



大金行

大金行

金大興成錄 ทางทองปราชญ์

เล่น เสนอ ฉาย

สามนครินทร์

ทองใหญ่

No Right Turn

1W
166
02

AREA
OR
DEORANCE





ค้นหา ร่มเป็นเหมือนร่มที่คอยปกป้อง
องค์กรที่มี opportunities อยู่ภายใต้

REFINING THE SOUL

01 Roots and Ruins





01 Roots and Ruins

02 Refine not Rebuild



01 Roots and Ruins

02 Refine not Rebuild

03 Original Soul + New Standards





01

ROOTS & RUINS

EVOLUTION OF SHOPHOUSES



WATER-BASED

ROAD-BASED

MODERN ERA

THE VIBRANT MERCANTILE SOUL



THE VIBRANT MERCANTILE SOUL

ADAPTIVE
SYMBIOSIS

HUMAN-SCALE
INTERACTIVITIES

NIGHT-TIME
VITALITY



MICRO-ECONOMIC
ENGINE

LIVING-HERITAGE
TOURISM



ข้าวหมกไก่เลิศรส



ไม่ได้แต่อร่อย



THAI SIGNATURES





SHOPHOUSE 24/7

The background is a dark, layered collage. On the left, a traditional market scene is visible with a scale of justice, a bicycle, and various goods. On the right, a modern street food scene is shown with people eating at tables, a sign for 'SATAY STREET', and a city skyline in the background. The overall theme is the evolution of the 'shophouse' concept.

SHOPHOUSE TODAY?

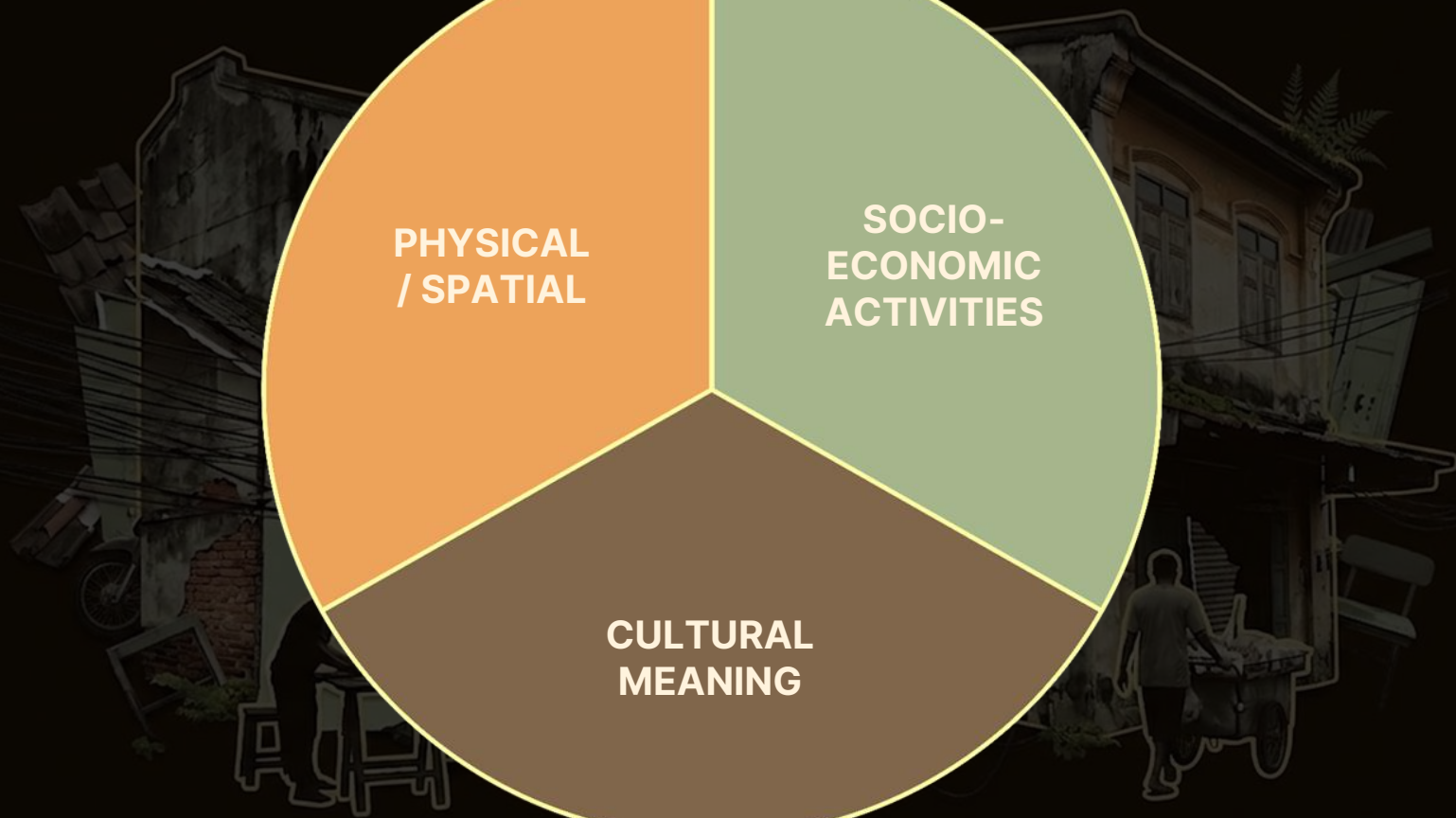
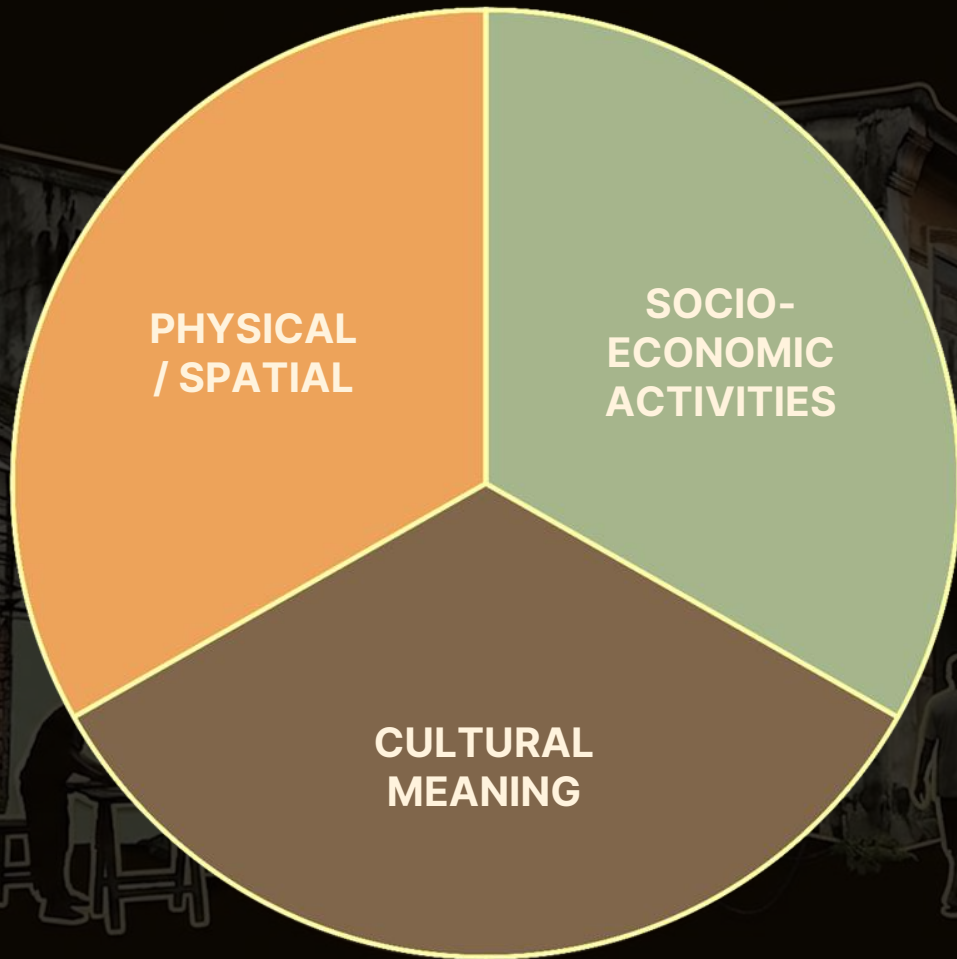


The image is a dark, stylized illustration of a narrow alleyway between old, weathered buildings. The buildings have peeling paint, exposed brick, and corrugated metal awnings. A person is sitting at a small table on the left, and another person is pushing a cart on the right. The scene is filled with tangled wires and debris, creating a sense of decay and neglect. The text 'THE SILENT DOWNFALL' is centered in the middle of the image in a white, sans-serif font.

THE SILENT
DOWNFALL



THE SOUL
OF SHOPHOUSE





**PHYSICAL
/ SPATIAL**

**SOCIO-
ECONOMIC
ACTIVITIES**

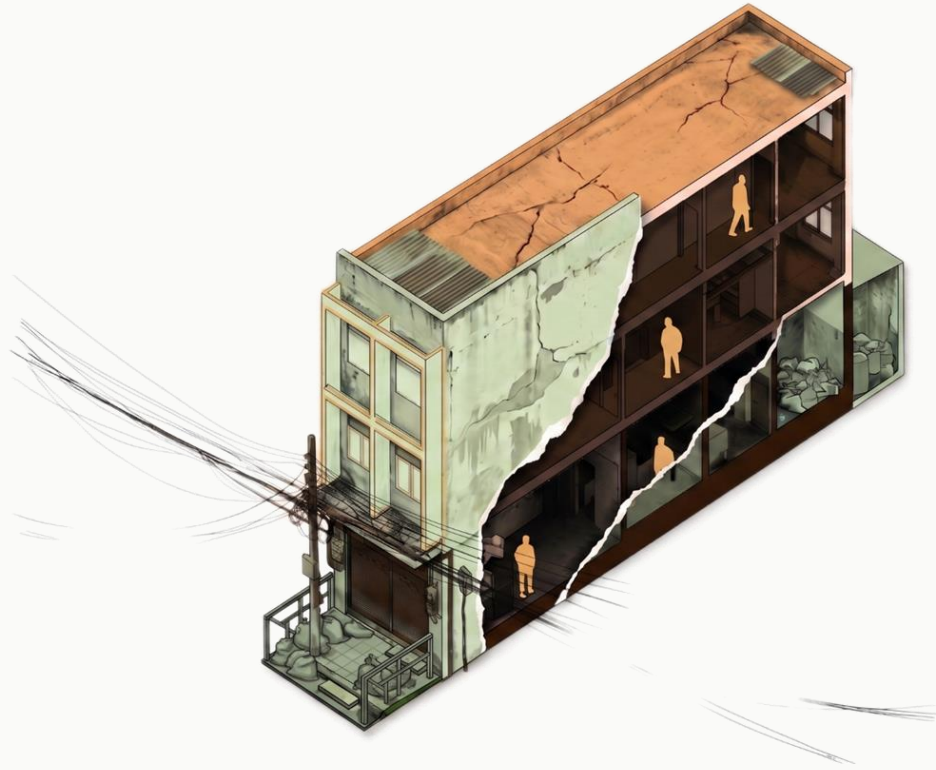
**CULTURAL
MEANING**



MULTISCALE PROBLEMS

MICRO SCALE

The Room



MICRO SCALE

The Room



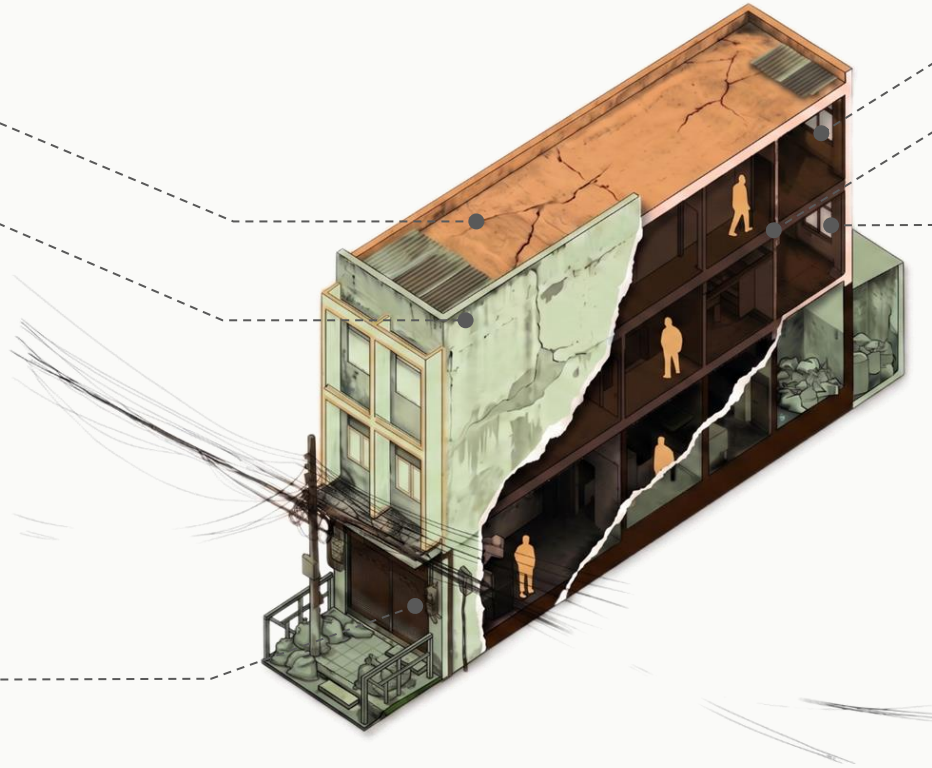
POOR CLIMATE
ADAPTABILITY



INACTIVE
FRONTAGE



ACCESSIBILITY
& LIFE SAFETY
CONSTRAINTS



COMPROMISED
VENTILATION/
DAYLIGHT



OUTDATED
LAYOUT



POOR THERMAL
/ ENERGY
PERFORMANCE

MICRO SCALE

The Room



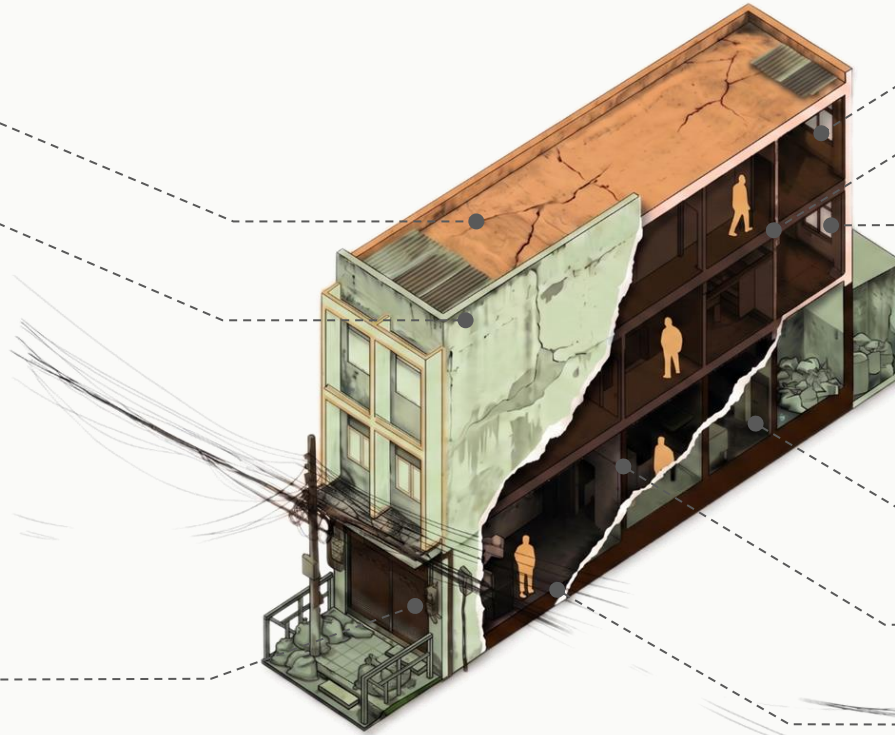
POOR CLIMATE
ADAPTABILITY



INACTIVE
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ACCESSIBILITY
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COMPROMISED
VENTILATION/
DAYLIGHT



OUTDATED
LAYOUT



POOR THERMAL
/ ENERGY
PERFORMANCE



INDOOR-
ORIENTED








IMAGE-BASED

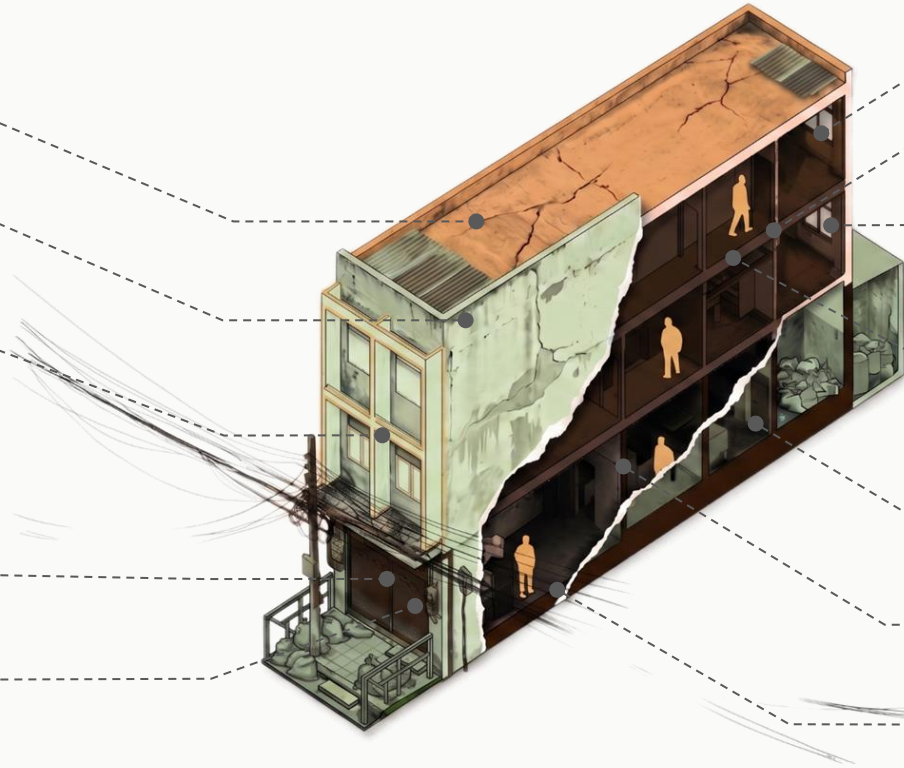


INCREASE OF
DIGITAL
CONSUMPTION

MICRO SCALE

The Room

-  POOR CLIMATE ADAPTABILITY
-  INACTIVE FRONTAGE
-  SUPERFICIAL PRESERVATION
-  INSTAGRAM-MABLE NOSTALGIA
-  ACCESSIBILITY & LIFE SAFETY CONSTRAINTS



-  COMPROMISED VENTILATION/ DAYLIGHT
-  OUTDATED LAYOUT
-  POOR THERMAL / ENERGY PERFORMANCE
-  LOSS OF LOCAL RESIDENTS
-  INDOOR-ORIENTED
-  IMAGE-BASED
-  INCREASE OF DIGITAL CONSUMPTION



From **Room**



From **Room** to **Row**

MESO SCALE

The Rows



MESO SCALE

The Rows



AGING
STRUCTURE



FIRE SAFETY
DEFICIENCIES

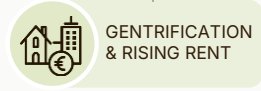
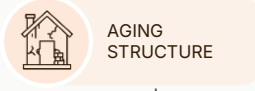


OUTDATED
UTILITIES



MESO SCALE

The Rows



MACRO SCALE

From Rows to Roads



MACRO SCALE

From Rows to Roads



MOBILITY &
ACCESSIBILITY



DEGRADED
URBAN
MICROCLIMATE



GLOBALIZED
COMMERCIAL
IDENTITY



DISPLACEMENT
OF LOCAL
BUSINESSES



LOSS OF
LOCAL
UNIQUENESS



GENERIC
RETAIL
IDENTITY



POOR PUBLIC
UTILITIES



TOURISM
MONOCULTURE



INTERNATION
-ALIZED
AESTHETICS

DESTINATION



DEADSTINATION



02

REFINE NOT REBUILD





DEADSTINATION

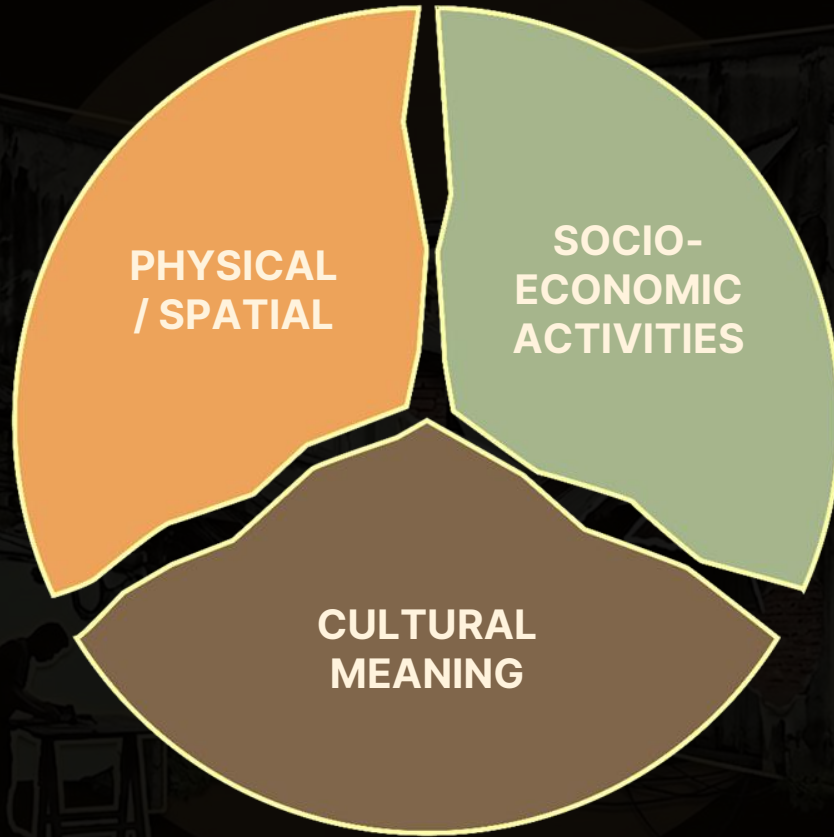
DESTINATION

WORLD CLASS DESTINATION

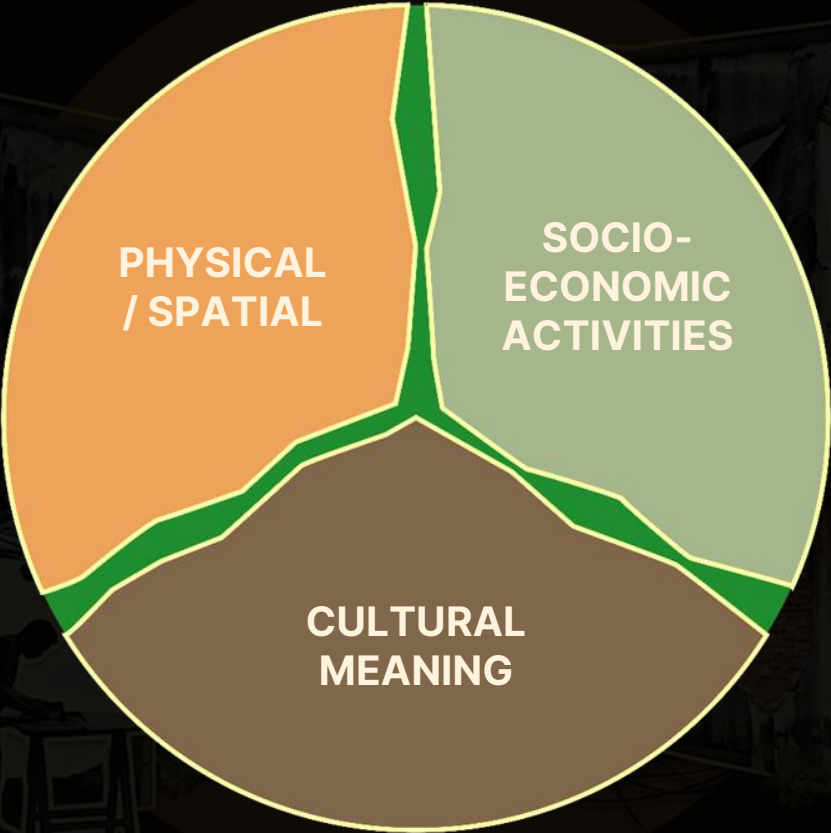
Climate responsive
Low carbon

Inclusive, resilient &
circular economy

Cultural continuity
Community wellbeing



*Climate responsive
Low carbon*



*Inclusive, resilient &
circular economy*

*Cultural continuity
Community wellbeing*



**CLIMATE
RESPONSIVE**



**ENERGY
OPTIMAL**



**WATER
EFFICIENT**



**COMMUNITY
CENTRIC**



RESILIENT



RESOURCEFUL



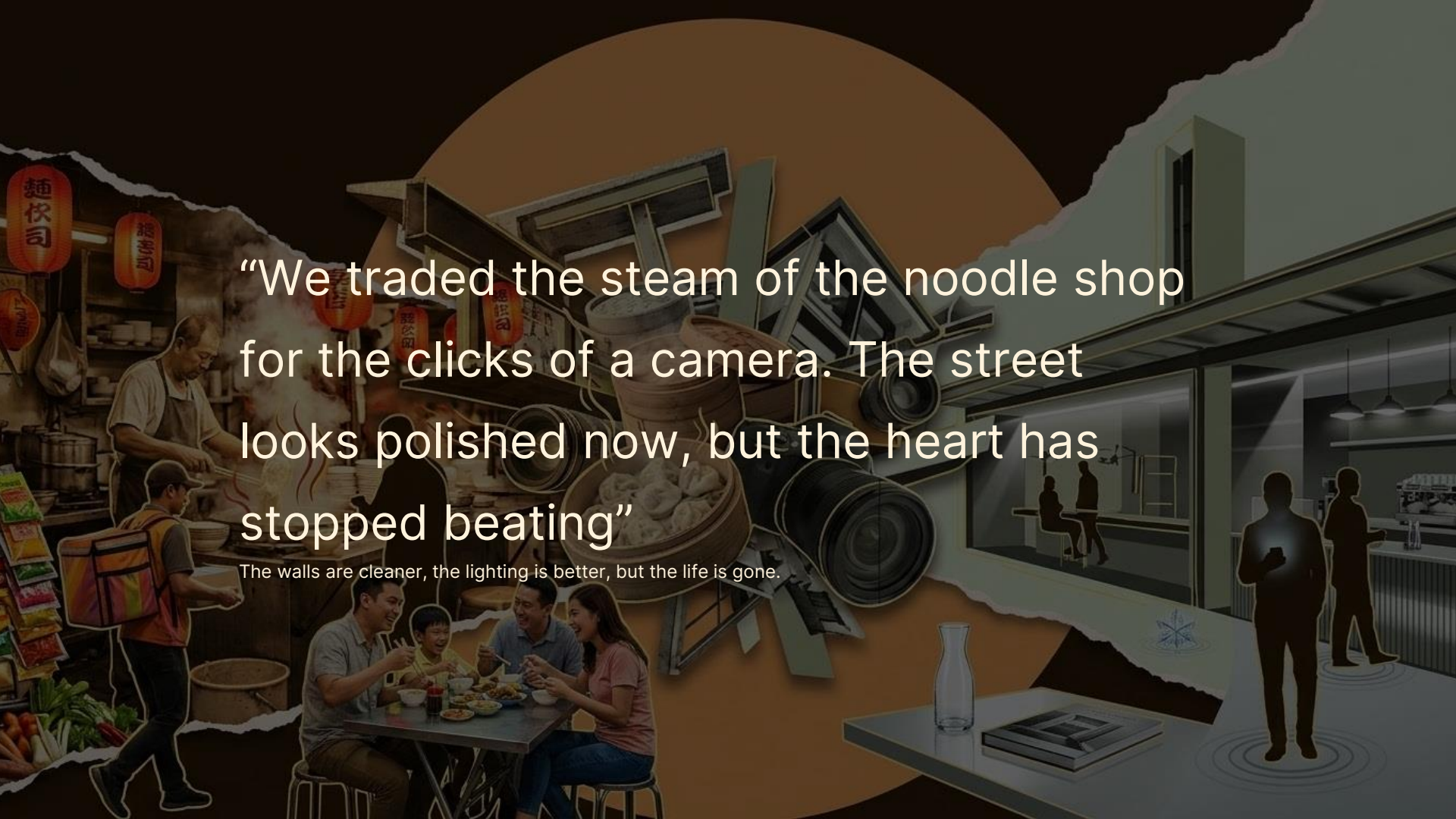
**CARBON
CONSCIOUS**



INTELLIGENT

*'Preserve what gives shophouses life,
while refining what limits their future'*





“We traded the steam of the noodle shop
for the clicks of a camera. The street
looks polished now, but the heart has
stopped beating”

The walls are cleaner, the lighting is better, but the life is gone.



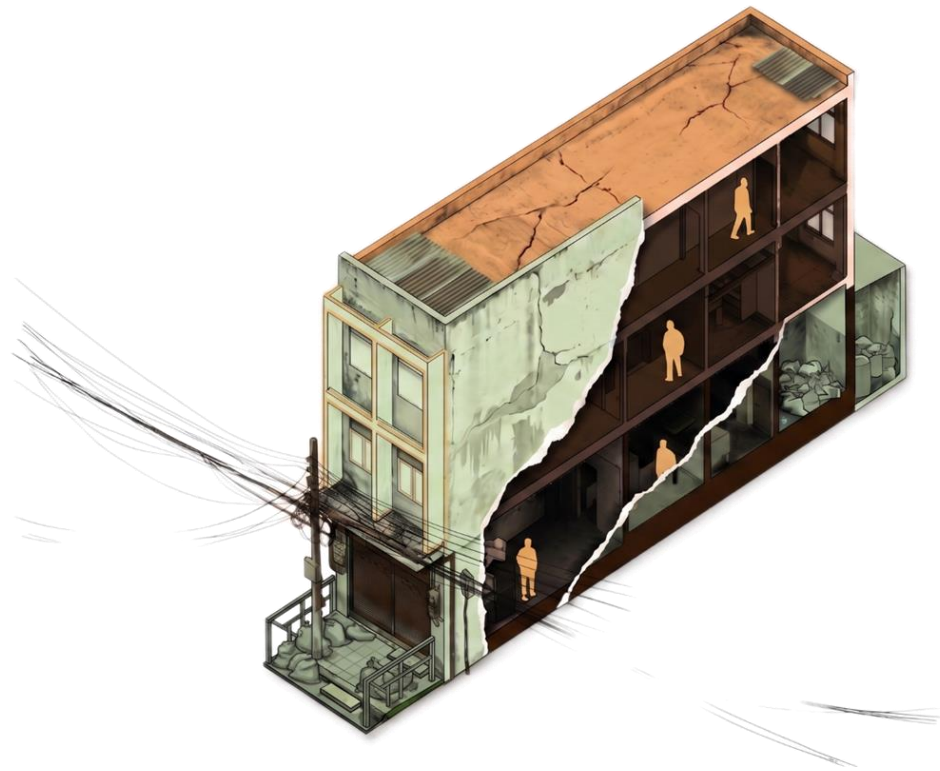


SHOPHOUSE REVIVAL

IN MULTISCALE INTERVENTIONS

MICRO

BEFORE



BEFORE



POOR CLIMATE ADAPTABILITY



INACTIVE FRONTAGE



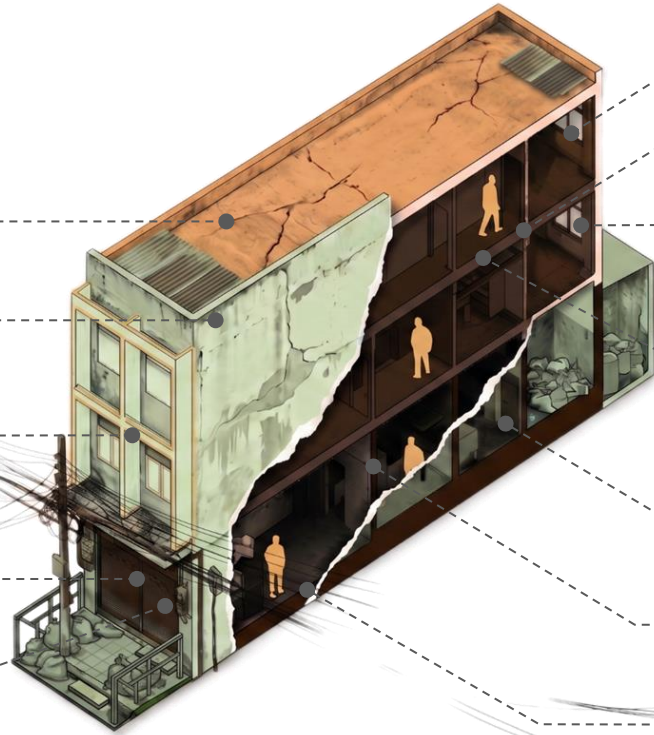
SUPERFICIAL PRESERVATION



INSTAGRAM-MABLE NOSTALGIA



ACCESSIBILITY & LIFE SAFETY CONSTRAINTS



COMPROMISED VENTILATION/ DAYLIGHT



OUTDATED LAYOUT



POOR THERMAL / ENERGY PERFORMANCE



LOSS OF LOCAL RESIDENTS



INDOOR-ORIENTED



IMAGE-BASED



INCREASE OF DIGITAL CONSUMPTION

AFTER



AFTER



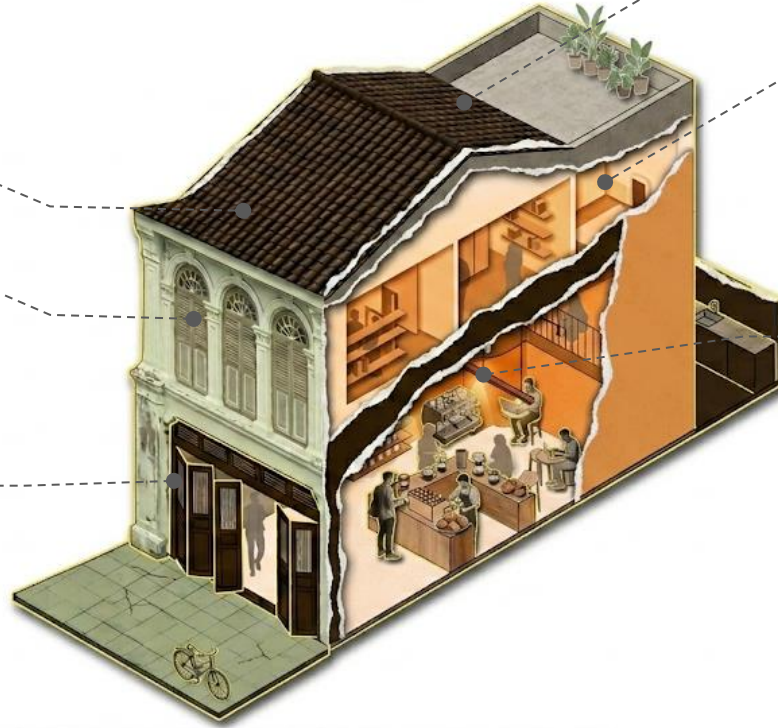
RAINWATER
INTEGRATION



SHADING
DEVICES



ADAPTIVE
FACADE
RETROFIT



VENTILATED
ROOF



PASSIVE
COOLING



ENERGY
IMPROVEMENT

AFTER



RAINWATER
INTEGRATION



SHADING
DEVICES



ADAPTIVE
FACADE
RETROFIT



ACTIVE
FRONTAGE



VENTILATED
ROOF



PASSIVE
COOLING



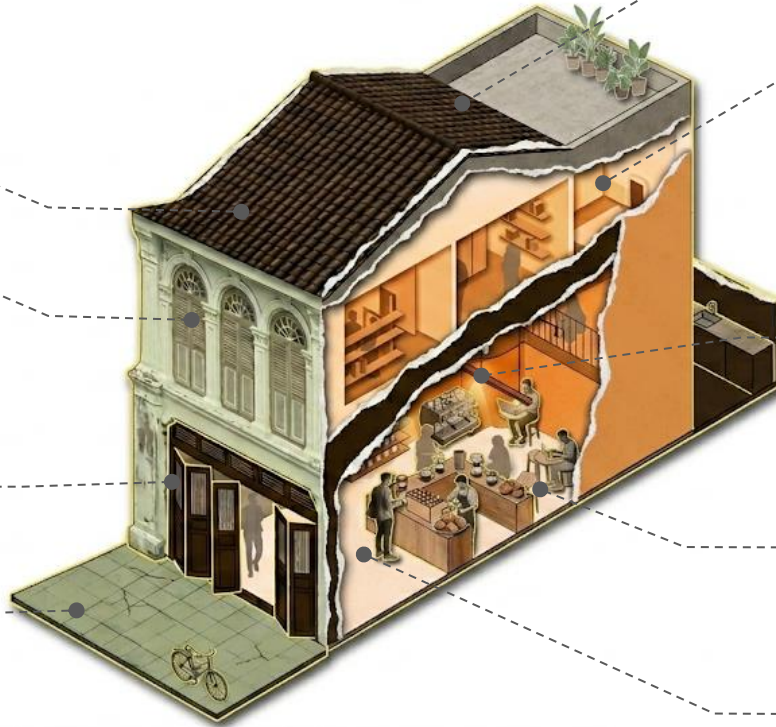
ENERGY
IMPROVEMENT



FLEXIBLE
GATHERING
SPACES



URBAN
FURNITURE



AFTER



RAINWATER
INTEGRATION



SHADING
DEVICES



INTEGRATE
LOCAL
MATERIALS



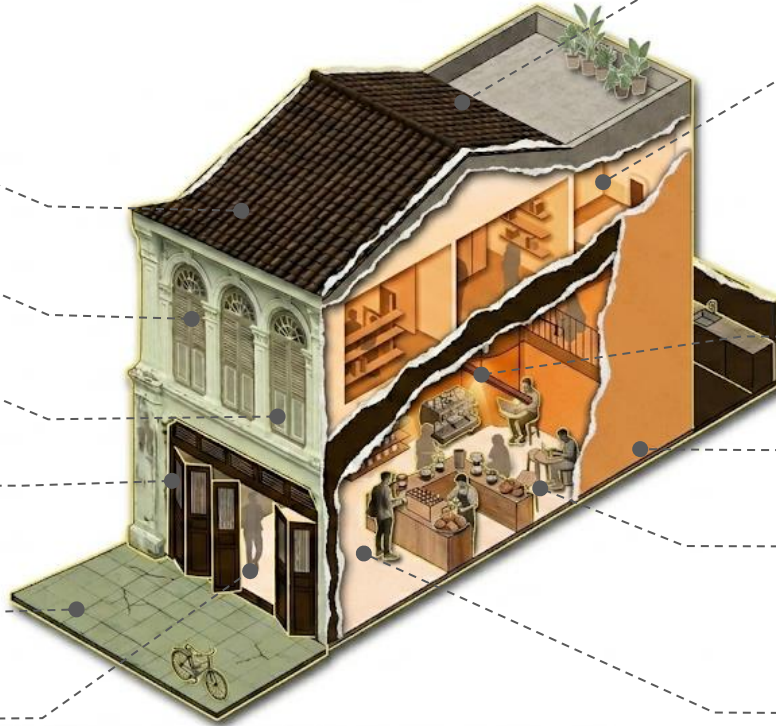
ADAPTIVE
FACADE
RETROFIT



ACTIVE
FRONTAGE



PRESERVE
AUTHENTIC
ELEMENTS



VENTILATED
ROOF



PASSIVE
COOLING



ENERGY
IMPROVEMENT



PRESERVE
SPATIAL
CHARACTERS



FLEXIBLE
GATHERING
SPACES



URBAN
FURNITURE

MESO


BEFORE



BEFORE



LOSS OF
COMMUNITY
CONTINUITY



AGING
STRUCTURE



LOSS OF
COMMUNITY
MEMORY



FIRE SAFETY
DEFICIENCIES



OUTDATED
UTILITIES



DISAPPEARING
LOCAL
BUSINESSES



RETAIL
HOMOGENIZATION



TRANSIENT
OCCUPATION



GENTRIFICATION
& RISING RENT

AFTER



AFTER



AFTER



DAY/NIGHT
PROGRAMMING



CONNECT
PHYSICAL -
DIGITAL
COMMERCE



LOCAL
MARKETS



CULTURAL
EVENTS



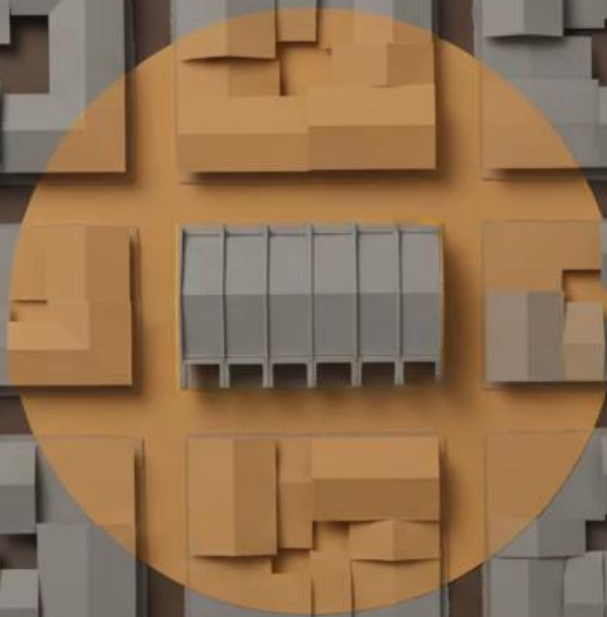
MAINTAIN
HUMAN-SCALE
STREETS



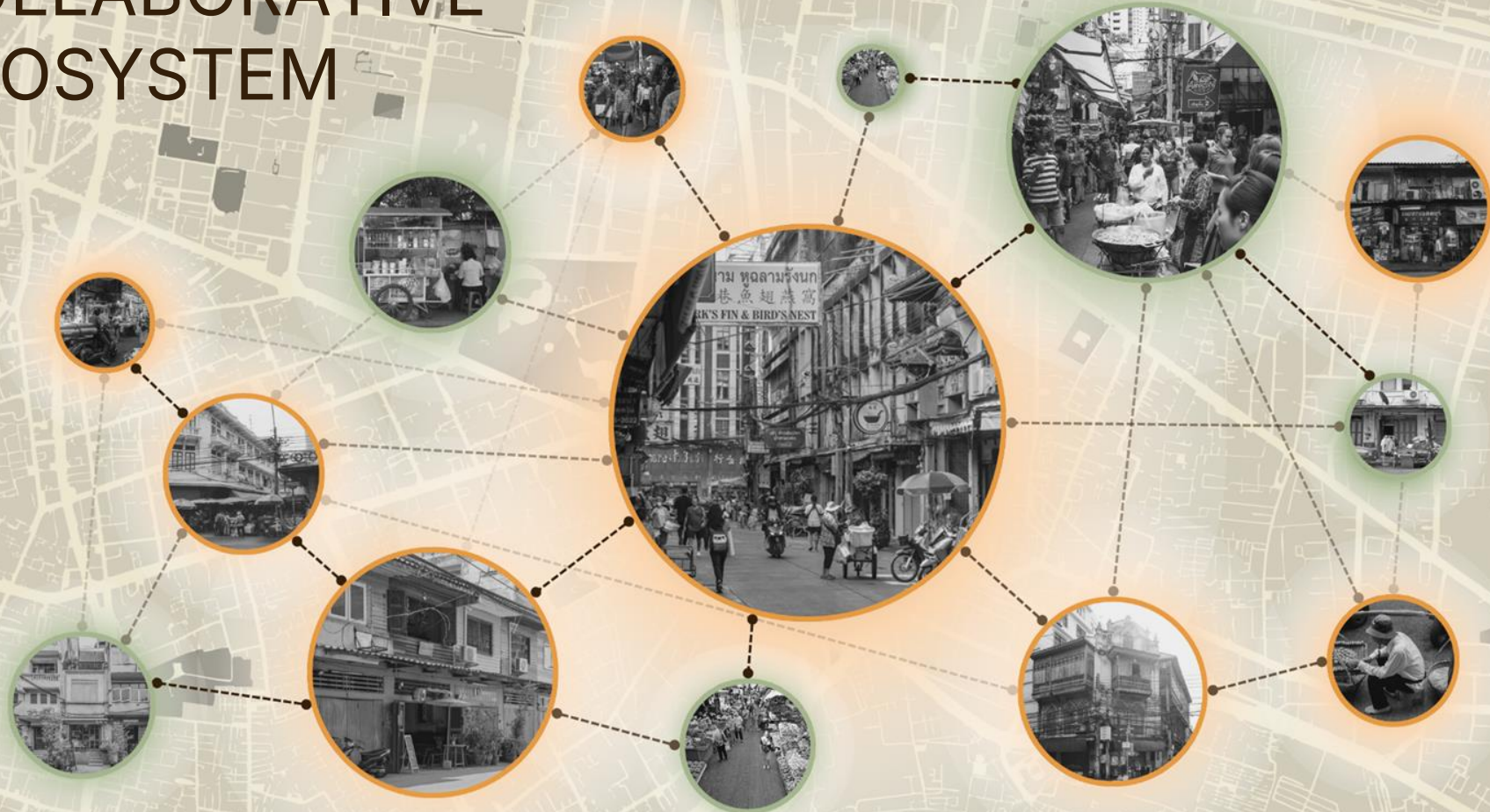
PRESERVE
SPILL-OUT
ACTIVITIES

MACRO

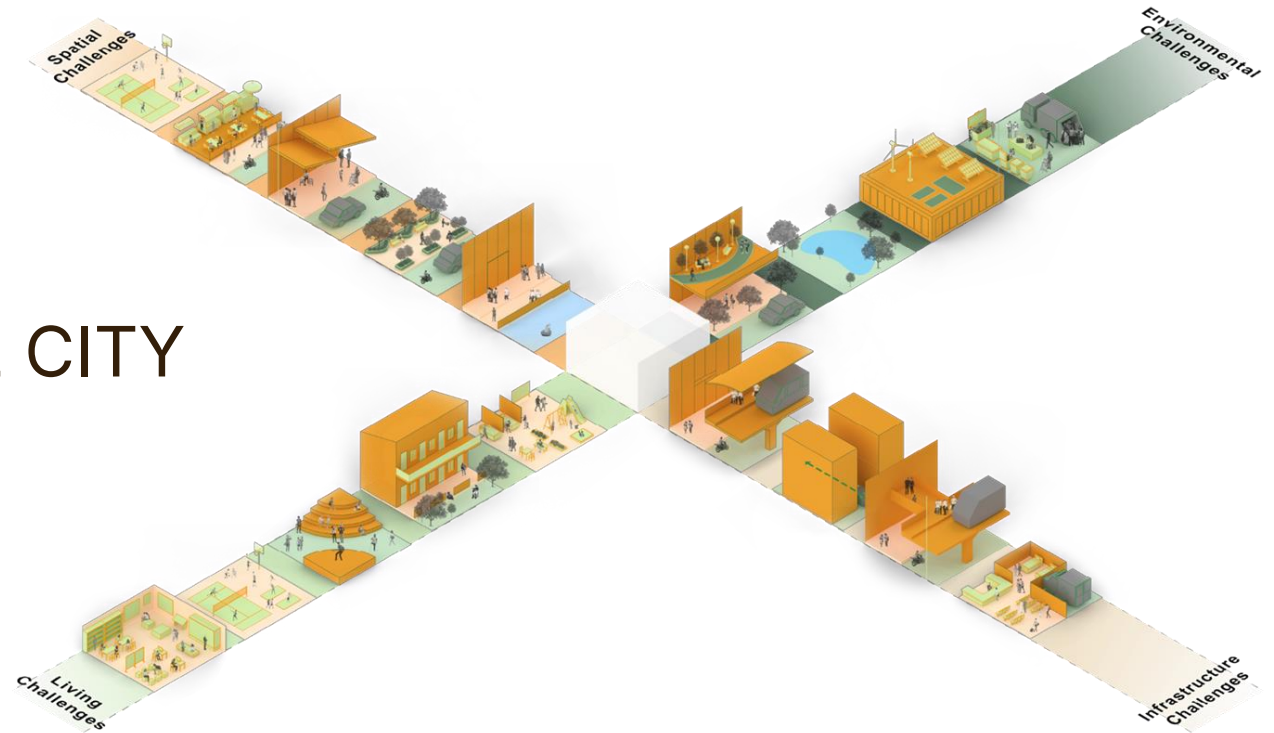
THE RIPPLE EFFECT



COLLABORATIVE ECOSYSTEM



PLUG-IN THE CITY



BEFORE



BEFORE



MOBILITY &
ACCESSIBILITY



DEGRADED
URBAN
MICROCLIMATE



GLOBALIZED
COMMERCIAL
IDENTITY



DISPLACEMENT
OF LOCAL
BUSINESSES



LOSS OF
LOCAL
UNIQUENESS



GENERIC
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POOR PUBLIC
UTILITIES



TOURISM
MONOCULTURE



INTERNATIONALIZED
AESTHETICS

AFTER



AFTER



WALKABLE
PATHWAYS



GREEN
CORRIDOR



CIRCULAR
LOCAL
ECONOMY



AVOID PLACELESS
COMMERCIALIZA-
TION



POCKET PARKS



FOOD ANCHOR
/ HAWKER
CENTER



SUPPORT LOCAL
ENTREPRENEURSHIP
POLICIES



STRENGTHEN
CULTURAL
CONTINUITY

THE ECONOMIC VALUE



CONSTRUCTION COST SAVINGS

World Economic Forum / ULI 2025

20–30%

VALUE OVER COST

Case Study : Radex Park Marywilska, Warsaw.
MDPI Buildings 2025

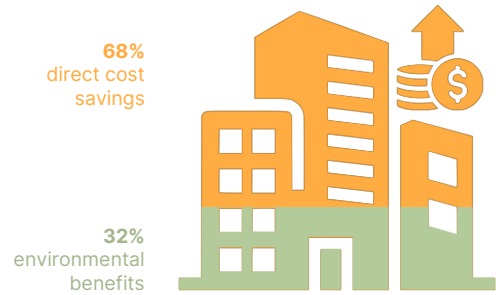
1.93x ROI of Restoration




CO2 REDUCTION VS. NEW BUILD

World Economic Forum / ULI 2025

50–75%





03

ORIGINAL SOUL +
NEW STANDARDS

3 Rs



REFINE

Enhancing existing potential to meet global standards instead of replacing the past.



REVIVE

Reawakening spaces through new experiences, activities, and evolving urban lifestyles.



REACH

Designing for the upcoming years with responsibility toward the environment and the community.

+ 8 Essentials



**CLIMATE
RESPONSIVE**



**ENERGY
OPTIMAL**



**WATER
EFFICIENT**



**COMMUNITY
CENTRIC**



RESILIENT



RESOURCEFUL



**CARBON
CONSCIOUS**



INTELLIGENT



"A city is only as resilient as its smallest unit:
The Shophouse"

Small Deeds

Small Deeds
Great Acts

- Lao Tzu



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