge.

### Scope of the study

As the purpose of this research project is to develop Bann Chao Phraya (Wang Grom Muen Sathit Thamrongsawat or Wang Phra Ong Chao Khamrob) to be an interpretation center, hopefully, it will be come the important place and a studying center, a port of the Phra Arthit Road attraction.

1. Phra Sumeru Fortress
2. Wang Rim Pom Phra Sumeru (Wang Nai Somdet Phra Borommawongter Chaofa La Grom Luang Jakjessada)

3. Wang Grom Muen Sathit Thamrongsawat
4. Wang Thanon Phra Arthit
5. Wang Grom Phra Nares Worarit
6. Wang Grom Phra Sawatdiwatwisit
7. Wang Grom Phra Ratchawang Boworn Wichaichan
8. Kurusapha Printing House

### Process of the study

1. Documenting the preliminary and secondary resources
2. Field study
3. Analysis of the documents
4. Conclusions
5. Recommendations

### Assumption

The study of this research project is mainly mentioned the possibility of the development Bann Chao Phraya to be the interpretation center. Because the site has capacity to expand itself.

### Limitation of the study

This research project was limited by:

1. Time to studying is limited in 4 months.
2. Budgets depend on the heritage manager.
3. The land is in private, the development depend on the owners' policy.

## Chapter 2

### History and Present State of Phra Arthit Road

The first image of the historic Phra Arthit Road area can remind us the importance of the military side in the beginning of the Rattanakosin Era. The area was a part of the reflecting, changing and dividing land of Bangkok. The purpose of building the Phra Sumeru Fortress is to protect the north of the city that including palace building of “Somdet Phrachao Borommavongther Chaofa Grom Luang Chak Jessada” who protect Bangkok.

From the history background, you can see the significance of the area. It is one of the important attractions for who interest in war during the Rattanakosin Era, Chakkri dynasty. Early Rattanakosin was the period of King Rama I to King Rama III (1781-1851). The palace buildings make the congregation to a person, whom consist of the officers and was governed by the palace owner. That is the main purpose to govern the country.

Phra Arthit Road has the important role in the integrity in divided of the city. After it was built, 8 palaces that meant for high-ranking royalties were built more. The influences on the main point that is the residence of master that has a duty to rule the country. At present, these palaces on Phra Arthit Road were still used continuity but functions were changed.

The area of Santichaiprakan Park nowadays changed to market. There is much beautiful architecture along the road that built from the beginning of Rattanakosin Era combination with the modern buildings. The function of the community in that area

has gradually changing its objective through time. Moreover, this road has considered as the art street, as it is involved in the weekend walking street (project of the TOT and BMA and many concerts have been also held here.

### Phra Sumeru Fortress

The first mission of the king after moving the capital city was to construct 14 fortresses around the city, which is known as Rattanakosin Island. It is called “island” because After the Burmese destroyed the old capital city, Ayutthaya, the Siam capital city was established in Thonburi, which is on the west bank of Chao Phraya River. After King Rama I was crowned, He moved the capital city from Thonburi to Bangkok, the east bank in 1783.

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The location for the establishment of the new capital was based on Bangkok having a better location for protection from the invasion of enemies since it was surrounded by the Chao Phraya River on three sides, had bigger areas for military gatherings and more space for dwelling...(BMA 2001: 41)

In Bangkok, the canals were dug around the city starting expansion from Bang Lumpoo and Ong Ang canals to the east, which linked a river in the north to a river in the south near Wat Sam Pluem. At present, they are called Rop Krung Canal. In addition, two Khlong Lot Canals were dug to join with Khu Mueang Canal by Thonburi side and Rorp Krug Canal in

Bangkok for transportation, military affairs and water supply in the city...(BMA 2001 : 41-42)



Figure 1 Banglumpoo Canal

(Figure from the National Archive)



Figure 2 Khlong Lot

Nowadays, most of the cities walls are no longer exist and unfortunately there are only two fortresses survived; the two of them are Mahakan, and Sumeru Fortress.

Phra Sumeru Fortress is at the end of Phra Arthit Road, which is located in the north western of Bangkok, along the side with Chao Phraya River. It was recently turned to a part of Santichaiprakan Park, where is the public space for the Banglumpoo community. There are many interesting activities daily take place here. This park, which was founded in order to celebrate the 72<sup>nd</sup> anniversary of the King's birthday on



December 5, 1999, is in the responsible of Bangkok Metropolitan Administration (MBA).

Phra Sumeru Fortress was constructed in 1783 and was located in the north side along with other 14 fortresses and line of walls surrounded the capital. The shape of the Fortress was an octagonal one turning towards Klong Banglampoo away from the new Banglumphoo Gate or Banglumpoo intersection at present about nearly on kilometer. The Fortress consisted of three levels. Inside the wall there were steps leading to the Fortress, which consisted of the battlements and stands for firing protection. The second level Fortress was divided into two sections separated by tapered ogival merlons, between the lower Fortress wall and the upper wall with a door leading to the front section of the Fortress. At the middle of the Fortress the wall was built into each room with 38 rooms altogether for ammunitions and weapons storage. The upper wall was built as the combat tower and the Fortress roof, which was, collapsed to the ground around the time of King RamaV and King Rama VII. The department of Fine Art had this Fortress restored on the occasion of the Rattanakosin Bicentennial in 1982, relying on the latest photograph that was taken in the reign of King RamaV... (BMA 2001, 190-191)

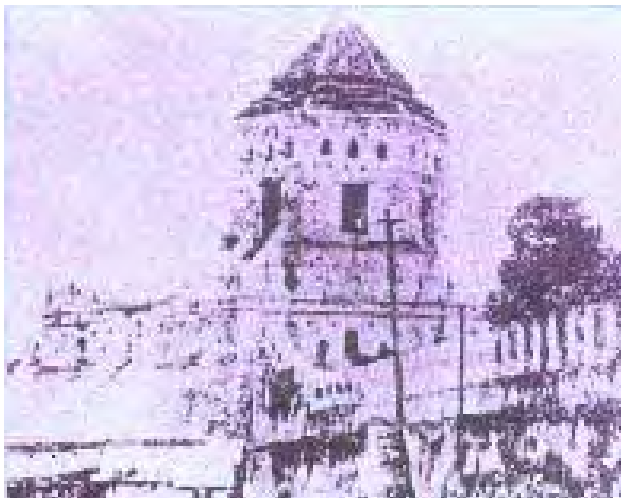


Figure 3 Phra Sumeru Fortress, the photograph was taken in the reign of King Rama V

(Figure from The National Archive)



Figure 4 Phra Sumeru Fortress, today

Excluding the fort, there are also Santichaiprakan Pavilion and the bas-relief showing the past life style of the community, which have the rich history from Ayuddhaya until Rattanakosin Era. This area used to be the old Mon and Muslim community. Moreover, there were the flower and Thai sweet market in the early Rattanakosin and later it was the community of Thai classical music and show.

Wang Rim Pom Phra Sumeru  
(Wang Nai Somdet Phra Borommawongter Chaofa La  
Grom Luang Jak Jessada)



Figure 5 Wang Rim Pom Phra Sumeru

There is the ruin of the palace's gate on Phra Sumeru Road. There exists only the remnant of the front gate of the palace of Phra Sumeru Road.

This brick structure shows the ruin of a palace's gate. This palace was the residence of Prince Chakra Chesada, the youngest brother of the Crown Prince (Prince Bovon Maha Surasinghanart) of the first reign (1782-1809). The ruin is not in good condition and there is no proper maintenance on it. The tiny spirit house located in front of the dilapidated gate is the memorial to remind us of Prince Prachak Silpakom (Bangkok Tourist Bureau).

In the old day, the officials had been assigned to take in charge of the military affairs. Most of them are the members of the royal family. In order to closely control the unexpected enemy, they chose to live nearby the city walls by accommodate

themselves in newly built palaces. It was how it was established as royal residential area. In the same area, there were two more forts which make totally three Forts concentration along side the river on the street. One of them was named as Phra Arthit Fort and later the name was given to the street called Phra Arthit Road.

During the reign of King Rama IV, the land, which originally granted to the member of royal family, was continually used to build their resident.

### Wang Grom Muen Sathit Damrong Sawad

#### Or Bann Chao Phraya

It was originally the palace of HRH Prince Sathit Thamrongsawat, a son of the second king, Phra Pinklao. The government of King Rama V subsequently purchased the land and built offices for the police department. When HH Prince Khamrob entered government service as the Director General of the City Police Department, he requested the house and land as a donation from King Rama VI. It therefore became known as HH Prince Khamrob's Palace.

His Highness Prince Kamrob Palace is now known as Chao Phraya House, which is situated on the bank of Chao Phraya River, next to the Sumeru Fortress. It was once the palace of Prince Sathit Thamrongsawas, the son of King Rama II, (during the reign of King Rama IV). Later on the land was bought during the reign of King Rama V and used as the office of the Provincial Police Department. H.H.Prince Kamrob, who descended the aristocratic Pramroj Family, inherited the palace again. This palace is supposed to be built during 1868-1910 after the construction of Phra Arthit Road. Presently, the front part of the two-storey brick building became under the conservation and called Bann Chao Phraya.



Figure 6 Bann Chao Phraya

The unique architectural characteristics have been preserved, such as, the delicate perforated wooden porch, the window facades overlaid with half-circle glass, the curved upper balcony that match perfectly with the porches and the facades.

For the purpose of easy reference at this stage of development, we will relate to this land use as the Royal Residential period.

In the reign of King V, the city was deemed to be free from war because the balance was taken by clever diplomatic maneuver of the king and by the fact of colonization in Southeast Asia. Approximately the same time, many street were constructed, including Phra Arthit Road, as the street network and the city wall was gradually removed, due to the expansion of the city.

The second stage of development is after the construction of the road, which greatly changed the layout of the area. This seems to stimulate this area to become open to the ordinary people who built their community in this area, along the road appeared the shop houses and the vernacular residential houses. These developments remain the most strong architecture evidence as the past among the various development period of later time.

Ever since of the construction of the road, the area has been evolved in the business and entertainment hub. In fact, it used to have Thai classical theatres and the cinema right on the road. However, all of them were gone with the fires, which frequently occurred, 1958-1968. We would refer this period as the stage of “After the Road Construction”.

The big fire in 1939-1945 was not only destroyed the buildings and structures, but also destroyed the public space, such as, the market place. The destroyed area was later on filled up with the new constructions, which use the space of the original buildings. We assumed that those most of venerable to the fire was likely to be wooden structure.

The post fire structure is masonry without distinctive style. They usually are the residential mansions and the guesthouses. On the ground where the original buildings were burned down nowadays it can easily see the difference of the buildings that were built in the different period. We would refer this stage of the development as “Post Fire Construction”.

The style Phra Arthit Road nowadays is created from the concept of “the city community” which represent through the thought of artists, musicians and poets who familiar with the site history. Moreover, the architectures along both side of the road were restored to suit the atmosphere of the city street. The royal residential area had become the leisure area for the middle class. It is the place for meeting in the atmosphere of the old city mixed with the modern lifestyle. The pubs and restaurants are decorated differently. Many of art exhibitions are also displayed in some restaurants. Therefore, visiting this road is not only to consume food but also the unique esthetical atmosphere.

## Wang Thanon Phra Arthit Tee Nuang

### Or Bann Phra Arthit



Figure 7 Wang Thanon Phra Arthit Tee Nuang (Bann Phra Arthit)

House no.201/1 Phra Athit Road is located on the land of an old palace in the first reign (1782-1809). Finance Minister Phraya Vorapongpipat, who inherited this house from his ancestor, constructed the present building in 1926. From 1962 to 1989, the Goethe Institute rented this house as the Institute's office. And recently, the house has been restored and the extended identical structure was constructed. It was now the office of a private company.

### **History**

This wooden architecture was built in the reign of King Rama II as Wang Nai Somdet Phra Chao Borommawong Ther Chaofa Grom Luang Jak Jessada. However, as brick and mortar construction is the favourite trend since King Rama IV, so the form of this latter building assumed was built in the aged of King Rama IV.

In the period of King Rama V, the descendant was Grom Muan Kasat Sridej or Royal descendant Yen Issarasaena who able to working in the area of repairing many buildings. He was in charge of the supervisor of construction of Dusit Palace. This is the reason that why King Rama V gave the two floors house to him.

### **Present**

Bann Phra Arthit is the two-storied stucco building which was constructed in the time during King Rama V. The person who concentrated on this building is Yen who is an heir of King Rama V. He earned by being senate and lived in this building until King Rama VII. Later, he got promotion to be Chao Phraya Worapong Pipat in the position of the minister of finance. Before, the government revolution happened; Yen had built the two-storied building to replace the old one that lasted till today.

At present, this architecture is belonged to Manager Media Group Company and was restored many times both inside and outside of the building has been adapted with the new function as an office of book and press division in the chain of the Manager Company chain. More than that, this building is listed in the archaeological site in announcement of Ratchakijjabubeksa (the royal gazette), the 106<sup>th</sup> the 27<sup>th</sup> part on 16 February 1989.

The architects and designers from the Habbita Company manage this conservation with the expenditure of 141 million Baht.

The concepts of conservation were:

1. Concept of renovation and designing

Bann Phra Arthit was renovated to be firming and completely. By the forms of office use and the company built the new one for operation.



- Conserve the stucco second-floored old building and demolish the old one. The reason for conservation is that building conservation because of the old is very old for building 3 houses that have the style harmony with conservation building by designing door, window, tile and the figure of building conformed with Phra Arthit Building for dominate building conservation. Between the new one and the old one have corridor for continuing of architecture and the fixing of the middle of building. In term of conservation, it shows the difference between the old and the new.

- Using the mirror to reflect the green light with the new building.

- Increasing the space between the storeys much more by using the open space.

- Making the difference between the old and the new one by using the column and lever wall. Doing this to be able to get the weight of building but the new one has to use concrete supporting iron.

- Building “Coffee and More shop” to be three-storied building.

- The concept of conservation is simplicity. Not destroying the beauty idea of the building conservation.

### **Conservation**

Bann Para Art hit is conserved with the rules of conservation trying to conserve the old. The architectures took out the old color for finding original color that is cream and the color of the window frame is green. They kept the old materials such as mosaic and parka. To be clean the old roof and use the new tile to support and replace the old one that is demolishing. The conservation team had to keep some of the old roof for the future repairing. The structure of the glass roof is supported by 10 millimeters wood. It is used rubber to prevent the leakage among the tiles.

There is a new channel for interior electricity system in order to not touch the ancient materials. For the air-condition, the central air system has been installed. The heat from the air can be discharged from the back of five floor building.

### Wang Grom Phra Nares Worarit (Bann Maliwan, FAO)



Figure 8 Wang Grom Phra Nares Worarit (Bann Maliwan, FAO)

It was originally the palace of HRH Prince Nares Worarit, a son of King Rama IV. During World War II, Dr. Pridi Banomyong lived here when he held the title of Regent for King Rama VIII. It was also the command post for the Seri-Thai, the Free Thai Movement during World War II. It is generally known as Tha Chang Mansion because of its proximity to Tha Chang Sub-District.

Maliwan mansion is at present the office of the UN Food and Agriculture Organization. The mansion was built in the reign of King Rama VI by the Italian architecture, Ercole Manfredi.

The building of Bann Maliwan has the entrance facing the river because in the past, waterway was more convenient than the Road.

## **Location**

This palace locates between Wang Grom Luang Adisorn Udomdej and Wang Grom Muan Sathit Thumrongsawat. Wang Grom Phra Nares Worarit faces off the river. In the past, this building was belonged to Chao Phraya Maha Yotha (Tauria) who was the grand father of Chao Jom Manda Klin, the ancestor of “Kotchasaenee”. Tauria gave the house to Grom Phra Nares Worarit when he born. When he went out King Rama IV ordered building the palace to him.

In 1917, King Rama VI gave some money for building new palace that is Wang Maliwan.

In the reign of King Rama VII, the heir returned this palace along with land to him to repay debts that borrowed from department of finance in 1926. So this architecture became the property of office of the property of the king since 1937. Then the ministry of agricultural and co-operation rent the land to use as the office of FAO until the present.

Grom Muan Nares Worarit named (Phra Ong Chao Krida Pinihan) was the 17<sup>th</sup> son of King Rama IV. He worked as a government official in 1911. in the reign of King Rama VI, he posted the ministry of foreign affairs. When he died at the aged of 71 years old, he died. He was the forerunner of the “Kridakorn Na Ayuddhaya”.

## **Present**

At present, Bann Maliwan is the office and library of the organization of international food and agriculture (FAO). From interviewing with Khun Wichai Nomkuntod, procurement assistant, the chief of the department of building maintenance make the author know do not have any documents record the conservation and renovation because it did not conserve and renovate in the same

time. The last modification, the engineer changed roof and make a water through use money amount about 1 million Baht. In 1998, the conservation team began Maliwan tree planting for harmony by the name of this place. For the interior decoration, the old color needed to be rubbed and the new color has been painted both inside and outside. After the surveying, the conservation team found that the structure was made of wood. The old color of the building was cream, and after, it has been repainted the same color again. Before, repainting each time, we will need to contact directly the office of royal patronage property.

For the conservation team always attempt to work. If this place have some part ruined they try to repair this point specially. But in each time of repairing have to contact with other department because this Wang is belong to office of royal patronage property, so the renovation and conservation have to inform.

For the process, this architecture did not bi in list of archaeology site. When we study, this Wang is waiting for consider in the list and have record. The status of this place still is good cause of always repairing for outside and inside but has some point destroyed.

### Wang Grom Phra Sawatdiwatwisit (UNICEF)



Figure 9 Wang Grom Phra Sawatdiwatwisit (UNICEF)

UNICEF (United Nations Children’s Fund) building was built during the fourth and the fifth reigns (1851-1910). Its outstanding feature is the shape of roof, which combines hip and gable types together. The building was originally the residence of a Queen consort of King Rama IV.

### **Location**

This palace was built in the reign of King Rama IV and V. In the past, the senior officer lived at the palace on Rama I Road. on the north. But the later time he got promotion to be Somdet Phra Chao Borommavong Ther in the reign of King Rama VII. For this reason, he had to change the accommodation to live here.

After 1933 Grom Phra Sawatdiwat Na Wisit went to Penang and died in 1935.

Grom Phra Sawatdiwat Na Wisit (Phra Ong Chao Chai Sawatdi Sopon) was later promoted to be Grom Phra Sawatdiwat Na Wisit in 1923. He died in the reign of King Rama VIII on 8 December, 1935 at the aged of. He was the ancestor of “Sawatdiwat Na Ayuddhaya family”.

The buildings in the palace belong to office of the property of the king. In the present, it is the location of many of offices such as:

1. UNICEF
2. Office of planning for development of DTCP
3. Office of supporting commerce navy in department of transportation

### **Present**

Nowadays, this palace is being improved and gotten in the process of conservation plan to get the registration for being archaeology. In the beginning, Fine Arts Department had surveyed the architecture around Rattanakosin Island; this palace had not been gotten the registration. Because of the little destroying, this is the general

problem that can be seen in the old buildings having moist wall by notice the color of the wall and the evidence of salt. Presently, this palace for ancient remains waiting for register. In the beginning, department of Fine Arts already survey stage. By normal, in the report surveying ancient remains in Rattanakosin area and official building can remark the damage of this palace cannot remark special. We found only normal problem that always occur with the old buildings for example the wall so humid can see by the color of the wall was take out and some walls have stain salt outside wall.

From the status of problem make renovation of this site though this palace is waiting for register archaeological but the department of fine art art draft the step of processing and restoration.

มหาวิทยาลัยศิลปากร  
Wang Grom Phra Ratchawang Boworn Wichaichan  
สงวนลิขสิทธิ์



Figure 10 Wang Grom Phra Ratchawang Boworn Wichaichan

Grom Phra Ratchawang Boworn Wichaichan was the eldest son of Phra Pinklao. In the past, this site was the residence of Chao Phraya Thamma's house. King Rama IV gave this land for building the new palace but he died before the construction. So the first king, Somdej Phra Chomklao Chao Yu Hua (King Rama IV) gave the land to Grom Phra Ratchawangbowon Wichaichan.

In the reign of King Rama V, he ordered to destroyed some parts of Military Hospital. It is used to be the department of military news.

### **History**

Grom Phra Ratchawang Boworn Wichaichan is the eldest son of Phra Bat Somdej Phra Pinklao Chao Yu Hua. Originally, it was belong to Bann Chao Phraya Tanma. Later, Phra Bat Somdej Phra Pinklao Chao Yu Hua (King Rama IV) gave this land for constructing new palace for his eldest son but he died before. So Somdet Phra Jomklao Chao Yu Hua gave this land to Grom Phra Ratchawang Boworn Wichaichan.

In the reign of King Rama V demolishing tool place of some parts of this palace to build the military hospital in the present it is the office of department of land military news.

All of that, we can see Phra Arthit area was used for residence of many royal family members and governmental as well as international functions.

At the present, have one conservation building and listed in the archaeological site announce by normal announce in the royal gazette book 113<sup>th</sup>, 50<sup>th</sup> part on 18 december 1996.

Area 3 Rai 3 Ngan 61 square Wa. The appearance built from brick and cement 2 floors have wall in the form of T in the area in the front of building have symbol of King Julla Jom Klao Chao Yu Hua (the second king during King Rama IV). The

upstairs and downstairs floors are wooden construction. Except the floor, at the hall, is marble. The roof structure and the floor are made of wood tiles. In Thai, we called it “Krabueng Woa” or Kite Tile. The eave is still the same. On the second floor, there are the Red Cross symbols inside the building, which is up on the front and beside walls. The front wall is made of wood and the rest walls are made of brick and cements.

### **Present**

The association of Siamese architect under royal patronage once handed the award to Grom Phra Ratchawang Boworn Wichaichan Palace for encouraging more people to keep the word “Conservation” in their minds. Receiving this award was the result from “The Heritage Home of Thailand Project”, which has the criteria listing below.

1. In any period of that time, that palace used to be permanent residence.
2. Have to have the age over 50 years old.

3. Have the prominent architecture.

4. Have to be in Thailand.

In my opinion, the renovation of this palace did not design to be suited with its utility.

While other buildings around may be collapsed but the processes of the conservation, especially planting trees around in order to keep theirs ancient look, still exist.

In 1993-1994, this palace used to conserve sometimes but do not have any record in that conservation.



## Kurusapha Printing House



Figure 11 Kurusapha Printing House

Built in 1925, as a printing shop for the Ministry of Education, it became a school for students of printing from Wat Sangweiwesayaram in 1933. It was the first publication school in Thailand. After World War II, it was no longer used as a school but utilized as the printing shop, and it became known as the “Kurusapha Phra Sumeru Printing House”. (Bangkok Tourist Bureau 2002: 26)

## Chapter 3

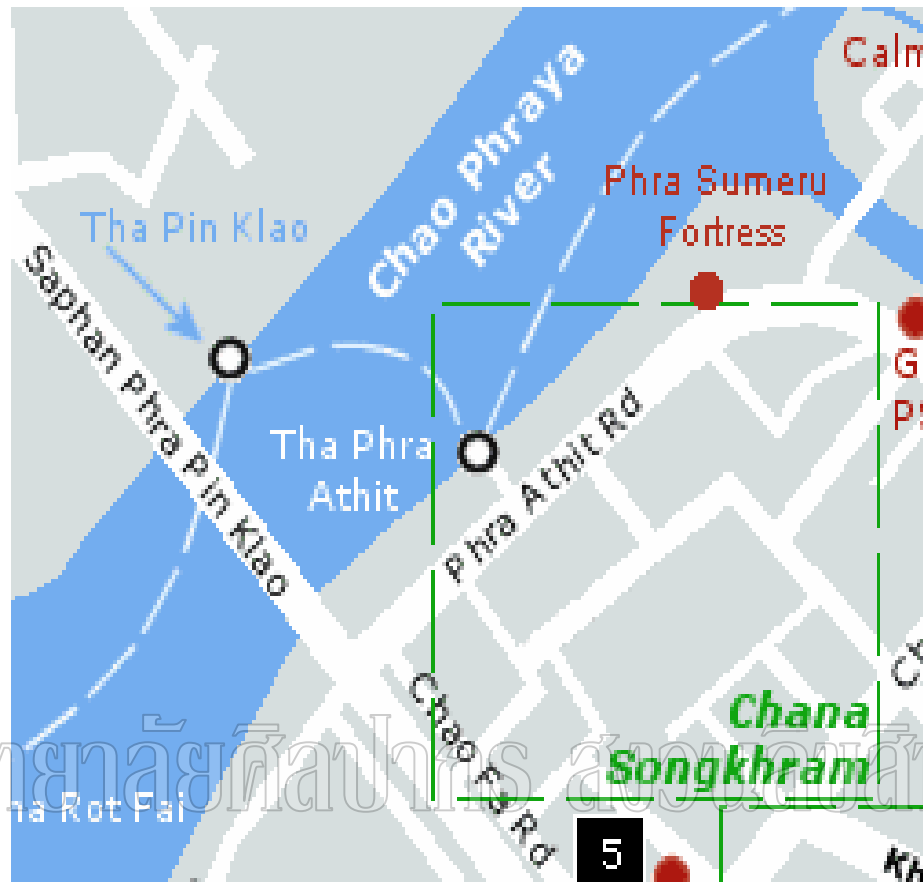
### Cultural Landscape of Phra Arthit Road

First of all, for the landscape learning should study the historical overview. It will make you understanding more about the area's foundation. In the former, Phra Arthit Area played as the important role in expanding a capital city.

Once the king had ordered built fourteens fortresses. Now only two of them have left, which are Phra Sumeru Fortress and Mahakal Fort. There were sixty-three doors for entrances and exits from the city wall; Phra Arthit Pier belongs to one of them.

Nowadays, Phra Arthit Area is separated into three parts: the Palace, Santichaiprakan Park and the shop houses. For the palaces, as have been mentioned above, they used to be the residences of some royal families. The successive King gave these palaces to them as prizes or the heritages. Next, there is the Santichaiprakan Park, here can make people feel through the past because the Phra Sumeru Fort situated. Even though it was fired, there is a half of it left today. This fortress had been built as a part of the city wall in order to protect the enemies. Nevertheless it never had a chance to do their real function yet because there was no war occurred in that period. Finally, the shops, it is composed of the old buildings that have changed their functions to be a bookshop, the restaurants and many trendy bars today.

## Boundary



Map 1 Phra Arthit Road

**Physical:** Phra Arthit Area is located along the Chao Phraya River. There is a straight road that begins since department of Military News (Grom Phra Ratchawang Boworn Wichaichan Palace) leading to the end at Phra Sumeru Fort.

**Cultural:** Phra Arthit Road area are lined on covered with the palace which their roles have since has changed its function to the restaurants, private companies, government organization, private organization, and the Santichaiprakan Park around the fortress.

## Landscape Characteristics and Features



Map 2 Wang of H.H. Prince Kamrob Palace

Source : Chaiyong Limtong Foundation, Bann Chao Phraya, (Bangkok : n.p., 1996),

2-3.

**สมัยรัชกาลที่ ๕**  
**(พ.ศ.๒๔๑๑-๒๔๕๓)**  
**แผนที่ ๓.๑๒**  
**แสดง สถานที่ราชการ**

**สถานที่ราชการใหม่ในสมัยรัชกาลที่ ๕**

- |  |   |
|--|---|
| ๑๐ สถานที่ราชการเขตพระราชฐานชั้นนอก<br>ในพระบรมมหาราชวัง | ๒๙ กระทรวงมหาดไทย   |
| ๑๑ โรงช่างสิบหมู่และโรงหล่อกองทัพศิลป                    | ๓๐ สถานีอนามัยแพร่พันธุ์ (สถานีภาคที่ ๒)                          |
| ๑๒ มหาจุฬาลงกรณ์ราชวิทยาลัย                              | ๓๑ กรมราชทัณฑ์ (เรือนจำพิเศษกรุงเทพมหานคร)                        |
| วัดมหาธาตุยุวราชรังสฤษฎิ์                                | ๓๒ โรงเรียนวัดมหรณพาราม   |
| ๑๓ พิพิธภัณฑ์สถานแห่งชาติ พระนคร                         | ๓๓ โรงเรียนสตรีวิทยา  |
| ๑๔ กระทรวงธรรมการ  | ๓๔ มหามกุฏราชวิทยาลัย วัดบวรนิเวศวิหาร                            |
| ๑๕ ที่ทำการกระทรวงยุติธรรม                               | ๓๕ โรงกษาปณ์สิทธิการ  |
| และศาลสถิตย์ยุติธรรม                                     | ๓๖ โรงพยาบาลทหาร (กรมแพทย์ทหารบก)                                 |
| ๑๖ กระทรวงกลาโหม   | ๓๗ กรมตำรวจภูธร   |
| ๑๗ กระทรวงเกษตรธิการ                                     | ๓๘ โรงเรียนนายร้อยพระจุลจอมเกล้า (จปร.)                           |
| ๑๘ ออฟฟิศแผนที่ ที่ ๑                                    | ๓๙ กรมแร่   |
| ๑๙ โรงเรียนราชินี  | ๔๐ โรงพยาบาลกองตระเวร<br>(โรงพยาบาลกลาง)                          |
| ๒๐ ออฟฟิศแผนที่ ที่ ๒                                    | ๔๑ ออฟฟิศ (ที่ทำการรถไฟแห่งประเทศไทย)                             |
| ๒๑ โรงเรียนเสาวภา  | ๔๒ สถานีรถไฟบางกอกน้อย  |
| ๒๒ โรงเรียนเพาะช่าง (วิทยาลัยเพาะช่าง)                   | ๔๓ โรงพยาบาลศิริราช   |
| ๒๓ โรงเรียนสวนกุหลาบวิทยาลัย                             | ๔๔ กระทรวงทหารเรือ-พระนิเวศน์เดิม                                 |
| ๒๔ โรงไฟฟ้าวัดเลียบ (การไฟฟ้านครหลวง)                    | ๔๕ โรงเรียนนายเรือ-พระราชวังเดิมธนบุรี<br>(กองบัญชาการกองทัพเรือ) |
| ๒๕ ไปรษณียาคาร (กรมไปรษณีย์)                             | ๔๖ โรงเรียนกองตระเวร  |
| ๒๖ สถานทูตรัสเซีย  | ๔๗ โรงเรียนศึกษานารี  |
| ๒๗ สถานทูตเดนมาร์ก (เดนมาร์ก)                            | ๔๘ โรงพยาบาลเสวยจรีด<br>(โรงพยาบาลบ้านสมเด็จ)                     |
| ๒๘ กระทรวงโยธาธิการ<br>(หรือกระทรวงคมนาคม)               |   |

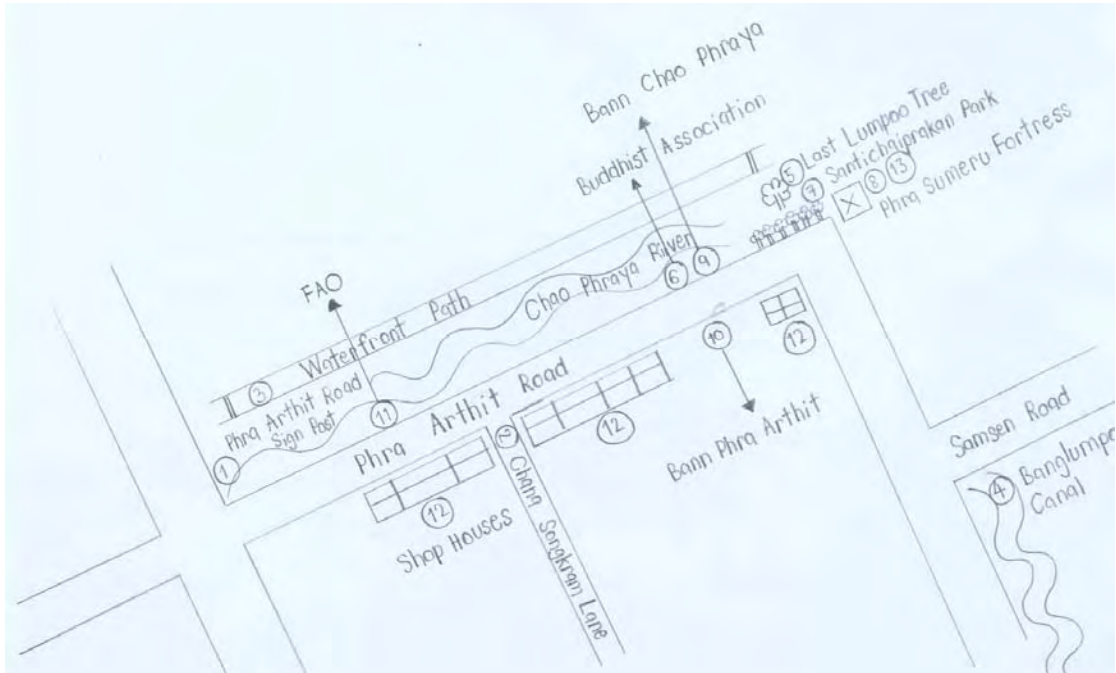
1. Satee Wittaya School
2. Wat Bowornniwet
3. Sittikan Mint
4. Department of Military News
5. Provincial Police Department





Map 3 Rattanakosin Island

Source : Bangkok Tourist Bureau, The Must See Site in Bangkok, (Bangkok : Borpit Printing, 2002), 4.



Map 4 Draft Map of Landscape Characteristics and Features of Phra Arthit Road

## มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

### Urban Structure:

There are three routes leading to the site namely; Phra Arthit Road, Chana Songkram Lane and Banglumphoo canal.

### Network of Road

#### 1. Phra Arthit Road



Figure 12 Phra Arthit Road Sign Post

2. Small lane in Phra Arthit Road that we can go through Khaosan Road



Figure 13 Chana Songkram lane

Water Way

3. Water front path under Pinklao Bridge



Figure 14 Water front paths under Pinklao Bridge



#### 4. Banglumphoo Canal (see figure 1)

Another route via waterway transit, one can take hived boats or expressed boats along Chao Phraya River vis-à-vis Banglumphoo canal intersection.

#### Trees and Vegetation

##### 5. Lumpoo tree



Figure 15 Last Lumpoo tree at Santichaiprakan Park

##### 6. Garden in the private area



Figure 16 Buddhist Association

Open Space

### 7. Santichaiprakan Park



Figure 17 Santichaiprakan Park

## มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์ Historic Structures

- Phra Sumeru Fortress



Figure 18 Phra Sumeru Fortress

- Royal Residences (see figure 5-10)

### 9. Bann Chao Phraya



Figure 19 Bann Chao Phraya

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์  
10. Bann Phra Arthit



Figure 20 Bann Phra Arthit

## 11. FAO Sign post (Wang Grom Phra Nares Worarit)



Figure 21 FAO Sign Post

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

12. Shop Houses



Figure 22 Shop Houses on Phra Arthit Road



- Archaeological Site

### 13. Phra Sumeru Fortress

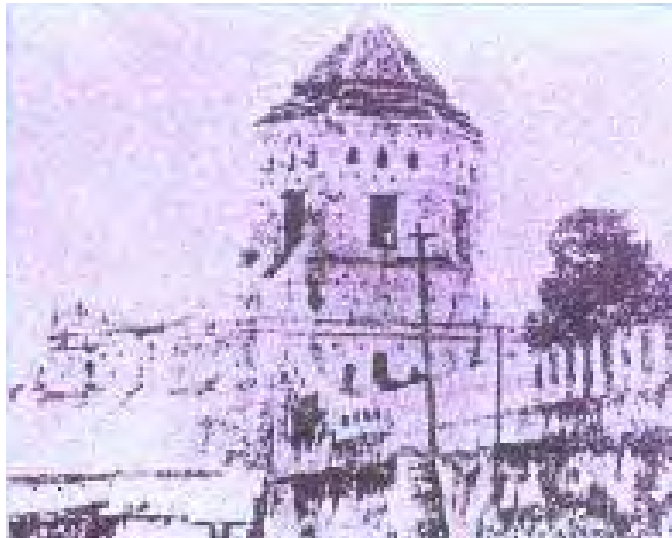


Figure 23 Phra Sumeru Fortress in the old day

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

13. Wang Rim Pom Phra Sumeru (the ruined palace near Phra Sumeru

Fortress: see figure 5)

#### Intangible Values

##### 1. Historical Value

1.1 It is the result of policy changed for the example: defend the palace.

1.2 Military vision.

1.3 Development boom accessible to the communication.

1.4 How the road is built in the cultural management.

1.5 Development pattern exception to the follow palace after Phra Sumeru

Fortress was fired.

## 2. Social and Associative Value

When Phra Arthit Road is in the part of social, it encourage people to mingle and interact to each other as it has open space that many activities. Lumpoo tree was planted in the area of Santichaiprakan Park, as it is the symbol of the Banglumphoo community. Bangkok Metropolitan and Tourism Authority of Thailand had joined forces to promote Phra Arthit Road as the road of art and culture. To achieve those objectives, people were invited to enjoy the cultural landscape by setting many activities for local people and tourists to name but a few, the association of foreigners and Thais is linked with events having a profound effect on the community. (Ken Taylor, 2003)

### Symbolism

#### Lumpoo Tree

In Santichaiprakan Park, there is Lumpoo tree, the only old one that is the

Symbol of Banglumpoo area.

Once there was as large cluster of these trees, a variety of semi aquatic-land plant specie, whose roots over utilized in the manufacturing of hand, but light in weight, hats. One can see the shape of these hats from old photographs, similar in shape to World War I French soldier helmets, as well as ones which are worn by the north Vietnamese soldiers during Vietnam conflict.

## 3. Aesthetic Value

3.1 Artistic the appearance, design the spaces inside basement and the second king of spatial organization which reveal the movement of the visual stimulation.

3.2 The appropriation of the area, strong fort.

3.3 Emphasize of shop houses after the corner in the pastel color.

3.4 The shape of buildings

3.5 Make the aesthetic feelings.

3.6 Characteristic, revitalization come from the contrast: the old shops with modern function.

3.7 Perfect Combination.

### Recommendations for Phra Arthit Road's Cultural Landscape

After surveying the site, the author feel that the management of this area should be revealed, in term of standard management should be set in comply with the significance of the site. The concerned areas are mainly in the park and on the street.

On the street

#### 1. Amenity in front of the park

There are many huge size plastic trash bins lining in the front of the park, making it to look like a center of the waste collection. The smell and the mess around the areas is not appropriate for public space of a significance that we mention in the evaluation process.

#### 2. Car Parking and traffic condition



Figure 24 Car Parking in front of Phra Sumeru Fortress

The private cars occupied along the both side of the whole street at all times. The originally four lands street is congested seriously during rush hours. The situation is worse by the accompaniment of their pollution as a result of traffic jam.

### 3. Street food vendors



Figure 25 the ambiance of footpath shops beside Santichaiprakan Park

Although the street food vendors activities, a part of social features of the area, they are often compromising the freedom of passage of the pedestrians leading to and from the park.

Considering above situation, the author found out through site survey, the following recommendations might render useful to make improvement through the decision of local community. The amenity of the park could be enhancing through careful selection of suitable material of trash bins. Earth ware terracotta is recommended as materials of choice. Moreover, the color and the size with the right proportion should be arranged. Regarding the entrance of the waterfront, a clear sign



should be made in both Thai and English for the visitors and lighting system should be provided as part of the safety measurement.

The compatible image of parking and traffic condition could be further improved by the decision of the local authority after their consideration of the value at this particular place in relationship to the landscape.

Concerning point of street vendor activity, a sign area is allowed to use for this activity.

The waste deposit is such as a large size should be arranged in way that does not affect the street amenity.

### **In the park**

#### **1. Bins**



Figure 26 Bin (in front of Phra Sumeru Fortress)

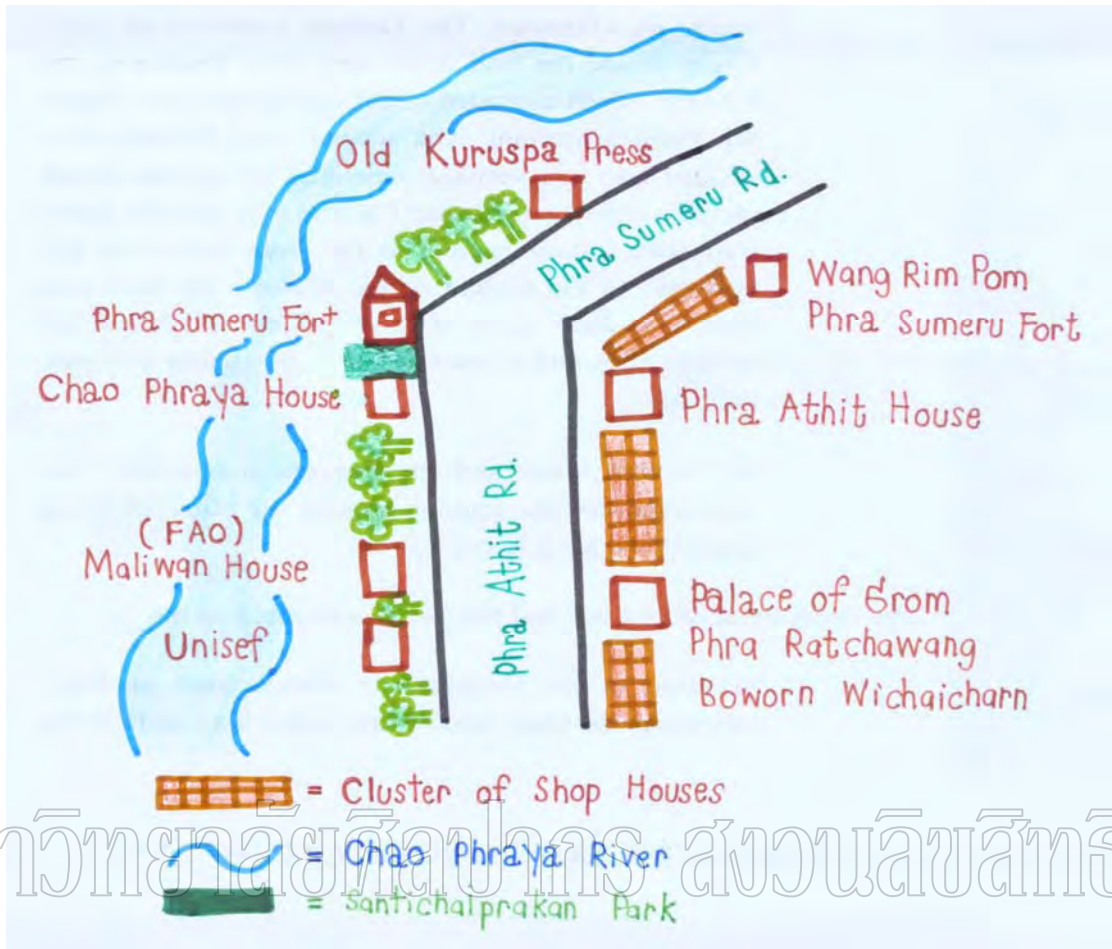
They are many bins made by different materials, forms and colors. It not only does not fit in harmony the landscape, but also illuminate conflicting existing values of the place.

## 2. The entrance from the waterfront



Figure 27 The canal beside Santichaiprakan Park

There is no official signage for the entrance to the waterfront. In the evening time, when the activities in the park are fully going on the whole park are well illuminated with accepting the entrance to the waterfront. Therefore it is logical to display a noticeable entrance signage leading to and from the waterfront. Local people know where the waterfront is but it is discouraging to access in the evening because of insufficient lighting.



Map 5 Draft map of Phra Arthit Road

## Chapter 4

### Analysis the capacity of the site

Analysis project planning and regulations that are concerned with the area

Master plan of conserving and development of Rattanakosin Island

Inside the site that already has been done:

1. Developments project the site to be “Santichaiprakan Park”.
2. Conserving and restoration project of protecting the city gate, city walls, and fortress.
3. Development Phra Arthit Road Project
4. Bangkok Tourist Bureau (BMA)
5. Waterfront Path from Phra Pinklao Bridge to Santichaiprakan Park (BMA)
6. Footpaths under Phra Pinklao Bridge (BMA)
7. Renovating Kurusapha Printing House

Those projects were managed individually by each organization so it may be of positive or negative viewpoint. Most of that has weakness to the site e.g.

- The buildings forms are not suitable with the physical of Rattanakosin Island.
- The concealing of the viewpoint of heritages.
- Increasing intensity to the site.

### Land uses

The expansion of commerce to the community, in order to be suited with its effectiveness, caused a new style of architecture. This was mixed to the best suit for

both purposes: trade and accommodation. Today many of these buildings remain among the old architectural heritage.

Separating Phra Arthit Road's land uses by:

1. Government official area
2. Commercial area
3. Commercial + Habitations
4. Habitations

From different types of land uses make the site still be considered as the living city, which is the concept of development Bann Chao Phraya to be the interpretation center, the activity, information center of community around Phra Arthit Road. This project answers the communities' and tourists' need, who would like to have a touch with the vernacular lifestyle.

### Land ownership

To do interpretation plan, one thing that should not be forget is to thinking of many alternative ways as possible to control and manage the case study sites. Many lands on the Phra Arthit Road are owned by the private, private organization and the government. This has caused the problems in maintaining. If we want to develop the lands on this road, we should not forget to find the reasons and benefits to the different lands owners.

The other way, if the project can help the community, we can propose the idea to the BMA for further action.

## Density

The building density multiples along both side of Phra Arthit Road. Most of those are townhouses along the route are of small size but they make low rise-high density more that the lonely construction inside the road.

When we look at the greater part of Phra Arthit Road area, the density of today is still accepted. However, the prospective density must be increase (considering from the various factors such as the number of tourist, local people, etc.) So we should prepare some of the regulations to conserve the environment in the near future.

## Space

This is the main reason to develop Bann Chao Phraya to be the interpretation center, by opening more space to the community. The site supports the Phra Sumeru Fortress to be the landmark that the visitors can remark clearly, it is possible to open the site to link with Santichaiprakan Park. It will make clear the outstanding point to the heritage i.e., Bann Chao Phraya (Wang Grom Muen Sathit Thumrongsawad or Wang Phra Ong Chao Khamrob).

## Transportations

1. Boats from Chao Phraya River
2. Bus, Tramcars on Phra Arthit Road
3. Chana Songkram Lane linked from Khaosan Road

## Physical landscape

1. Position  
49/1 Phra Arthit Road, Chanasongkram, Banglumphoo, Bangkok
2. Skyline and Background

It concerns the height of the buildings. In order for skyline on Phra Arthit Road, to be in good way, strict regulations have to be exercise has to control the growth around the area that maybe affect to the site.

### 3. Color and texture

The measurements have to set to control the details in each heritage for conserving the physical landscape.

### 4. Distance

When the tourists walk on the Phra Arthit Road, they can see the details of the attraction closely. But if they are on the vehicle, the speed would effect to the scenes that they can see around distinctly.

## Landmarks

### 1. Phra Sumeru Fort

#### 2. Local Landmarks

2.1 When looking from the Pinklao Bridge, FAO can be seem but not clearly as it is covered with plants.

2.2 Bann Chao Phraya can be developed as local landmarks, by connecting with Santichaiprakan Park. (Shincron Group Company, 2001)

## Chapter 5

### Interpretation Plan

For preparing the heritage Interpretation in the 21<sup>st</sup> century, it is appropriated to take interest in the heritages that are containing within the valuable things. The Thai heritages had been built with features consisting of tangible and intangible values through the passage of time.

#### Contemporary Heritage Interpretation

In the past, during its long history, Bann Chao Phraya was the royal residences of Grom Muen Sathit thamrongsawad and H.H. Prince Kamrob. After that, it was owned by the Pramoj Family and was used as private residence. Now, it is repaired to be art and culture center, but in the exterior and interior design have to be improve. It has the contemporary heritage interpretation as the combination of the past and the present, which can show the style of the architecture standing alone by itself, or in tune stand with the Phra Arthit Road.

##### 1. Situation Analysis

In Thailand, some palaces were abandoned, and there are only few palaces that Thais can see the attractive building like these, so this is the main point that makes the author interested.

Along Phra Arthit Road, we can see much architecture that reflects the image of lifestyle in the early Rattanakosin Period. Bann Chao Phraya is one of that, which still shows the beautiful architecture that was influenced by the western culture in the period of the earlier of Rattakosin period, King Rama IV.



At the present, Bann Chao Phraya is used as the art and culture center. But still the interior design has to be improved and it has to be appropriated with the consent of the new occupant, Manager Newspaper Company. From outside features, there are many things that can be developed for the next step.

## 2. Key issues

In the Past, Bann Chao Phraya was closed to the public. It is the private residence, as one has to ask for permission in order to gain access inside the building or taking internal photographs. When looking at the elevation of the façade of the building, the Phra Arthit Road. It reflects the atmosphere from King Rama IV and King Rama V era and it convinced the author to propose and develop Bann Chao Phraya being interpretation center. Manager Media Group is the present occupant of this palace at the present. They also have the same idea to develop this palace to be art and culture center. This issue is one of the strategic plans as well as these other issues:

1. The appropriation of site.
2. Development of the site to be interpretation center.
3. Linking between the site and cultural landscape.

## **The visitors or heritage experience**

### **The vision for heritage interpretation**

To make a site as interpretation center that every generation can sense the ambiance of the authentic past of Bann Chao Phraya's cultural landscape and contemporary age.

### **Mission statement for the site**

1. Make the visitors understand the cultural landscape of the site.

2. Make the tourists see and understand the meanings of western style architecture in the period of King Rama IV and King Rama V.
3. Let the people see the outstanding point of the site and compare the different from the others.
4. Make the people understand the community by the site

### **Key themes of the interpretation program**

Return to the authentic past of Phra Arthit Road

### **The operating environment**

#### **The corporate context**

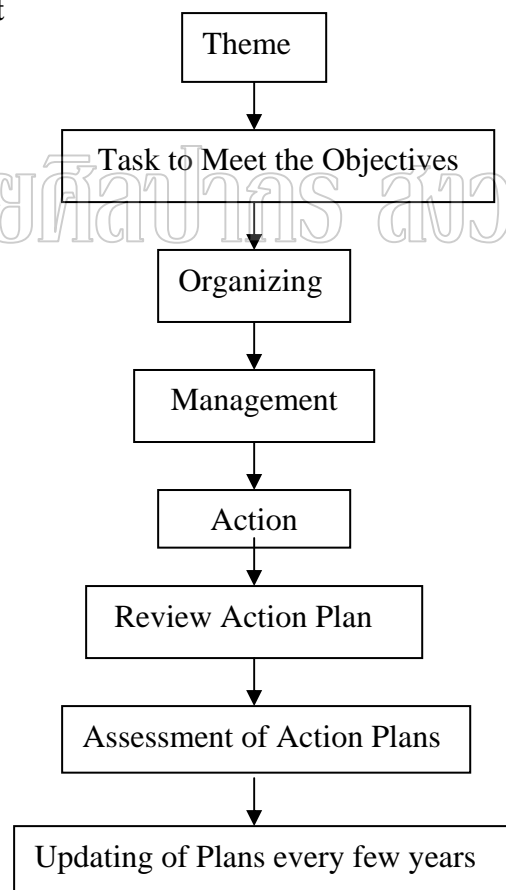


Diagram 1 Action Plan Process

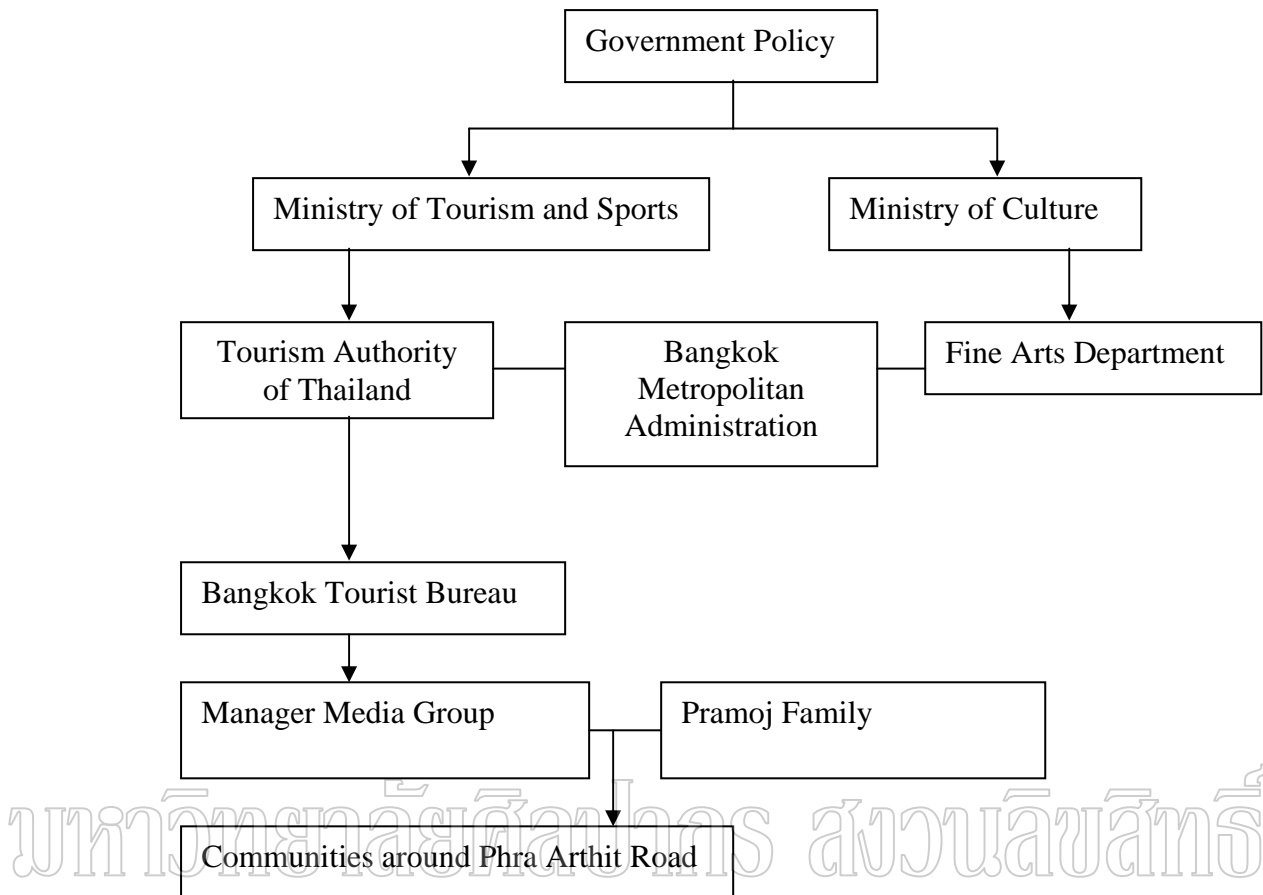


Diagram 2 Stakeholders of Bann Chao Phraya

### Identification of the interpretation issues

Question 1: The management issues of the resources/attraction that impinge on interpretation

Answer: The management plan of Phra Arthit road is under the master plan of Rattanakosin Island's conserving and development.

Question 2: The visitor management issues of the site

Answer: This step will manage by Manager Media Group, the present occupant. They would like to develop Bann Chao Phraya to be art and culture center. But the visitor management is not suitable. Because the former site plan has the role as a royal residence. Later, it was developed to be the manager media group office.

Question 3: The funding/staff allocation

Answer: This argument is the problem of the site as we can contribute the revenue of the site to the community. It did not have the clearly measurement that we can find the allocation of the income of the site. The good management planning can solve this by the interpretation plan that will show in the next step.

Question 4: Do the staffs have appropriate training/skills/educational qualifications?

Answer: The staffs have appropriate training but insufficient in numbers when facing with the influx of the tourists that will be visit the site.

Question 5: Internal issues

Answer: The problems occur when the site had activities, as it requires open space for art and culture festival.

## **Target Audiences**

For interpretative planners these findings provide considerable encouragement, in that many first-time visitors will be receptive to interpretive messages. For the cluster group analyses of individual items according to previous visit history. (The Journal of tourism studies vol.9, no.2, and dec.98)

### **Visitors' surveys**

Students

Group visiting

By bus: 2 buses (60 persons: 1 bus) = 120 persons

(Sources from officer of Thailand cultural center)

Tourists

By bus: 2 buses (60 persons: 1 bus) = 120 persons

By boat: 1 boat (50 persons: 1 boat) = 50 persons

(Information from guides)

Maximum tourists per day:  $120 + 120 + 50 = 290$  persons

About 300 persons

### **Characteristics of the current and future market**

#### 1. Demographic characteristics

1.1 Age

1.2 Gender

1.3 Education

1.4 Level origin

#### 2. Psychographic characteristics

2.1 Motivation

2.2 Levels of interest

2.3 Attitudes and benefits

### **Characteristics of the Current and Future Market**

Current market

There are many foreigners that are interested with Thailand, especially in Bangkok around Rattanakosin Island, as it is the ancient area and have many tourists attraction, and Bangkok Tourist Bureau has already used tramcar as the transportations of the

tourists within this site too. The situation of current market is neutral but has to develop further to strengthen for the future market for building the strengths.

Future market

In the future, this site can grow more than the present; by way of analyze the visitors' characteristics. It is depends on:

1. Demand variable
2. Income
3. Own price
4. Substitute prices
5. Dummy variables
6. Trend
7. Promotional activity
8. Lagged dependent variable

(Stephane F.Witt- Michael Z.Brooke- Peter J.Buckley 1995: 85)

Once the demands of the tourists could be estimated, they could be used to enhance the future market of the site.

### **The Interpretation Plan**

Development of the program

#### 1. Content

##### 1.1 Concepts and Themes

To make the site as interpretation center in the concept of 'Return to the authentic past of Phra Arthit.

## 1.2 Key messages

With its unique location next to the Chao Phraya River and its Bann Chao Phraya place on Phra Arthit Road. In the former time, the delighted age of royal residences area, which is the exceptional point of the site. This is the best opportunity to interpret this site to the public. More than this, the purpose of this research project tries to link the community to participate with the site too.

## 1.3 Editorial control over the content

The strategic plan can be controlled by many organizations though particularly in part of government tourism's policy and local communities.

## 1.4 Ownership or copyright issues to be resolved

### 1.4.1 Tourist authority of Thailand

### 1.4.2 Ministry of culture

### 1.4.3 Ministry of tourism and sports

### 1.4.4 Bangkok tourist bureau

### 1.4.5 Manager media group

### 1.4.6 Pramoj family

## 2. Structuring the content

### 2.1 Links between the content and the site

The site was the royal residence and later developed to be the art and culture center by Manager Media Group, which rent the land from Pramoj Family. So, the possibilities to fill in the place to be the interpretation can be done as the objective of land's owner is in the same way of site's content.

## 2.2 Interests, background of the audience

### Separation group of tourists

2.2.1 Socialisers – who mainly want to do something with friends.

2.2.2 Sightseers – who mainly want to see scenery.

2.3.3 Explorers – who mainly want explore new thing.

## 2.3 Interests of site managers & stakeholders

Art and culture center

## 2.4 Interests of the interpretation team

Interpretation center

## 3. Communication techniques

3.1 The best techniques that serve with the content and the content issues

3.1.1 Brochures

3.1.2 Signs

3.1.3 Posters

3.1.4 Displays of objects

3.1.5 Audio-visual presentations

3.1.6 Tram car tours

## 3.2 Trends in the use of particular techniques and media

In this modern time, the technologies play the important role in the tourism market so it is quite easy to make the tourist understand the authentic of the site by employing one of those technologies. The



multimedia screen is one of the popular mean as the audiences can interact with the screen showing the picture, sound and light at the same time.

The touching of authentic ambiance is the popular trend in Thailand and other countries too. Especially, the government promotes the project of ‘One Tambon One Product’ that can link the theme of authentic of Thai lifestyle.

#### 4. Design and integrated visitor experience

##### 4.1 Types of experience

The visitors can experience of the ambiance of the authentic past of Phra Arthit road by using Bann Chao Phraya to interpret.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธ์  
 Access  
 Phra Arthit road

Chao Phraya River: Phra Arthit Pier, Banglumpoo Pier

Small lane from Khaosan Road

Banglumpoo canal

Waterfront path along Phra Arthit Road

Duration

1-Day trip

##### 4.2 Internal Activities

4.2.1 Showing arts from community artists around Phra Arthit road

4.2.2 Showing Thai music from Bann Duriya Praneet

4.2.3 Auction art painting

4.2.4 Youth painting challenge

4.2.5 Meeting and training in art, music, movie and architecture

4.2.6 Handmade books, arts handicrafts, arts appliances, and gifts fair

4.2.7 Showing designing architecture ‘Bann Chao Phraya’ challenges

#### 4.3 External activities

##### 4.3.1 Tramcar trip along Phra Arthit Road

This trip can be organized by participating with Bangkok Tourist Bureau as it has already existed but the present route do not include the past history to touch the idea of Royal Residences along Phra Arthit Road.

Which target audiences:

Thais

Foreigners

#### 4.4 Target messages

To facilitate the appreciation of the visitors (both of Thais and foreigners) by using above techniques. Mainly, the planned year round activities that will occur all the year will attract the tourists to

participate the concept of the site “the authentic past of Phra Arthit road”.

#### 4.5 Linking content with communication techniques

4.5.1 Show the interpretation panel in front of every royal residence.

4.5.2 Try to make connection between ‘Bann Chao Phraya’ with other site around its cultural landscape, for an example: when Phra Arthit Road was used as Walking Street organized by the Tourism Authority of Thailand. (From private interview with an officer of the B.T.B., B.M.A.: there was no co-operation on notification of the “walking street festivals” from the TAT to the B.M.A. this relationship has to be improved in the future.

= Short term programs

Main activity:

Everyday	05.00-05.30	Taigek
Every Monday, Wednesday, Friday	18.00-19.00	aerobic
Every Tuesday, Thursday	18.00-19.00	yoga

## 4.6 1-day trip short term programs

Short Term Program			
Activities in 1 month			
1	2	3	4
Sun.	Sun.	Sun.	Sat.
Thai Music	Thai Handicrafts	Contemporary Arts	Classical music in the morning
			Contemporary music in the evening
			Sun.
			OTOP Products
			Activities family

Diagram 3 Short Term Program Activities

## 4.7 Environmental impact

4.7.1 The acceptance of the stakeholders

4.7.2 The conservative groups manifest the contemporary theme.

4.7.3 End of contract between Manager Media Group and Promoj

Family

## 5. Marketing strategy for the proposed interpretation program

Attractive foreigners and Thais to this center.

## 6. Administrative structure to organize and run the programme

1. President
2. Secretary
3. Vice president
4. Administrative manager
  - 4.1 Activities manager
  - 4.2 Internal service manager
  - 4.3 Public service manager
  - 4.4 Security manager

## **Implementation of the Program**

Proposal for yearly plan activities at the site

The example of year plan 2004

January

24-11 January 2004

Bangkok Count down

Activity: show fireworks to countdown to New Year 2005, Walking Street on Phra

Arthit Road

Area: Santichaiprakan Park, Phra Arthit Road

10 January 2004

Children Day

Activity: Painting Contest at Bann Chao Phraya

The Longest Canvas Painting along Phra Arthit Road

Showing handmade gifts from handicap youth at Unisef.

16 January 2004

Teacher Day

Activity: Handmade Card for teachers Competition at Bann Chao Phraya

Setting Pedestal for teacher Competition at Santichaiprakan Park

February

6-8 February 2004 OTOP Fair (One Tambon One Product Fair)

Activity: Showing Top Ten Products at Bann Chao Phraya, Show How to make each product at Santichaiprakan Park, divided zone product in each region; the tourists can participate in how to do the product in each royal residences.

March

5-7 March 2004 Music Festival

Music Contest at Santichaiprakan Park

Show music band at Bann Chao Phraya

Show Individual musicians along Phra Arthit Road

Musical Seminar at Bann Phra Arthit

April

10-15 April 2004

Grand Songkran Festival

Songkran, the traditional Thai New Year celebrations, take place during April 13 - 15. Across the country, it's a time for laughter and entertainment ... for religious ceremonies and merit making ... for families and friends.

A spirit of good-natured fun permeates the holiday season. Songkran embodies the essential caring and unity at the core of Thai society - enduring qualities that make Thailand truly amazing. (www.tat.or.th)

May-June

27 May - 2 June 2004



Figure 28 Visakha Bucha Day

Visakha Bucha Festival

Activity: Setting Altar Competition at Santichaiprakan Park

Making Floating Lamp Challenge at Buddhist Association

History of Visakha Bucha Exhibition on Phra Arthit Road

July

Activity: Thai Fruits Festival

at Santichaiprakan Park

August

12 August 2004 Mother Day

Activity: Competition of making the necklaces of flowers to mothers at Santichaiprakan Park

## September

25-26 September 2004 Thai Food and Dessert Festival along Phra Arthit Road

## October

22-24 October 2004 Photo Exhibition “Time to remember, King Rama IV, V” at  
Bann Chao Phraya

## November

24-28 November 2004

Chong Prien Loy Koam Ceremony

This ceremony is influenced and adapted from Tivali festival. It is called ‘Phra Prateep Ceremony’ in Thailand. In Brahma, people worship Brahma, Isuan and Narai. Thais adapt this belief with vernacular faith, and it became this ceremony.

## December

10 December 2004

Activity: Political Seminar, Democracy Exhibition at Department of Military News.

Management of Activity

Time: 18.00-24.00 hrs. For walking street

Corporation with Chana Songkram police station for management traffic

Maintenance program for Conservation Phra Arthit Road and buildings along Phra Arthit Road



### 1. Planning conservation project – long term

Stage 1: Develop Conservation diagnoses and identify problems and the actions necessary to correct them.

Stage 2: Develop and implement intervention projects.

Stage 3: Develop a maintenance plan as a tool to manage the risk of further deterioration, guided by actions listed in the previous stage.

Stage 4: Train maintenance staff, and share results with other interested institutions.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

SCHEDULE OF CONSERVATION PROJECT							
MAINTENANCE PROGRAM							
	HOW OFTEN			INITIAL INSPECTION			
	1 YEAR	5 YEARS	10 YEARS	IMMEDIATELY	URGENTLY	NECESSARILY	OBSERVATION
1. FOUNDATIONS		#					
2. WALLS	#						
3. WINDOWS	#						
4. DOORS		#					
5. FLOORS	#						
6. INTERNAL SURFACES	#						
7. FLUES & FIREPLACES	#						
8. ROOF STRUCTURE			#				
9. ROOF COVERING		#					
10. RAINWATER DISPOSAL		#					
11. SOIL DRAINAGE			#				
12. PLUMBING INSTALLATION		#					
13. ELECTRICAL INSTALLATION		#					
14. FITTINGS		#					
15. BOUNDARIES			#				
16. FIRE PREVENTION	#						

### The Example of Interpretation Center

Design of Mr.Montree Sombatvichatorn, student in 5<sup>th</sup> year, Faculty of Architecture, Silpakorn University, 2<sup>nd</sup> prize of Bann Chao Phraya: art and culture center”, managed by company of Thaiday.com on 28<sup>th</sup> November, 2003

### Analysis for Support Changing

1. Adapt wall and car parking around Bann Chao Phraya to be open space for activities. This area can connect to Santichaiprakan Park for do variety of movements.

Issue:

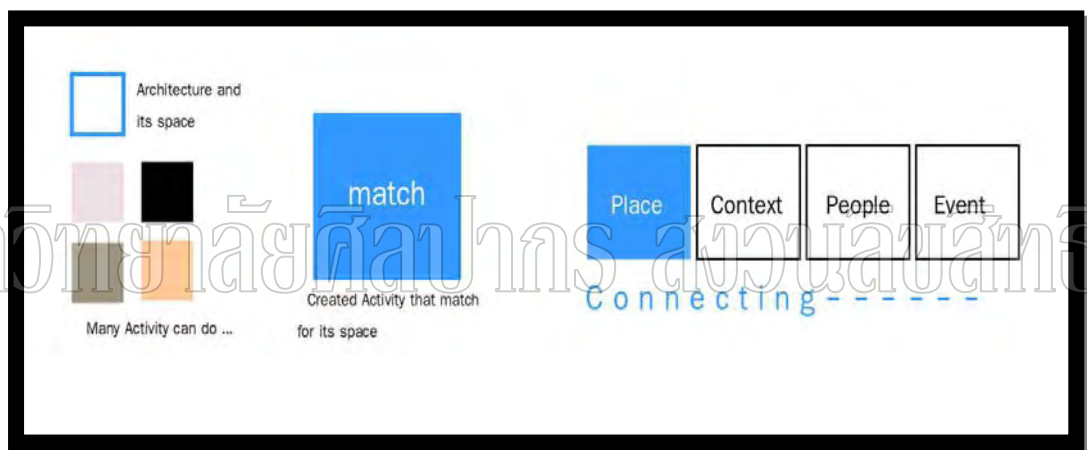
This composition will fulfill the significance of Bann Chao Phraya. Because we can see clear the historical evidences

Diversity of art and cultural activity will reflect the image of community around Phra Arthit Road.

2. New approachable: beside side elevations to Phra Sumeru Fortress

3. Describing the significance of architectural Heritage through the layers of time.

### Concept



Revelation

The conservation and development interest only architecture but not consider about space. We should remind the identity of space and site's relationship.

“Reveal it, Lets the place make itself space and activity.”

Security Management

Guard officer will protect in each entrance. Bann Chao Phraya is the private land so it already has security management for the site.



## Analysis for support Changing

1 การปรับเปลี่ยนกำแพงและลานจอดรถบริเวณโดยรอบอาคารให้เป็นลานกิจกรรมแห่งใหม่ที่ต้องเนืองกับสวนสันติชัยปราการ

- 1) หากรวมเป็นส่วนหนึ่งกับบ่อมพระสมุทรและสวนสันติชัยปราการจะเป็นการเชื่อมต่อบริบทให้มาsupportโครงการ
- 2) กิจกรรมที่เกิดขึ้นจะมีความต่อเนื่องกันด้วย ซึ่งจะทำให้กิจกรรมได้หลากหลายมากขึ้นที่สำคัญ

องค์ประกอบในองค์กรที่เกิดขึ้นใหม่ทำให้การอนุรักษ์และพัฒนา "บ้านเจ้าพระยา" ได้เพิ่มส่วนที่ขาดหายไป ด้วยการเปิดเผยแพร่รอยทางประวัติศาสตร์ผ่านสถาปัตยกรรมและให้กิจกรรมการใช้สอยในด้านศิลปวัฒนธรรมและการเรียนรู้แสดงตัวต่อชุมชนอย่างชัดเจน นอกเหนือไปจากกลุ่มกิจกรรมต่างๆในสวนสันติชัยปราการ

2 การวางApproachอาคารใหม่ให้เข้าทางด้านข้างซึ่งหันหน้าเข้าหาบ่อมพระสมุทร

- 1) เป็นapproachที่ดีที่สุดในการเชื่อมต่อบริบทและกิจกรรม ให้เกิดแกนที่แข็งแรง

3 การสื่อความหมายถึงวีรร้อยแห่งการเวลาผ่านชิ้นงานสถาปัตยกรรม

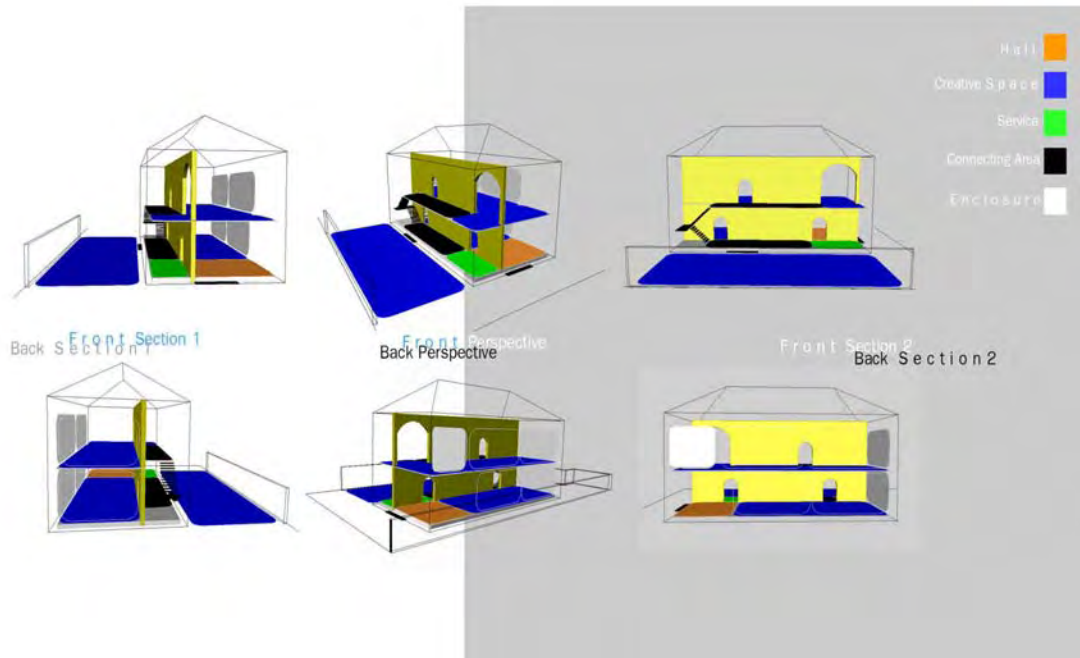
บ้านเจ้าพระยา ในปัจจุบันได้บูรณะใหม่โดยคงไว้ซึ่งลักษณะเด่นของสถาปัตยกรรมและการตกแต่งที่มีมาแต่เดิม แต่สิ่งที่ขาดหายไปอย่างเห็นได้ชัดก็คือ ร่องรอยของกาลเวลา ที่มาของความทรงจำ และเรื่องราวทางประวัติศาสตร์ การได้รับรู้ถึงวีรร้อยแห่งการเวลาที่ผ่านมานั้น ทำให้เราตระหนักในคุณค่าและสร้างให้เกิดจินตนาการบางอย่าง ที่สะกดเราให้อยู่กับอดีตได้อีกครั้งหนึ่ง ในระหว่าง อดีตกับ ปัจจุบัน



มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Figure 29.1 Analysis for supporting changing





มหาวิทยาลัยศิลปากร ส่วนศิลปกรรม  
Figure 29.3 Design of Bann Chao Phraya



## Evaluation

### 1. How the interpretation plan will be evaluated

1.1 All the stakeholders involved in the interpretation programme understand the rationale and the nature of the evaluation.

1.2 The evaluation involve measurable objectives/performance criteria:

1.2.1 The relevant material are to be collected

1.2.2 The results are balanced and reliable, treated and recommendations are made to be relevant, feasible, timely, and accommodate the interests of the stakeholders and the organization

### 2. Criteria for success

2.1 The policies, rationale, aims and objectives of the interpretation program are being met and are appropriate

2.2 Resources are optimally allocated and used within the program

2.3 The strategic plan retains relevance to both the organization and the market

2.4 The design, the production and the implementation of the program are appropriate for and satisfy the target audience.

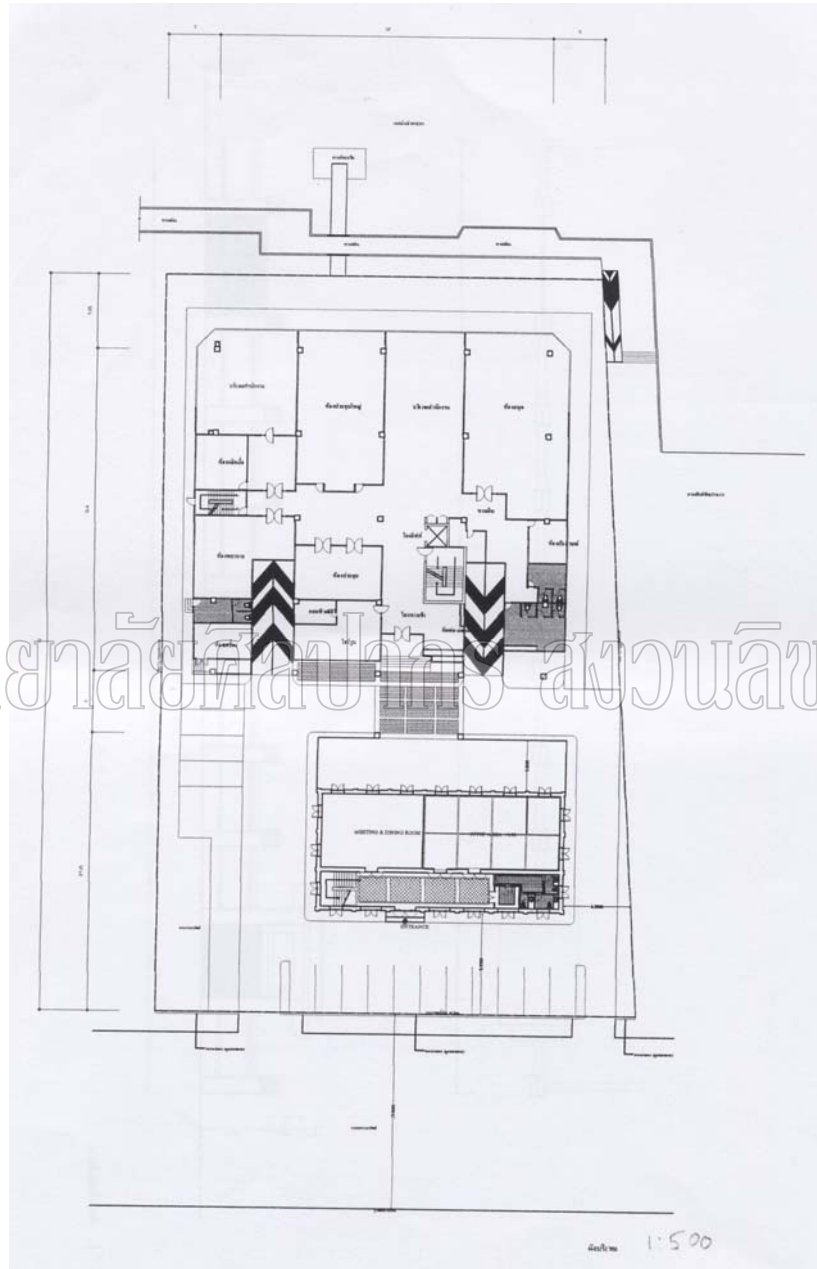


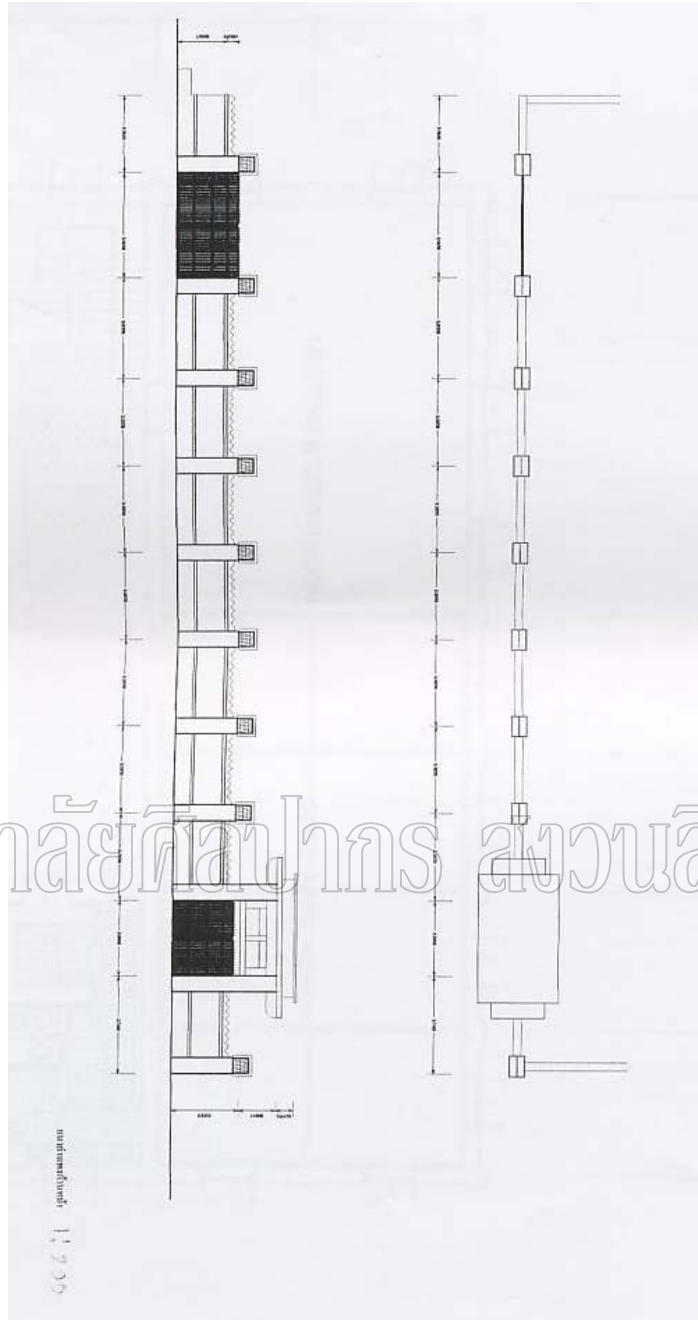
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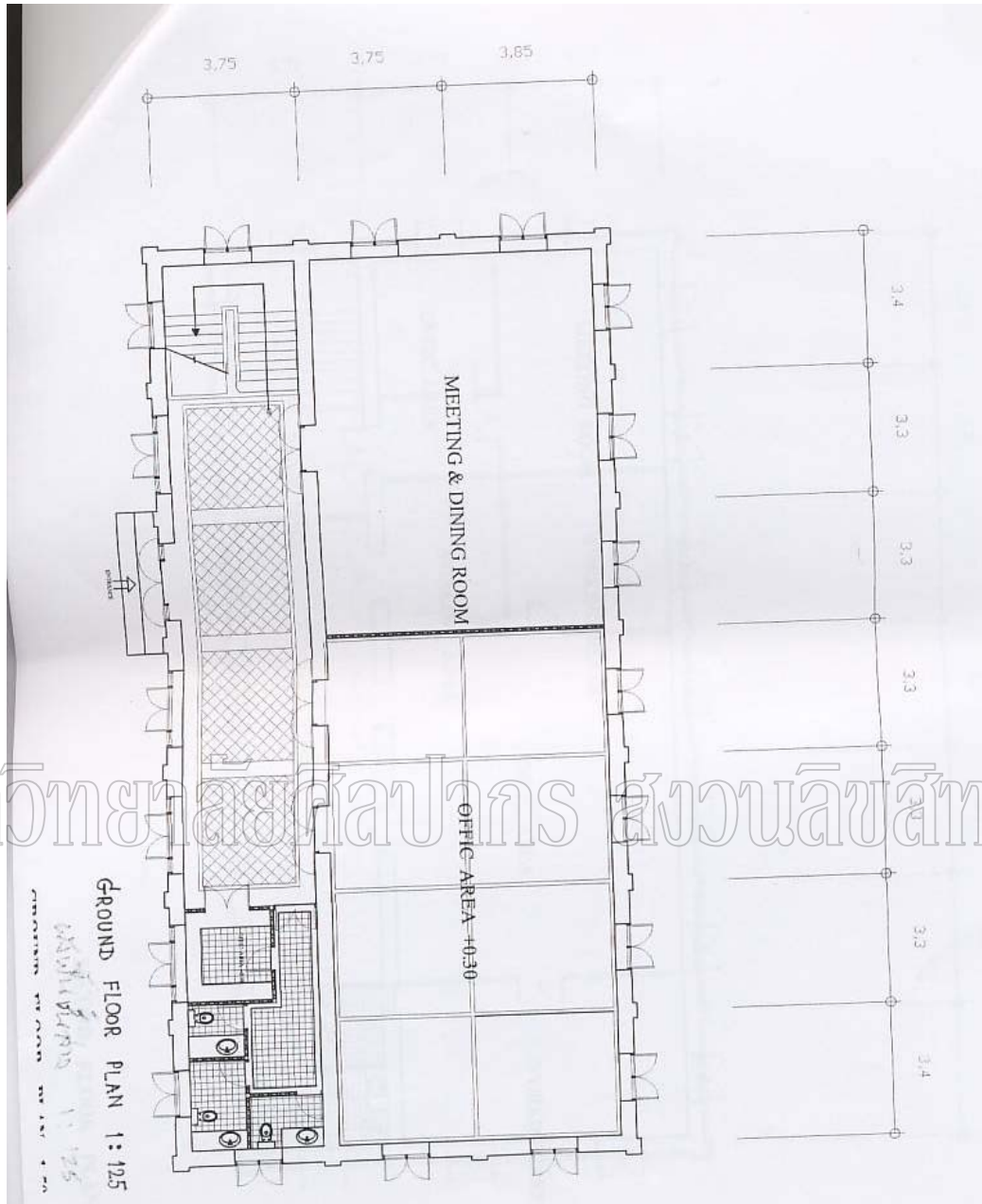
## Appendix

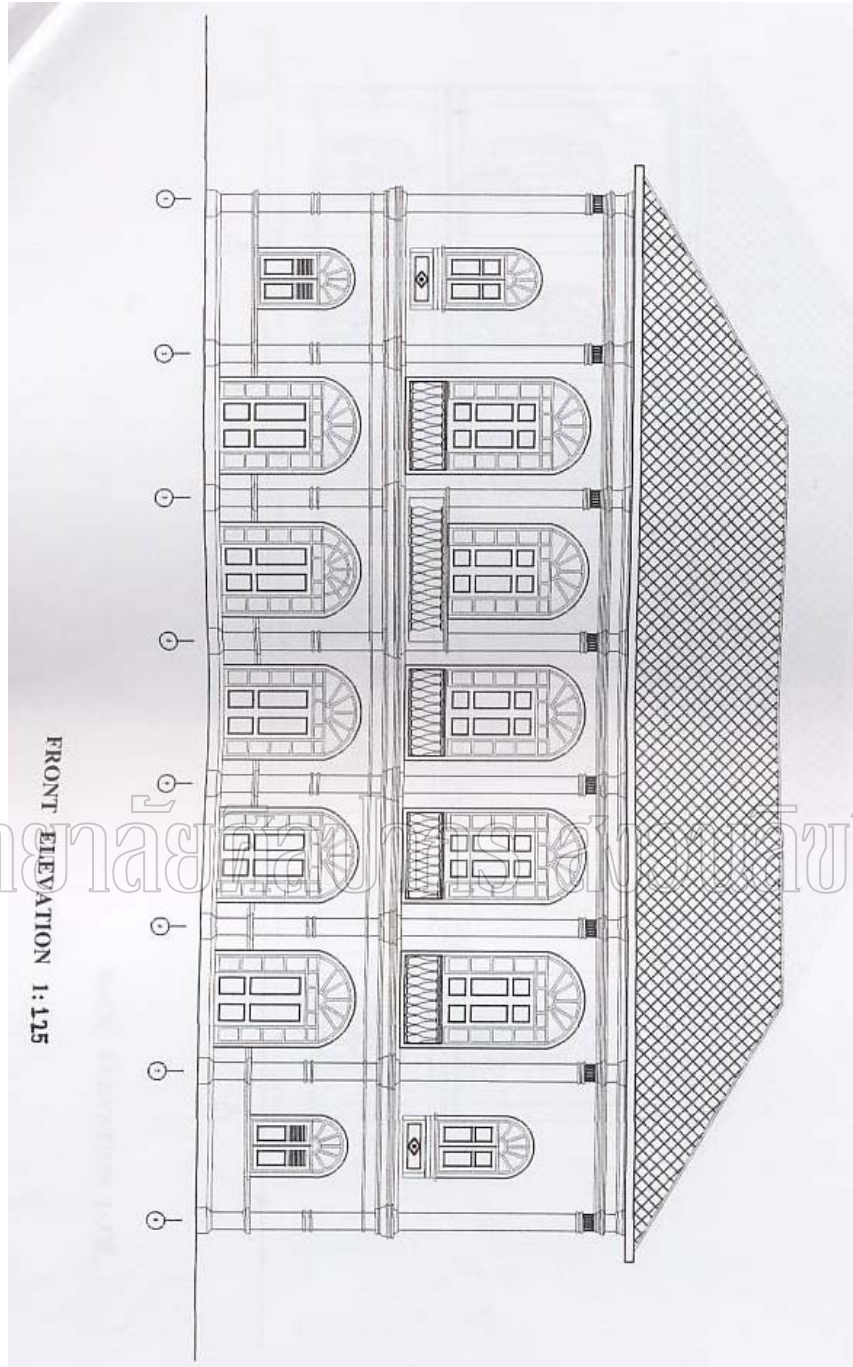
### Plan of Bann Chao Phraya



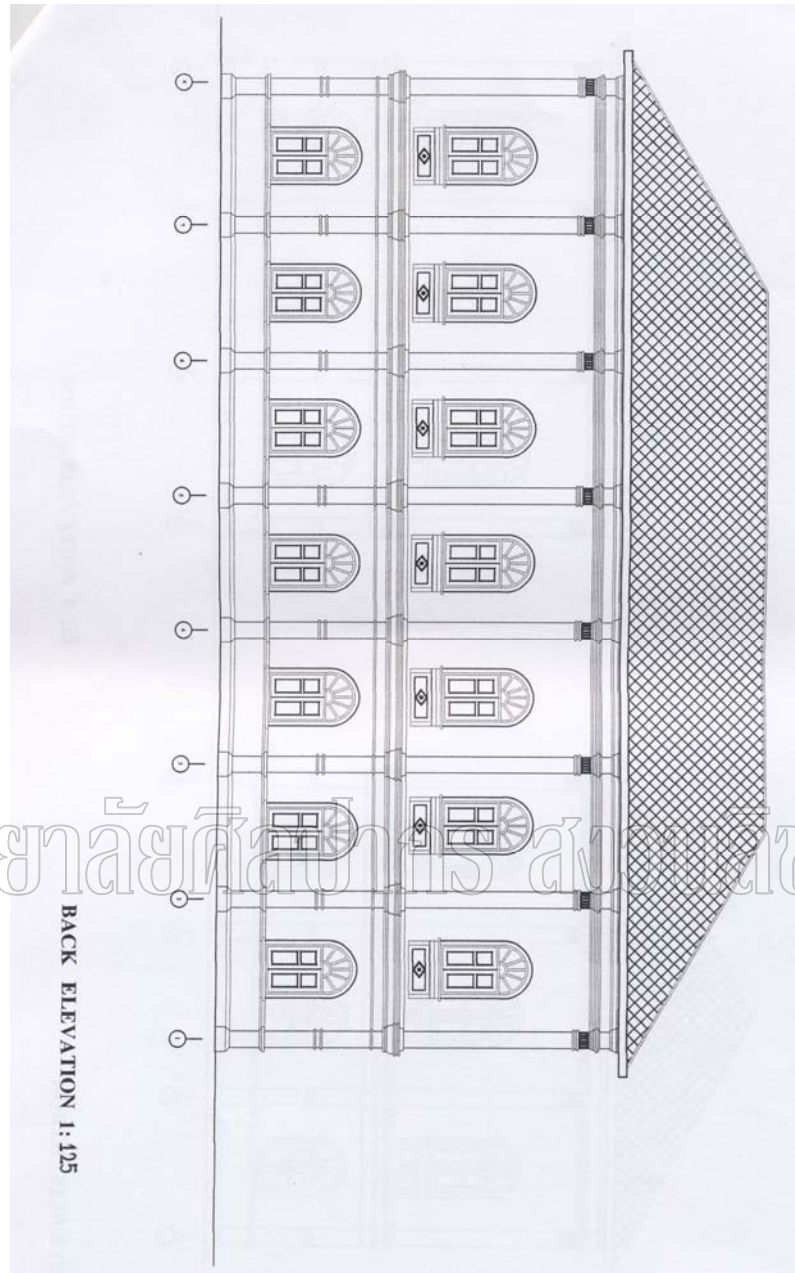


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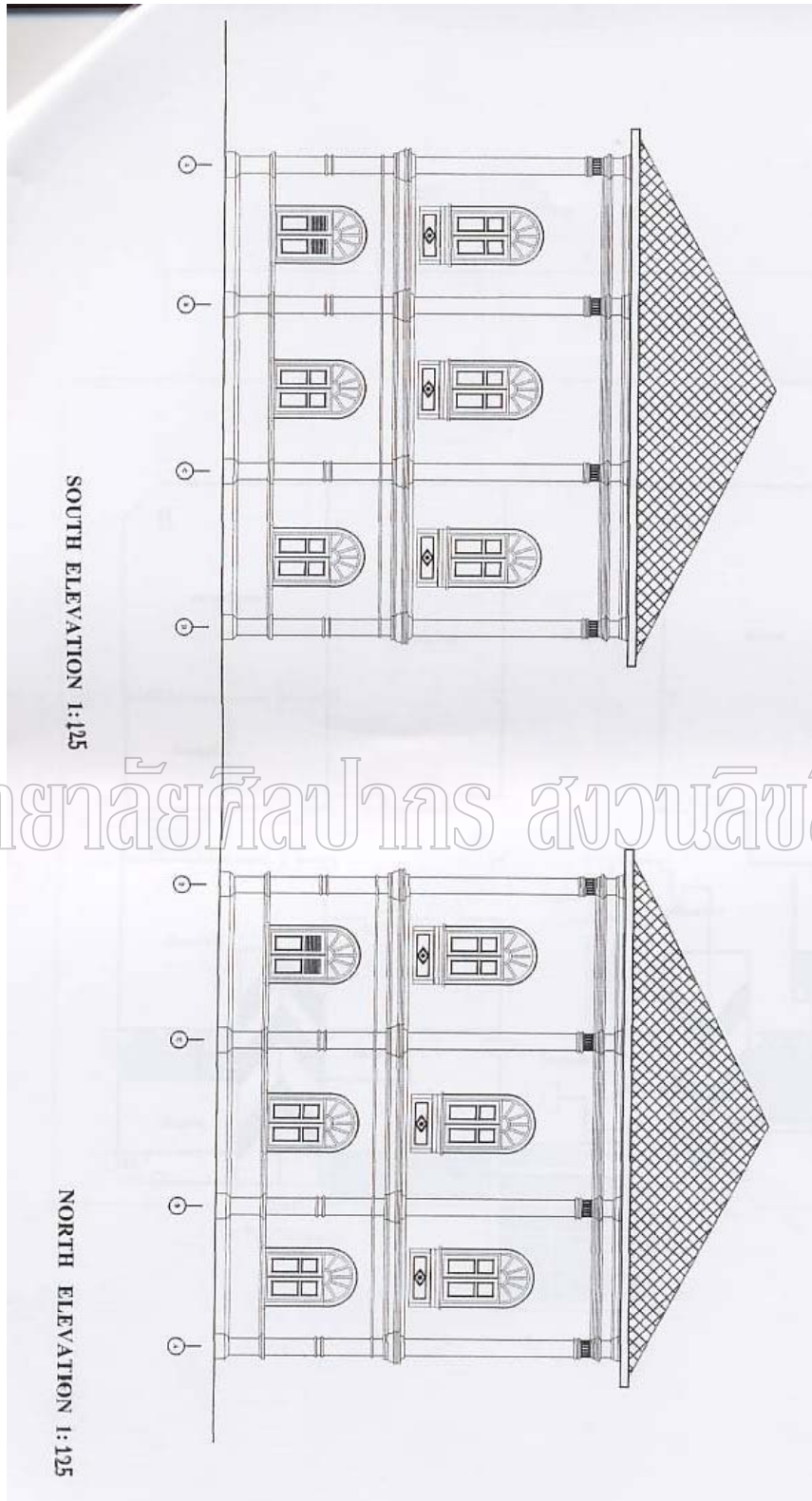
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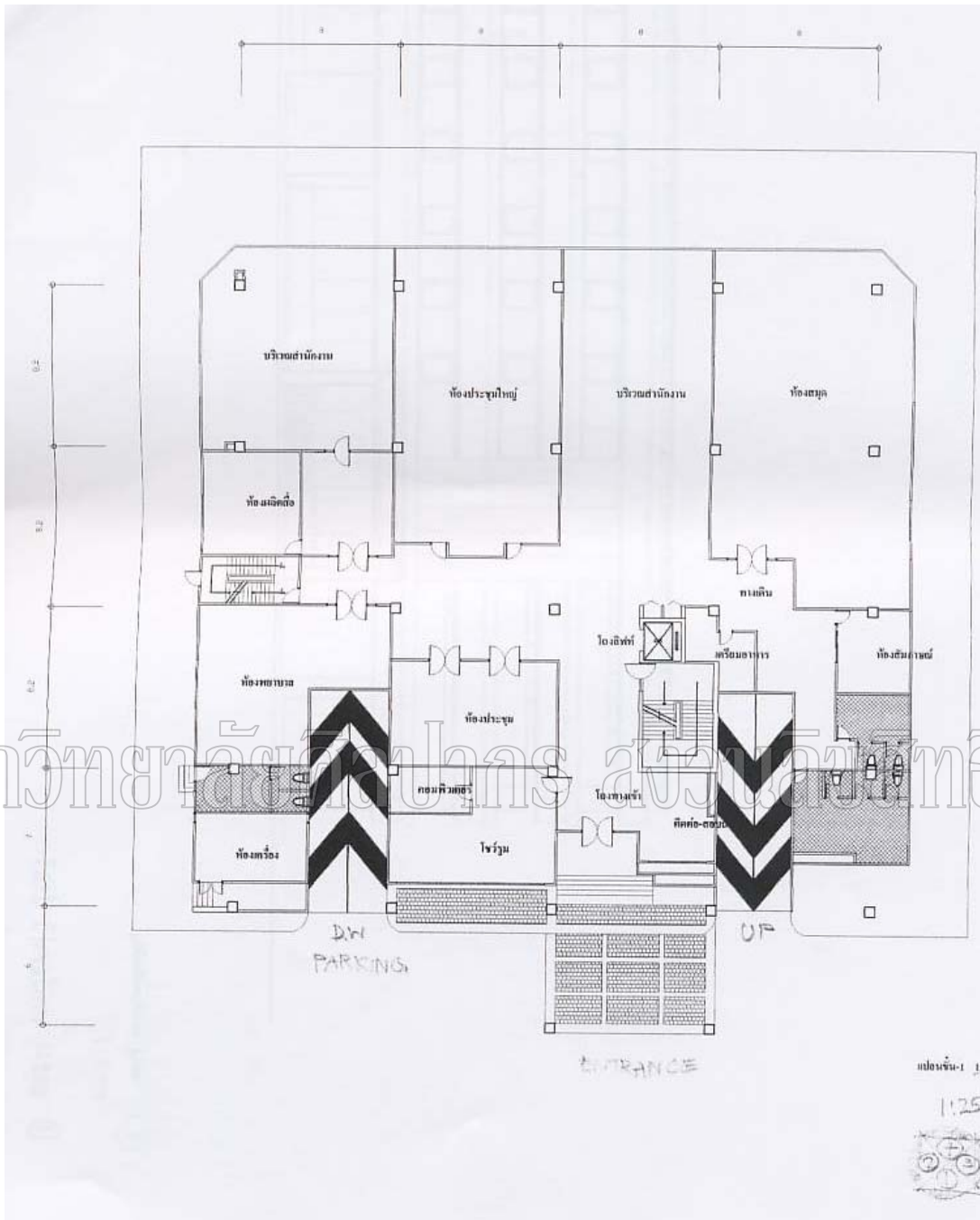
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BACK ELEVATION 1:125





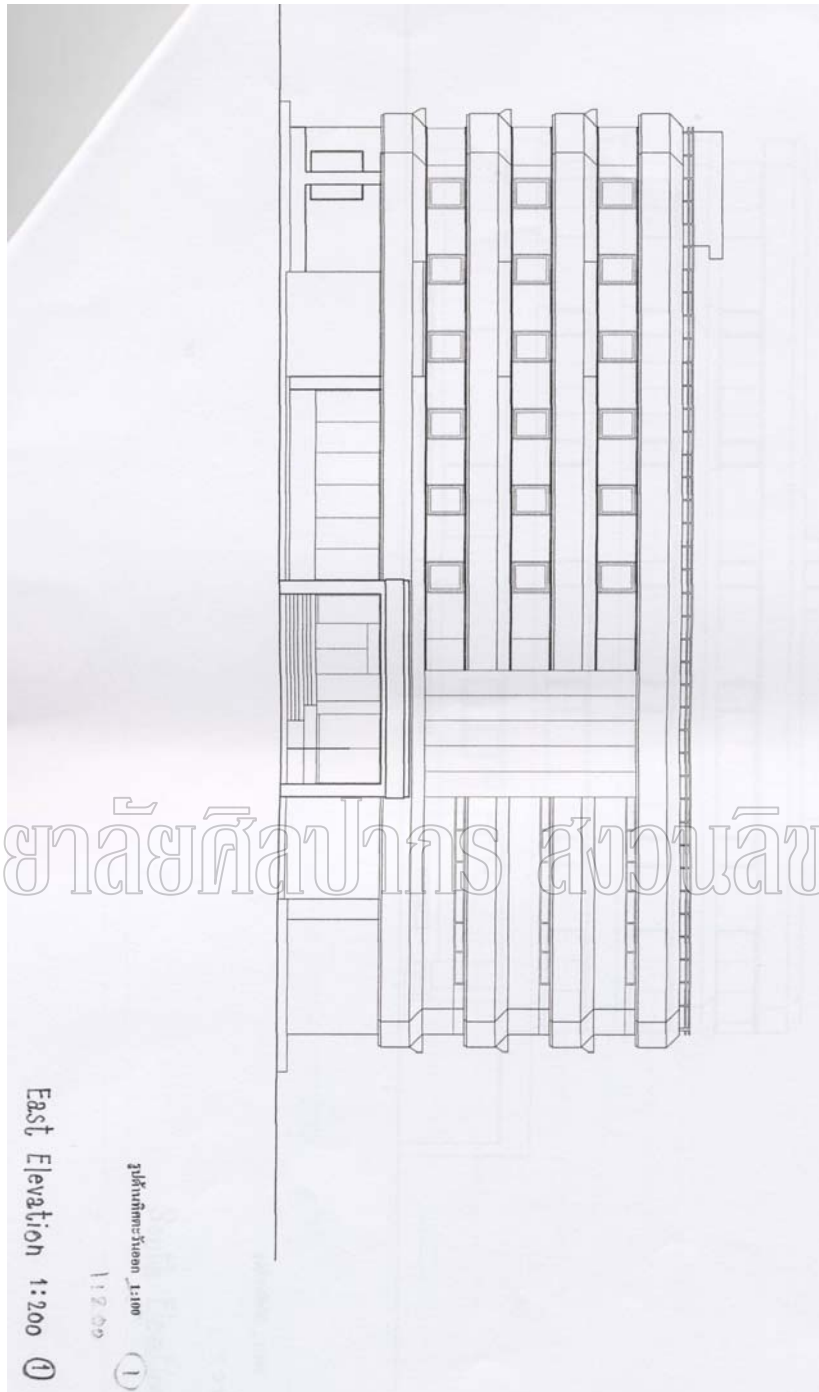
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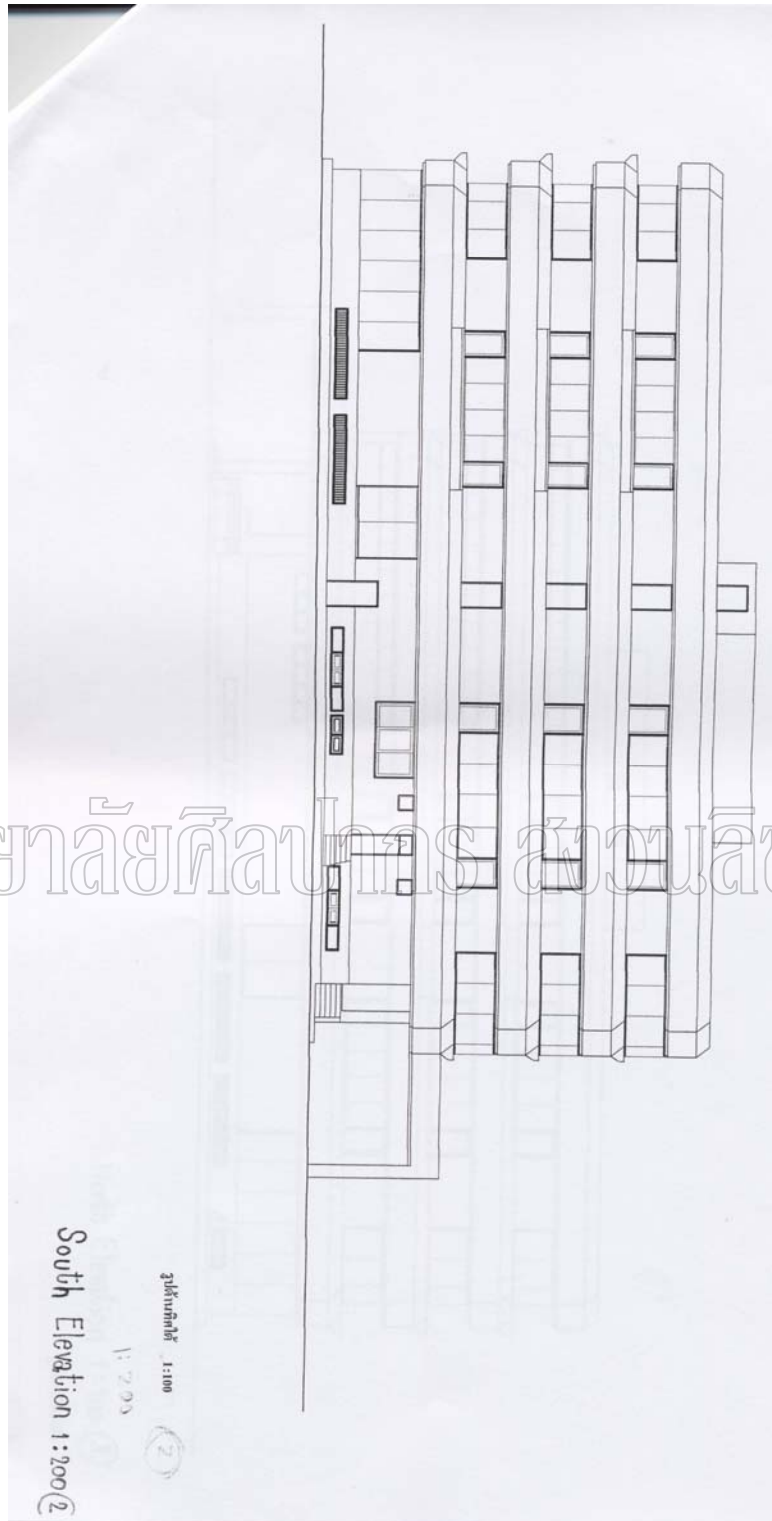
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หน้า 1  
11.25

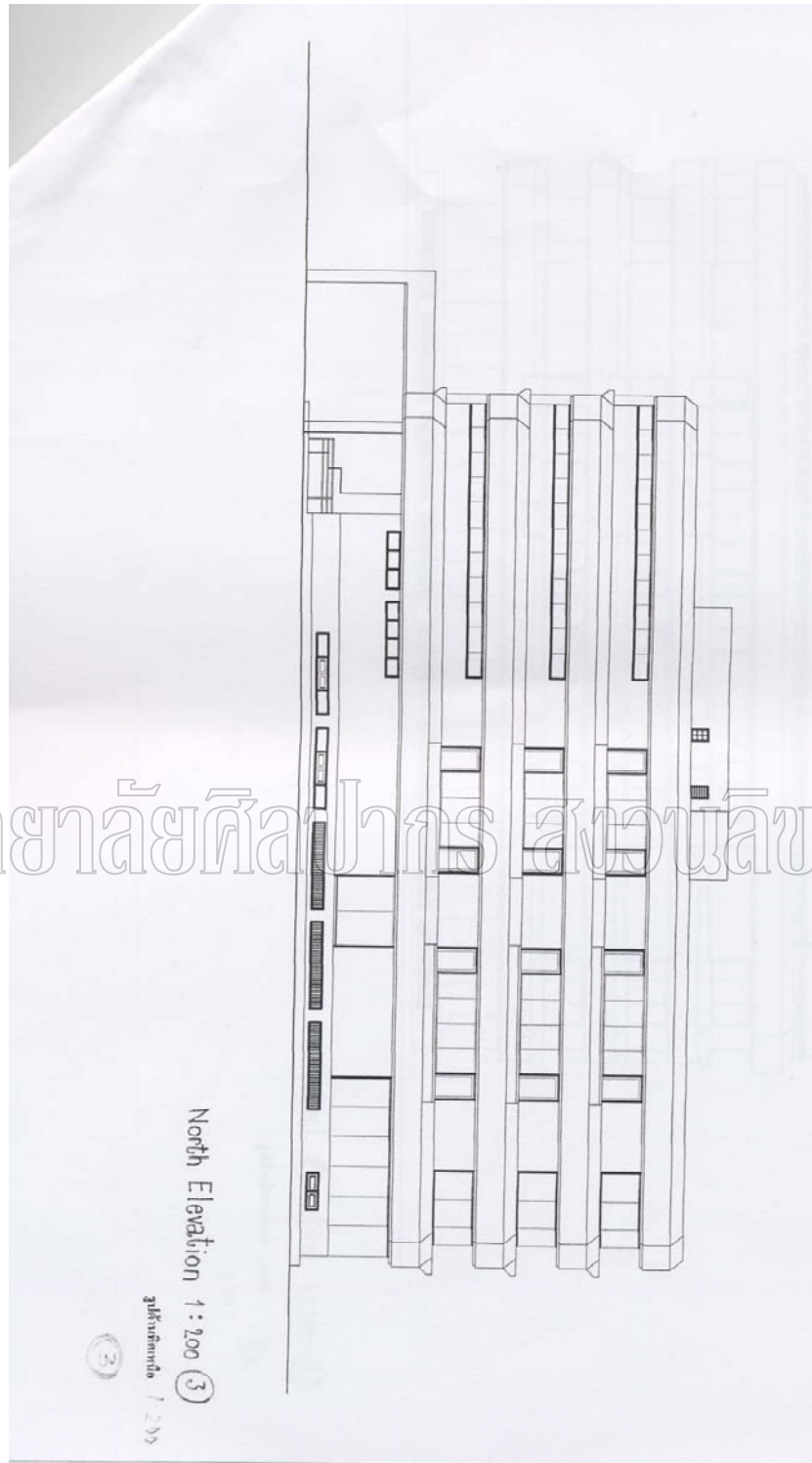




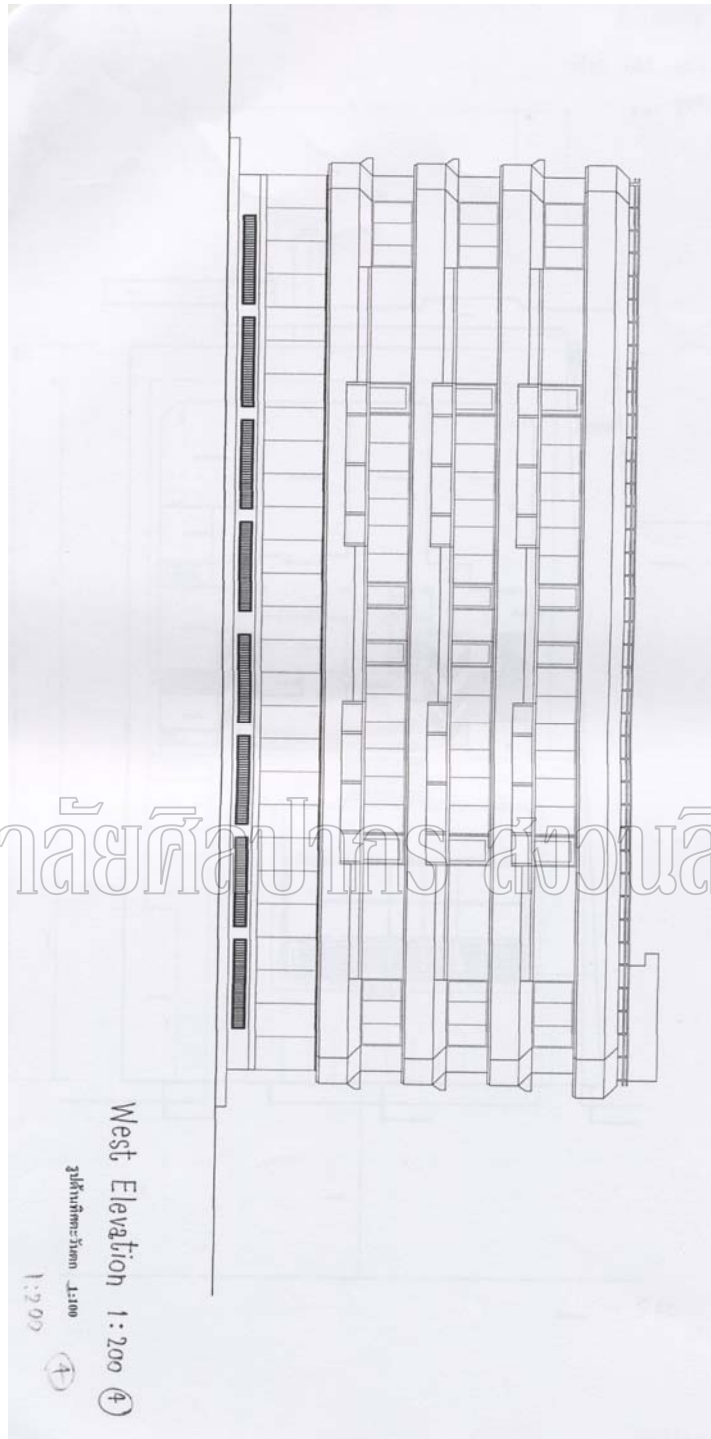
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มหาวิทยาลัยศิลปากร งามเลิศสิทธิ์



มหาวิทยาลัยศิลปากร สาขาพลศึกษา



มหาวิทยาลัยศิลปากร - ดงอนลิขสิทธิ์

## Autobiography

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Office	Citibank N.A. 82 North Sathorn Road, Silom, Bangrak, Bangkok, 10500 Tel.0 2232 2000
Education	
1998-2002	Bachelor of Arts, Major in French, Minor in Tourist Guides, Srinakharinwirot University
2003	Continuing study in Master Degree, Architectural Heritage Management and Tourism, Faculty of Architecture, Silpakorn University
Working Experience	
2000	Telemarketer, Hong Kong and Shanghai Banking Corporation
2001	Information Officer, Amarin Printing and Publishing Public Company
2001	Coordinator, Faculty of Senate, Srinakharinwirot University
2002-2004	Customer Relationship Representative, Citibank N.A.

มหาวิทยาลัยศรีนครินทรวิโรฒ