

HBA/HIRSCH BEDNER ASSOCIATES UNVEILS ITS DESIGNS FOR INDIGO BANGKOK

First Indigo in Southeast Asia

Design Inspired by the History of the Wireless Road Neighborhood

Hotel Features Custom Lighting Designed by Illuminate

(Santa Monica, CA) – HBA, the global leader in hospitality interior design, has completed the new 192-room Indigo – the first in Southeast Asia – on Bangkok’s Wireless Road. The neighborhood’s rich history in the radio industry, Thai silk trade, and its location adjacent to Lumpini Park are inspirations to HBA’s design.

“In the 1940s/50s Wireless Road was the location of Bangkok’s first radio tower. We’ve integrated this aspect into the design and artwork,” says Sabine Beck, Lead Designer. “The hotel is also located near one of the first silk production centers in Bangkok. This is the center that Jim Thompson bought from.” “Jim was the American businessman whom *Time* magazine claimed almost singlehandedly saved Thailand’s vital silk industry from extinction.”

After passing through a large, double leafed timber framed glass door, guests walk into a two story lobby with plastered walls and timber/mirror ceilings. A metal clad counter doubles as a reception area and espresso bar. Tall teak timber panels express the height of the space and lead the eye up to the mezzanine bar that is open to the lobby. The concierge features a DJ station adjacent to a lounge area with bright furniture and colorful rugs that evoke the hues of Thai silk.

The lighting created by Illuminate achieves a warm inviting atmosphere with color and dramatic lighting effects that play a vital role energizing the spaces.

Walking past an industrial steel staircase that wraps around a black metal mesh structure, guests can discover a large artwork installation of old radios and music themed memorabilia dating back to the beginning of radio in Bangkok.

On the Mezzanine level, a gentlemen’s club style bar is inviting for drinks. Burlwood ceilings and dark timber flooring create a moody ambiance with booth seating in dark green and brown tones. Illuminate brought in the radio element by creating a custom light wall installation simulating radio waves. “The lighting is individually addressed to create frequency waves, this effect can be synchronized to music for special events,” says Illuminate Director, Simon Berry.

A two story bookshelf in dark metal and timber connects the bar with the All Day Dining restaurant a floor above. The bookshelf is filled with an eclectic assortment of locally-sourced accessories and curiosities.

The All Day Dining takes design inspiration from the old ambassador mansions that lined Wireless Road. The dining room features a lightly painted cornice ceiling with bronze mirrors,



parquet floors with marble mosaic inserts, and fabric walls depicting local street scenes of the neighborhood's past.

Guestroom corridors feature sky gardens that bring the outside in. Like glass pockets that extend from the corridors on every other floor, the gardens feature trees and greenery that can be found in the neighboring Lumpini Park.

The guestrooms are sleek and contemporary with white ceilings and light wall coverings. A white brick wall behind the bed features a large black and white photo of Bangkok's street scenes in the 1950s. Timber flooring and doors in unique wood patterns give warmth while bold color is used in custom rugs and furniture pieces. The bathroom walls are finished in locally produced glazed ceramic tiles. Art walls are featured behind the vanity with motifs of Thai gardens and pagodas, and gold bathroom fixtures.

The 23rd floor is open to the air and features a spectacular infinity edge outdoor pool.

Later this year, the hotel will open its new signature restaurant, CHAR, which will be the city's next culinary hot spot.

About HBA/Hirsch Bedner Associates:

World-renowned as the "Number 1 Hospitality Design Firm" by *Interior Design* and honored in 2014 by the Gold Key Awards, Hospitality Design Awards, International Hotel Awards, Society of British Interior Design Awards and the European Hotel Design Awards; HBA/Hirsch Bedner Associates, unveils the world's most anticipated hotels, resorts, casinos and spas. Leading the hotel design industry since 1965, HBA remains keenly attuned to the pulse of changing industry trends governed by today's sophisticated traveler. The company's international presence, depth of experience, and detailed industry knowledge enables them to identify interior design trends at their source, make definitive predictions about new directions and innovations, and influence design standards at a global level. HBA's ultimate objective is to add value, raise standards and enhance the brand of a project's owner and operator.

HBA creates the signature looks of today's luxury brands, independent contemporary boutique hotels, urban resorts spas, world-class residences, restaurants, and casinos. From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With more than 1600 designers around the globe in 21 offices and a recent expansion in several locations in Asia, HBA is a true global company with more than 85% of its employees now outside the United States. HBA's international presence, combined with its extensive knowledge of the interior design industry, has facilitated the ability to rewrite the language of design with each new project.

For HBA in Atlanta, Bangkok, Beijing, Clark, Dubai, Hong Kong, Istanbul, Kuala Lumpur, London, Los Angeles, Macau, Manila, Melbourne, Miami, Moscow, Mumbai, New Delhi, San Francisco, Shanghai, Singapore and Tokyo, visit www.hba.com.



About Illuminate:

Illuminate is a lighting design consultancy providing services for HBA projects and beyond. Illuminate works with architects, interior designers, landscape architects, and end clients across Asia, Middle East, Europe, and the United States on a wide range of commercial and residential projects.

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