

# THAILAND ARCHITECTURE IN STEEL











## PRACTIKA FACTORY

PLAN ASSOCIATES

Practika Factory is the *manu-factory* for designing and producing furniture under the brand 'Practika'. The conceptual design of Practika Factory was derived from the question of how the factory might interact with its users (staff) and with the surrounding area, both physically and psychologically. The relationship between the users and the environment was brought into account in order to enhance the quality of life of the users who work inside the facility all the time.

The character of the architectural design for this factory expresses the dynamic and modern image of the furniture factory industry. It also needed to signify the identity of a furniture factory in which the quality of the product is the most important aspect of production.

The planning of the factory proceeded in a very simple and straightforward manner in order to answer the functionality and program of the building. Understanding the process of making the mass production furniture was the key to generating a successful plan. The position of the machines, the traffic area and the control system are clearly designed in order to maximize the use of space while still offering flexibility for adjustment.

The elongated three-story manufactory is covered by a giant curved metal panel that overlaps the louver panel to create consistency between the shade and shadow of the building. The louver is used in order to provide ventilation as well as to open the view from inside to the surrounding outside. This combination of curved metal panel, louver, and spacious green surroundings create a very unique composition for the appearance of this manufactory.

Covered in their wide expanse of sheet metal, the large volumes are lifted off the ground, imparting the whole structure with a certain delicacy. Here, the impermeable surfaces of the wall give way to the open framework of the steel posts and braces. This contrast between the planar surfaces of the sheet metal, and the more delicate articulation of the interior frame, is continued at the human scale. With these human-scale elements firmly 'within the grasp' of the manufactory workers, a certain continuity becomes perceptible from the enormous steel surfaces of the exterior down to the level of personal experience.

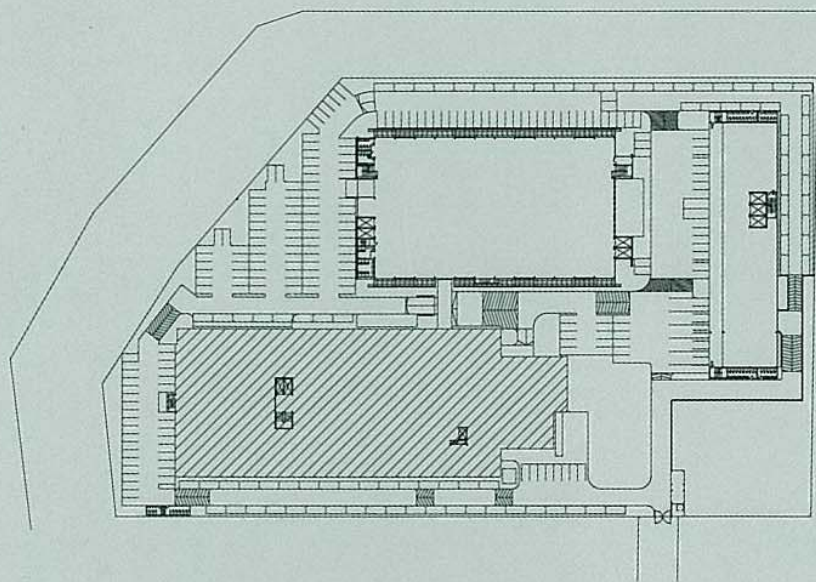
**Location**  
Rattanakosinsompote  
Road, Bangkok

**Client**  
Practika

**Structural Engineer**  
PPL Engineers

**Area**  
10,000 sq. m.  
**Year**  
2007

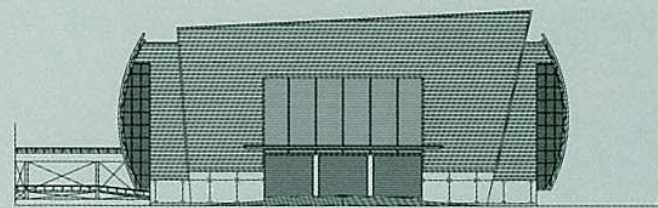




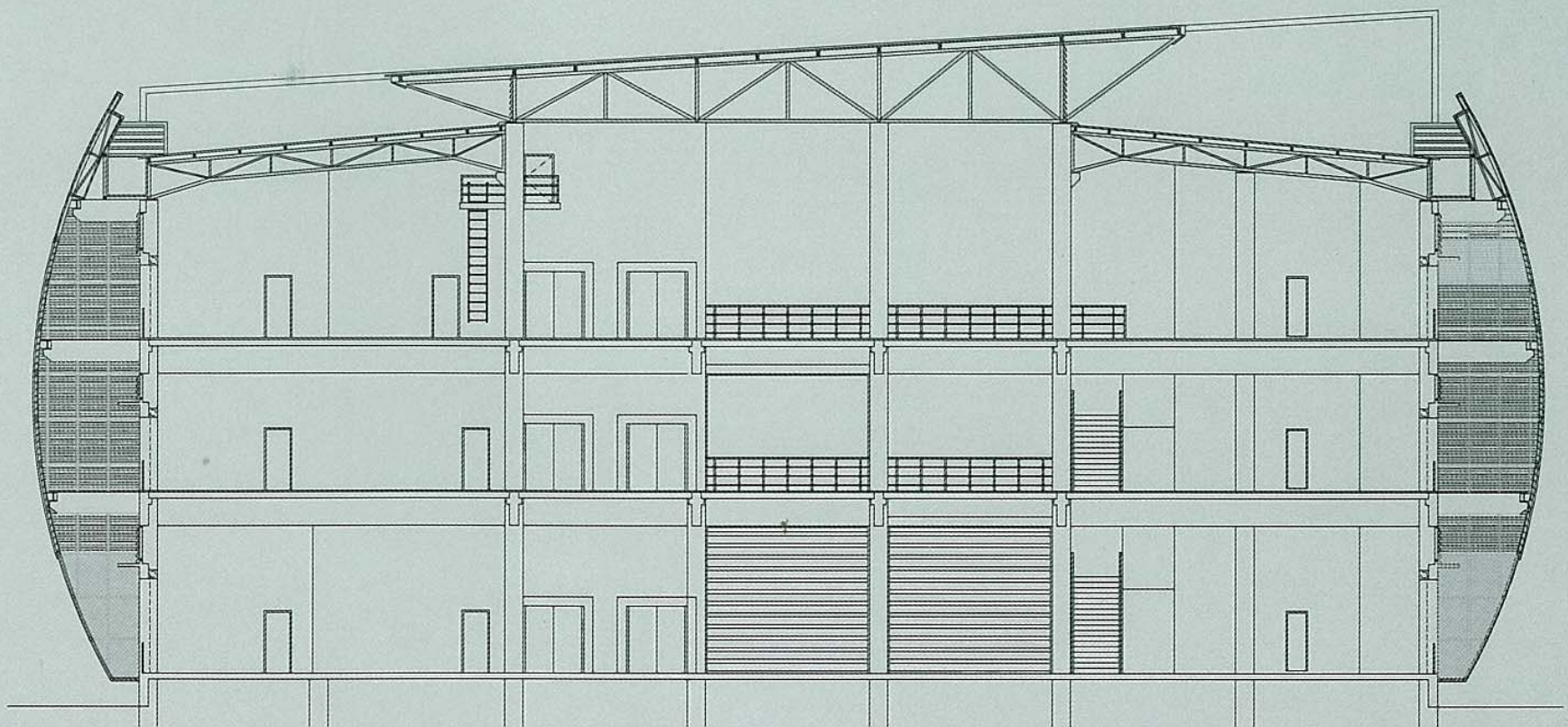
Layout



Elevation



Elevation



Section



















