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Fall 2017



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CHANINTR LIVING

Fall 2017

With the number of innovations surrounding us daily, we could probably have populated a much larger journal. A lot of this has been driven by the proliferation of IT and cheap and accessible computing power over the cloud opening up possibilities for companies large and small to employ. Even though we are impressed and awed by technology and all that it provides, our intent for this issue is more about things both new and old that are novel ways of making daily life much better and fulfilling, or even tastier.

We are happy to see that our faith in the power of design is flourishing alongside of these new ideas and that people now talk of not just designing a logo or product, but of a customer experience or business model. Design has much greater respect than in the past and actually pays off. A recent study highlighted the outsize returns one would get by, just investing in companies that had a core strength in design.

The stories we tell in this issue are an intersection of design and innovation, both simple and advanced involving not only products but the way that things are done or experienced. We thank you for your continued interest in our journal and welcome any comments or ideas.

Enjoy,

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COVER
WYATT HOLDING POLAROID IN FRONT OF FACE
ORANGE COUNTY AIRPORT, NY 1998
BY RODNEY SMITH

PHOTOGRAPHY BY CHANINTR LIVING EXCEPT WHERE NOTED.

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We are all familiar with the great **Aeron** chair that for the past 2 decades has been referred to as 'The Holy Grail of Ergonomic Chairs'. To us, nothing has ever topped the Aeron Chair in terms of performance, design and quality. Not until Herman Miller recently unveiled the remastered version of the Aeron chair. It does meet all our expectations with its improved function and attributes. The great has now become the even greater.

The Aeron chair first launched in 1994 and surprised the industry because of its revolutionary look and design. Instead of the typical, old fashioned padded office chair, Aeron chair debuted its sleek form with modern materials and components. Designers Bill Stumpf and Don Chadwick did away with foam and fabric to create a true machine for sitting. It did not just change the way people sit, but what they thought a chair could be.

Uniting human-centered design with Herman Miller's innovative technology, Aeron quickly became the bestselling and most recognizable performance chair of all time, with over 7 million sold in 134 countries. The chair is a vital tool for users around the globe and holds a rightful place in popular culture. It is also included in the permanent collection at the Museum of Modern Art in New York. It even became a status symbol in Silicon Valley during the dot-com boom.



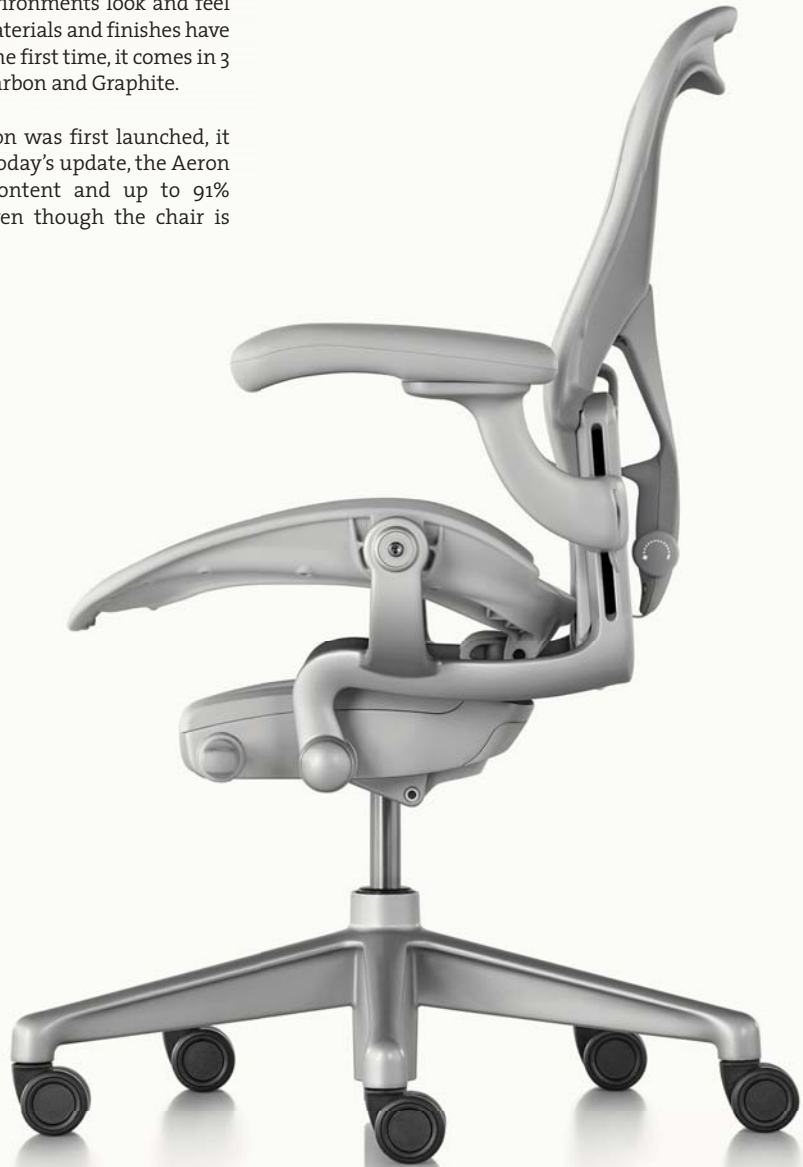
REMASTERING THE ICON

HERMANMILLER.COM

The new Aeron retains the distinctive silhouette of the iconic original but every component of the design has been updated to raise the bar for performance seating. For over 2 years, Don Chadwick worked closely with a team of scientists, engineers, materials specialists and researchers at Herman Miller. They combined the latest insights in anthropometrics and ergonomics to make the new Aeron stronger with smarter materials, with better adjustment capabilities and ultimately a more comfortable seat. The reengineered tilt mechanism, adjustable PostureFit SL spinal support and groundbreaking 8Z Pellicle zoned suspension works together to deliver enhanced comfort. The Pellicle mesh allows the user's body to breathe and distributes the body weight more evenly.

Guided by the late Stumpf's notions of 'visual comfort' and Chadwick's keen eye for aesthetic detail, the remastered Aeron was designed to harmonize with the environment in which it was placed. Recognizing that most environments look and feel vastly different today, Aeron's colors, materials and finishes have been completely reconsidered and for the first time, it comes in 3 holistically curated palettes: Mineral, Carbon and Graphite.

Environmentally speaking, when Aeron was first launched, it set a new bar for sustainability. With today's update, the Aeron remastered includes 39% recycled content and up to 91% recyclable material. Like they say, even though the chair is black, it's green.





EXCLUSIVITY COMES AS STANDARD

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LIVING BETTER WITH LESS THAT LASTS LONGER

VITSOE.COM

To know **Vitsoe**, you must know Dieter Rams. You have most likely been touched by his products without ever realizing it. Personally, I always loved my simple Braun alarm clock that woke me every morning to school, or the pocket calculator I had in my bag that slid out of its case to reveal all those round brown and green buttons. All the while never really thinking about who designed it. His electronics for Braun were even more fascinating in their simplicity and honesty and are still highly coveted collectors items today. They were designed to be normal, not to stand out and draw attention, but to be enjoyed and used for as long as possible.

Dieter Rams, was born in 1932 in Weisbaden, Germany and was heavily influenced by his grandfather who was a carpenter. Dieter developed excellent skills and awards as a carpenter early on which led to his training as an architect. After he graduated he was recruited to design the interiors of the Braun headquarters. This first project led Dieter to become the head of design for Braun from 1961 to 1995. Together with his design team, he was responsible for many of the seminal domestic products of our time. From alarm clocks to radios to blenders, all these products from Braun had the philosophy of Dieter infused in it.

What is interesting is that in 1959, Dieter asked Erwin Braun if he could design furniture for Neils Vitsoe and Otto Zapf. Erwin's spontaneous reply was 'Yes. It will help the market for our radios'. And so was the start of Vitsoe and the only other company Dieter ever designed for. Actually, the shelving system which he first designed for Vitsoe was already part of the very first sketch he drew for the Braun headquarters.



PHOTOS COURTESY OF DIETER RAMS FOR VITSOE



To this day, there are only 3 main products of Vitsoe, all designed by Dieter Rams. The most popular is the *606 Universal Shelving System*, which technically, is not just a product but a system that is so customizable that each and every order is different. What is so unique and special about this system is that it is custom designed for each home, entirely expandable, moveable and meant to last a lifetime. It can just about work in any room of the house from living, dining, kitchen to bedroom and closet. You probably wouldn't even notice it in a home as it is meant to disappear in the background and let all the other stuff of life be displayed in an organized and accessible way.

The other two products are *620 Chair Program* and the *621 Table*. The 'Program' tells you that it is also more than just a one seat or two seat sofa but something that can be added to turn it into as many seats as you like. If you fly CX and have been in their new lounges by Ilse Crawford you may have had the chance to sit in one of these very comfortable pieces.

Vitsoe, not only has the philosophy of Dieter Rams built into its products but into its very ethos and business model. Very simply....'no dealers, only direct with end clients and designers, no sales, everything is custom made to order and shipped direct to your door.' All of this of course is coupled with an excellent online, phone, support team who will revise as many times as you like and an equally impressive production system, all in the UK.





FLIGHT TRACKER

The first flight I took as a boy some thirty years ago was on Thai Airways' Boeing 737-400 which flew me from Khon Kaen to Bangkok's old Don Muang airport. Back then, the Boeing 747, aka *Queen of the Skies*, was the undisputed queen supreme in the realm of commercial aviation, the famous Concorde was still flying across the Atlantic at supersonic speed, and airplanes in general were still made of metal.

Today, none of those things hold true any longer whether we like it or not (personally, I will always have a soft spot for the beautiful Boeing 747)—thanks to numerous innovations, big and small, that have contributed to the evolution of the airline industry. One of the most significant of these innovations has been the use of carbon fibre composites in making airplane parts. The lightweight and strong plastic fibre material has made it possible for planes to burn less fuel and therefore fly further and at lower operating costs than ever.

When Boeing first introduced this technology with the launch of the 787 Dreamliner in 2009, we have to wonder whether Boeing knew this technology would cannibalize the market for its own *Queen of the Skies*. With lighter airframes and more efficient engines, the market has shifted away from using large-capacity planes to connect big hubs to using smaller capacity aircrafts that fly to smaller airports, giving passengers more direct routing options. As a result, the largest airplanes like the Airbus A380 and Boeing 747 are facing a real threat of extinction; currently, the 747 has zero outstanding orders while the A380 has not sold a single plane in the past year.



PHOTOS COURTESY OF BOOM

Nonetheless, there's still a big market for large, more efficient aircraft, and that's where the Boeing 777 and the Airbus A350 are competing for dominance. Like the Dreamliner, the Airbus A350 aircraft incorporate carbon fibre composites in both the wings and the fuselage. Starting next year, Singapore Airlines will deploy specially-configured A350s with all Business and Premium Economy seating on the direct Singapore-New York relaunch: a route that was unprofitable and discontinued due to the high operating cost of yesteryear's technology.

Meanwhile, 2019 will see the launch of Boeing's new 777x lineup. The 777-8x and 777-9x aircrafts are re-engineered from the existing 777 planes to have elongated bodies that can hold more than 400 passengers and fly even further. The new 777x planes will also come with the largest wings Boeing has ever produced. The wingspan is so wide that the wing tips are designed to fold, so the new planes can fit in existing ports. And of course, they will be made of carbon fibre composite.

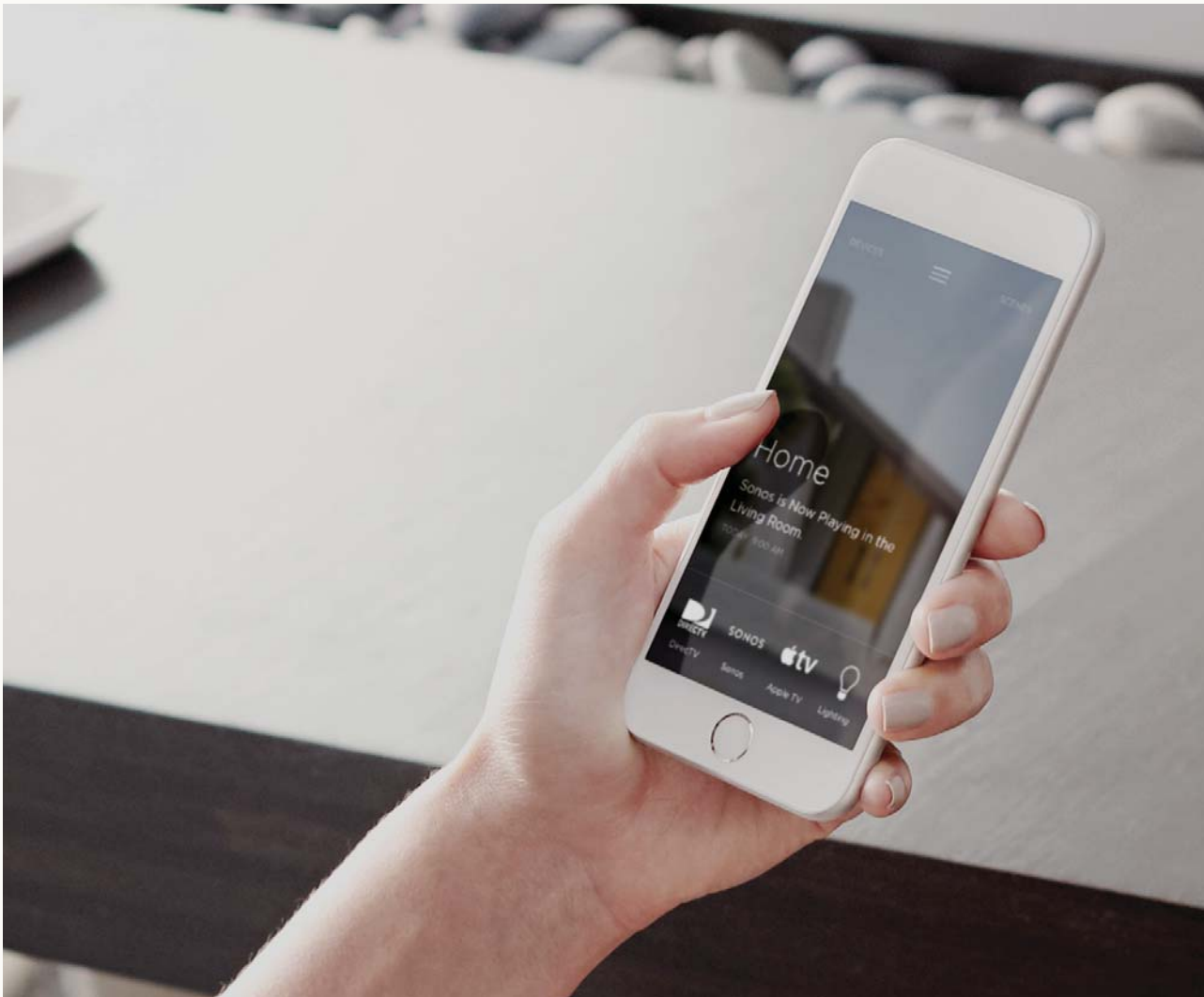
But it's not only the industry giants like Boeing and Airbus who are taking advantage of the carbon fibre technology. Most notably, a startup called Boom Technology has received a lot of attention (and preorders) with a promise to fly passengers once again at supersonic speed but at a much lower operating cost than the discontinued Concorde. The startup is now working on a 50-passenger model that can travel from New York to London in less than 3.5 hours, or from San Francisco to Tokyo in only 5 hours. The company estimates a round-trip ticket price to be only \$5,000 for the New York-London route, based on market information

and the plane's predicted operating cost. So, if or when this becomes a reality, Boom stands to be a real game changer. Right now the company projects a 2023 launch date.

It will be interesting to see what will become of the airline industry in the next decade as innovations will continue to try to move us faster and cheaper than ever before. It is startling to think that in the span of some 115 years, we have gone from the Wright Brothers' plane that glided for merely 59 seconds to a huge jumbo jet that can fly at 37,000 ft for 17 hours straight.

In that respect, it's not unthinkable that an engineering marvel such as the 747 can become obsolete within a span of a few decades. Luckily for me, if ever I have aviation nostalgia, I can always book a flight to Koh Samui because that first plane I flew thirty years ago—a good old reliable Thai Airways Boeing 737-400—is still flying that very same plane there today.

– Tharin Laorauvirodige



PHOTOS COURTESY OF SAVANT

MODERN DAY JEEVES

Imagine waking up to the sound of your favorite tune slowly increasing in volume while your blinds gently reveal the morning light. Your night lights fade out while the hallway lights come on, leading you to your bathroom that has been cooling down to your preferred temperature. The TV comes to life updating you on what has been happening while you slept. After getting dressed, you walk over to your open kitchen led by the smell of freshly brewed coffee, light classical music, just the right room temperature and lighting to start your day.

The experience described is one of many that can be created with the **Savant Pro** home automation solution. This is a moment in life that has been designed specifically for the needs of the homeowner. The modern home today is much more than just shelter but a sanctuary that is meant to please and serve its master. It is a recognition that experiences within the home must also be designed. The heart of it is not only about technology but about making a home a home for each and every resident.



The way the system works is that it is centered on a hub (like a WiFi router) that talks to all the items that you would like to control such as your lighting, air conditioning, shades, audio, video and security. The hub is then controlled through either a Savant Smart Remote that is a beautifully designed touch-screen device with voice command and has a very simple user interface (unlike the remotes of the past), or via the Savant app on your iPhone or iPad. Savant has also recently launched a line of wall-mounted touch screen control units that can be used like light switches in each room but has access to the full controls of the hub.

SOME KEY FEATURES OF THE SAVANT PRO SYSTEM ARE:

- CONTROL ANY LIGHT IN YOUR HOUSE FROM WHEREVER YOU ARE
- SAVE ENERGY BY SETTING YOUR SYSTEM TO TURN OFF LIGHTS IN EMPTY ROOMS
- SCHEDULE OUTDOOR LIGHTS TO TURN ON AND WELCOME YOU HOME AFTER WORK
- TAP “GOODNIGHT” TO TURN OFF YOUR SAVANT HOME WITH A TOUCH
- ADJUST THE THERMOSTAT REMOTELY SO YOU’LL BE COMFORTABLE WHEN YOU GET HOME
- SCHEDULE SHADES TO CLOSE AT MIDDAY FOR EFFORTLESS ENERGY SAVING
- SET SPECIFIC TEMPERATURES IN EACH ROOM TO KEEP THE WHOLE FAMILY HAPPY
- KEEP AN EYE ON YOUR VACATION HOME WITH ALERTS ABOUT EXTREME COLD OR HUMIDITY
- CLOSE THE SHADES, LOCK THE DOOR, AND SET THE ALARM EVEN AFTER YOU HAVE LEFT THE HOUSE
- CREATE DIFFERENT SETTINGS FOR A “LIVED-IN” LOOK TO KEEP YOUR HOME SAFE WHEN YOU’RE GONE
- EASILY MONITOR YOUR CAMERAS TO KEEP AN EYE ON THINGS FROM ANYWHERE
- SPEAK TO PEOPLE AT THE DOOR, GATE, OR GUESTHOUSE USING THE INTERCOM FEATURE OF THE TRUECONTROL APP
- CUSTOMIZE A SONOS PLAYLIST TO MATCH THE MOOD IN ANY ROOM
- STREAM HD VIDEO FROM NETFLIX, APPLETV, HULU AND MORE
- TAP “MOVIE NIGHT” TO DIM THE LIGHTS, TURN ON THE PROJECTOR, AND AUTOMATICALLY RECLINE YOUR SEATS
- WATCH UP TO 9 THINGS AT ONCE ON THE BIG SCREEN THROUGH THE TRUECONTROL APP



PHOTO COURTESY OF SAVANT

SAVANT HAS ALSO PARTNERED WITH THE BEST PREMIER BRANDS IN THE HOME LIKE:

- BANG&OLUFSEN
- SONOS
- MARANTZ
- LUTRON
- SOMFY

Each of us have different needs when it comes to how much we want to control in our homes and how much technology we are comfortable with. That is why a key part of getting the right solution for your needs is design. This requires a skilled integrator to understand your specific needs and to create a system that is just right for you. Whether you just want to be able to control the A/C and lights or be able to set scenes for different activities in your day, it is all possible with the Savant Pro home automation system.

Savant was founded in 2005 with the goal of delivering the best experience in home automation. They have achieved this through their inventiveness, ease of use and creating products that are future proof so that customers can enjoy their systems for many years to come. They were also the first to recognize the influence of mobile and have embraced this revolution to take the convenience of home automation outside the home wherever the owner may choose. All of this has led the company to be the home automation brand of choice for the most luxurious homes, castles and even yachts.

Chanintr Systems & Solutions, a subsidiary of Chanintr Living is the sole official integrator of Savant systems in Thailand. For more information on Savant, please contact Khun Patcharasri at 06.1945.1965 or homeautomation@chanintr.com.



A.J. WITH WINGS, NEW HAVEN, CONNECTICUT, 2003

ATTENTION: ART COLLECTORS, STOCK BROKERS, DAYDREAMERS AND THOSE WHO ALREADY HAVE IT ALL.

The limited-edition archival pigment prints by world-renowned photographer Rodney Smith are available exclusively through Chanintr Living. Each image is masterfully hand printed in a limited edition of Twenty-Five. Pricing starts at \$10,000. Prices are based on the edition number available and print size requested. FOR MORE INFORMATION, PLEASE CONTACT ACQUISITION@CHANINTR.COM OR BY CALLING +66 84 760 8282

RODNEY SMITH

RODNEYSMITH.COM

SLEEP LIKE A BABY

HAPPIESTBABY.COM

Becoming a parent is usually a good news but behind the scenes the taking care of your new 'bundle of joy' can be somewhat nightmare-ish to some, especially first-timers. New parents often stressed and exhausted due to lack of sleep and not knowing how to calm the fussy baby down. They get fewer than 6 hours of broken sleep a night. Many have no experience caring for babies and have less family support than any generation in history.

Enter **SNOO**, the world's smartest baby bed. This breakthrough is a collaboration between Dr. Harvey Karp, a famous pediatrician and author of the celebrated *Happiest Baby on the Block* who also created the landmark 5 S's approach to calm a crying baby and renowned Swiss industrial designer Yves Béhar who designed the Sayl chair and Leaf light for Herman Miller, along with MIT engineers.



PHOTOS COURTESY OF HAPPIEST BABY

Through an app, the SNOO bed quickly soothes infant crying while boosting sleep with the same rhythmic sensations babies enjoy in the womb. With the app, parents can control the bed from a distance and choose when to wean all-night rocking for an easier transition to the crib. SNOO's smart technology responds to crying with increased shushing and rocking, choosing the level that works best for that particular baby. Specially-engineered white noise automatically increases when baby cries and reduces once the baby calms. It comes with a game-changing swaddle that securely attaches to the baby and prevents rolling over making it the safest baby bed ever made, given the fact that baby beds have been virtually unchanged over the past 1,000 years. Within days, babies become better sleepers and it helps them develop healthier

For Yves Béhar, he wanted to create a baby bed as elegantly simple and organically natural as Dr. Karp's five-step technique because he himself believes that design can improve our lives, our health and our happiness. The result is a cool-looking and beautiful bassinet with breathable mesh that allows full visibility and ventilation. It was also designed for easy cleaning too. Justin Timberlake and Jessica Biel reportedly swear by this hi-tech bed and even became an investor in the company.

Now the parents can have their peace of mind and the baby can actually sleep like a baby. Happy ending!



MORE THAN A BEAUTY BRAND

There seems to be no shortage of cosmetic companies on the market today, but for many millennials, one beauty brand 'Glossier' seems to stand out.

Glossier (pronounced gloss-ee-ay), which has been dubbed as the first beauty lifestyle brand, is all about revolutionizing the experience of purchasing and using makeup and skincare products. Launched in 2014 with backing from Forerunner, a women-led venture capital firm, Glossier has developed a collection of beauty staples including concealers, lip balms and moisturizers, all of which have received favorable reviews and beauty awards.

Emily Weiss, who is the founder and CEO of Glossier, started with an ambition to democratize beauty and fill a gap she saw between quality and accessibility. Weiss has been focused on engaging customers in ways that more traditional brands have neglected. While they are almost entirely an online, digital beauty brand, there is one showroom in the penthouse of their SoHo office. Created to appear as the polar opposite of Sephora, the showroom boasts a minimalist wonderland of sleek stations carefully assembled with creams and cleansers, oversized mood boards, and a coterie of down-to-earth "showroom editors" in Glossier-pink jumpsuits.

Weiss embarked on this endeavor long before Glossier was founded. In 2010, while working as a stylist's assistant at Vogue, she launched a beauty blog, *Into The Gloss*, which focused on delivering beauty how-tos, product reviews, and most transformative of all, exclusive access into the "top shelves" of beauty cabinets around the world. "Top shelves" continues to be an integral part of the blog's success. They can best be described as a unique style of interview that exposes the beauty routines of admirable women- designers, models, artists, and fashion designers who are willing to dish their favorite beauty products to readers from within the confines of their bathrooms.

Over time, *Into the Gloss* formed an extensive community of readers and commenters who became the initial followers of Glossier. To Emily, Glossier was a chance to create the products that her readers on *Into The Gloss* desired. She called it a "two-way conversation" between the product team and the user community.

When asked about the release of Glossier's facial cleanser 'milk jelly,' Weiss spoke about people being let down by the gentle cleansers on the market, "we actually asked our community and got hundreds and hundreds of comments of what their dream cleanser would be. We compiled all the feedback into a brief for our chemist. Some of the overarching themes that people were really missing in a cleanser was something that was very gentle and non-stripping, free of any irritants, free of any nasties, but that really worked and got the job done."

As a result of keeping communication channels wide open, Glossier has established a cult-like following and grown by 600 percent in 2016. Weiss attributes her company's explosive growth and clout to its hyper-engaged fan base. She estimates that Glossier owes 90% of its revenue to fans, "it hasn't been through paid or build marketing spend, it's mostly word-of-mouth," Weiss said.

Looking ahead, the company's next steps involve building a formal representative program for many of its engaged commenters and customers. "It comes back to making everyone an influencer...and so we're building a platform that enables that," explains Emily. The program is about exchanging social capital instead of money. Ali Weiss, VP of Glossier, has shared that glossier girls derive real value from their association with the brand, and vice versa. "They're rewarded by association with the brand, in sort of this intangible social currency...[for example], follower count means so much to so many people in this world, and that's a huge part of what we think we're giving them".

As for Weiss? Her biggest frustration has been the inability to keep up with the demand. From 10,000-person waitlists to the huge international demand, delivering at scale has been the primary stumbling block.

– Sarah Poff



TINY HUT

MUJI.NET

We have always admired the Japanese lifestyle brand (or should we say non-brand), Muji, for many reasons. Not only do they offer good design, quality products and simple solutions but they also frequently reinvent themselves and ultimately surprise us with many amazing innovations. Some of them are products we have dreamed of but have never been realized. Late last year MUJI brought the micro living trend to another level by launching their concept called **MUJI Hut**. It is a 'vacation home, but it is not as basic as going on a trip' as they put it in their statement. Earlier in 2015, MUJI debuted 3 tiny prefab cabins designed by Naoto Fukusawa, Jasper Morrison and Konstantin Grcic and the critics raved about the collaborations.

Measuring only 9 square meters or 97 square feet, this compact hut is not the ordinary prefab house you have been seeing in



PHOTOS: COURTESY OF MUJI

shelter magazines. It makes us think if we should only live with what we really need or in this case, less is less. It features a high shed roof, a 3-square meter porch, structural plywood interiors with untreated cypress veneer, a large window sliding door entrance and a small window for light and wind to go through. The exterior cladding is made of traditional burnt cedar called Shou Sugi Ban, a technique often used in Japanese shipbuilding. The mortar floor surface is left as is to make the space simple and smooth. One drawback, however, is the hut has no capacity of electricity or plumbing meaning you need to be near a facility that provides a kitchen and bathroom.

Whether you place the hut in the garden, in the mountains or near the ocean, the simplicity of the MUJI hut will blend in aesthetically. It is a very special little place to escape and relax, all on your own. Muji's philosophy insists that simple design makes everything easy as we can see from their product range that is always practical, minimal and never goes out of style.

Right now the MUJI hut is only available in Japan at US\$27,000 and it includes construction materials and operating cost of contractor. The warranty covers the building frame for 5 years and the rest of the hut for 1 year. If they would just do a collaboration with TOTO to add an attachable bathroom/kitchen pod, we would sign up for sure!





GARDEN PARTY

KERDEN.FR

Wouldn't it be nice to enjoy a beautiful garden for a few hours and not have to water the plants or mow the lawn? Now you can.

Through the website kerden.fr, you can rent 'le jardin privé' - a private garden of your choice within the 20 arrondissements and beyond. This brilliant idea came from a 23-year old French girl who grew up with creative minds. She saw the needs of locals who want to host special events or parties in a lush setting and visitors who can pretend to be Parisians for a day. With the participating homeowners who rent out their gardens, terraces, and even a small balcony with a magnificent view, **Kerden** will arrange worry-free dinners, business meetings, birthday parties or weddings with professional organizers.



For a casual Saturday, you can share an intimate dinner among friends on a terrace that has a vast view of the Eiffel Tower before dancing the night away at Le Matignon. Want to impress your potential partners? Kerden would arrange a business lunch in a courtyard garden of a hotel particulier in the chic 7th arrondissement neighborhood surrounded by beautiful monuments. Or you can have a family picnic in a rustic garden close to Sèvres, a little village about 10 minutes east of Paris.

Include a garden party with the help of Kerden and your next trip to Paris will never be the same again.

THE GUIDE OF WHAT AND WHERE TO BUY

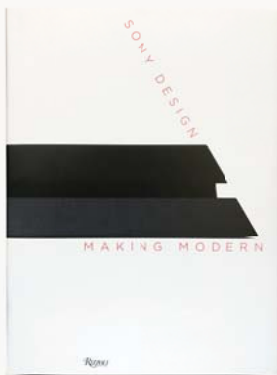


Panthella Mini Table

Louis Poulsen

The fixture emits a soft and comfortable illumination. The metal version directs the light directly downwards and creates a soft and comfortable illumination due to the inner white painted shade and the reflection from the trumpet shaped stem. The acrylic version leaves a diffuse comfortable light atmosphere due to the color and the downward reflection from the inner shade.

Price upon request



Sony Design Making Modern

A tribute to Sony's pursuit of innovation, cataloguing its history and design of the last 70 years and its impact on global culture, from the 1957 TR-63 transistor radio to the Walkmans, flatscreen, and beyond Playstations.

Available at Open House Bookshop by Hardcover
Central Embassy, 6th Floor

Cubist Small Chandelier

DESIGN BY KELLY WEARSTLER

Visual Comfort & Co.

The abstract and bold Cubist collection plays upon negative space and Kelly's affinity for modernist art. These three-dimensional geometric sculptures utilize the interplay between light and shadow with a distinctive, spirited voice.

Available in Aged Iron, and Gold.

Price upon request



Keyn Chair

Herman Miller

For sitting to be as healthful as possible, people are meant to shift and change positions frequently. Keyn Chair makes this possible by responding to the body's movements. Its patented mechanism allows the one-piece seat-and-back shell to slide smoothly and recline up to 10 degrees so that people are encouraged to move naturally and feel comfortable.

BAHT 46,100



Laucala Channeled Upholstered Bed

DAVID PHOENIX COLLECTION

Hickory Chair

This bed is a dreamy oasis of rich walnut veneer paired with striking upholstery channels on the inner headboard. Well-suited for modern and more traditional interiors, the Laucala Bed is beautiful from every direction, whether tucked into a corner or floating in the center of a space. Available in Queen, King, and California King.

Price upon request



Essence Pots

Liaigre

Hand made from selected wood species of the Troncais forest in France, the Essence pencil pots are the result of an Irish cabinet-maker established in France. The oak and walnut woods used for the different finishes proposed in the collection are chosen as close as possible to the heart of the tree, where the wood is the most beautiful. Several successive stages of cutting, turning, shaping and sanding give the pieces their unique beauty and sensuality.

Price upon request

Tommy Lighter

Saint-Louis

After its brilliant showing at a legendary royal lunch at Versailles in 1928, the Tommy service captured the symbolic essence of Saint-Louis. From its star base to its diamond cuts, bevels, chains, and bead-cut hurricanes, it showcases all the craftsmanship and dextrous brio of master glassworkers of the brand.

BAHT 24,000



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Delicious Innovation

Who would have thought that a simple idea from a Belgian housewife could become a culinary phenomenon worldwide?

The sweet success began in early 2007 when Els Scheppers, a Belgian food enthusiast entered a reality TV show called *De Bedenkers* or *The Inventors* to compete with another 2,000 contestants for their special innovations. She wanted to create a creamy spread or peanut butter out of Speculoos or Biscoff Cookies, aka The Airline Cookies that Delta Airlines has been serving on board since 1985. Traditionally, Speculoos are cinnamon-infused, less sweet cookies with caramel flavor and crisp texture that accompany a cup of coffee or espresso, widely popular in Europe. Later on, when it was introduced in the States, it was changed to **Biscoff** (biscuit + coffee) for easier pronunciation. The cookies were so well received that Delta started to offer them by mail order.

To Scheppers, she was wondering why Biscoff cookies weren't spreadable. In Belgium, in the old days blue-collar workers would break the cookies into smaller pieces and place them between 2 slices of bread because it was cheaper than cheese or salami. It became a norm for Belgian parents to make a sandwich for kids that way. That's how she came up with the idea of peanut butter but made of delicious Speculoos that everybody loved. She then churned the cookies with a few other ingredients and transformed it into a creamy spread. Lotus Bakeries contacted Scheppers for the exclusive rights after she made finalist on the show. Together, they developed her recipe and the delightful paste was born. And the rest is history.

On the debut day, Biscoff Cookie Spread was sold out in Belgium in 3 hours and when it was launched in the U.S. in 2011, it instantly became a cult-following pantry staple. In addition, those who are allergic to nuts and couldn't enjoy Nutella can now take Biscoff Spread instead as it contains no nuts, trans fat and no artificial flavors or preservatives added. Available in 2 formats, creamy and crunchy, the Biscoff Spread is excellent on toast or on a spoon straight from the jar.

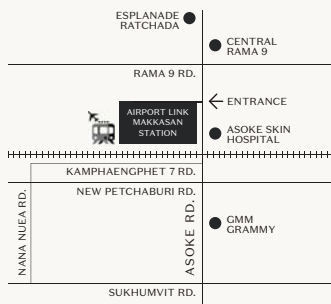
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