

การตกแต่งภายใน ในประเทศไทยหลังสงครามโลกครั้งที่ 2

Interior Design in Thailand after World War II

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Abstract

Interior Design in Thailand has been evolving, owing to domestic development and international interactions. The development of Thai interior design can be divided into six periods; (1) the early postwar (1945-1964), (2) the early development (1965-1975), (3) the Thai pioneer (1976-1986), (4) the globalization/Westernization (1987-1996), (5) the economic crisis (1997-2003), and (6) the Millennium (2004-present). In accordance to its socio-economic conditions, interior design in Thailand has been influenced by international interactions as well as domestic policies, as demonstrated by plenty interior designs and a fair number of professionals practicing interior design, as well as architectural styles and building types. Three components represented the interior design in each period are presented as space, function, finishing and furnishing. Interior space has been developed from separated hierarchical functions which required more area to open-and-flow style with combined function. Functions were ranging from simple (one function per space) to complex space (multiple, overlapping functions per space) and from public space for the purpose of sales to private residences for the aesthetics and comfortable lifestyles. Various finishing and furnishing were used ranging from imported luxurious brand-name design to local home-grown design, all of which are influenced by Western lifestyles, globalization, and other factors, including media and public visibility as well as social media. Interior design came to be more domesticated original and diverse owing to the digital platform and modern technologies. Hence, it is important to see how interior design in Thailand has corresponded with socio-economic conditions and international relations through professional development of interior designers.

Keywords

Interior Design

Profession

Postwar

Socio-Economic Conditions

International Influences

บทคัดย่อ

การตกแต่งภายใน ในประเทศไทยมีวิวัฒนาการที่ผ่านมามีส่วนหนึ่ง เป็นผลมาจากอิทธิพลของนโยบายการพัฒนาภายในประเทศทางด้านสังคม-เศรษฐกิจ รวมถึงผลกระทบจากความสัมพันธ์ระหว่างประเทศ ที่ส่งผลต่อการตกแต่งภายใน ทั้งในส่วนของวิชาชีพ นักออกแบบ สถาปัตยกรรม และรูปแบบอาคาร จากอิทธิพลดังกล่าว พัฒนาการการตกแต่งภายในของไทย สามารถแบ่งวิเคราะห์ได้เป็น 6 ช่วง ได้แก่ 1) ช่วงหลังสงคราม (ค.ศ.1945-1964) 2) ช่วงเริ่มต้นพัฒนาการ (ค.ศ.1965-1975) 3) ช่วงนักออกแบบรุ่นบุกเบิกของไทย (ค.ศ.1976-1986) 4) ช่วงโลกาภิวัตน์/ตะวันตกภิวัตน์ (ค.ศ.1987-1996) 5) ช่วงวิกฤตเศรษฐกิจ (ค.ศ.1997-2003) และ 6) ช่วงมิลเลนเนียม (ค.ศ.2004 เป็นต้นมา) โดยการตกแต่งภายในในแต่ละช่วงจะถูกวิเคราะห์ผ่านองค์ประกอบหลักของการตกแต่งภายใน 3 รูปแบบได้แก่ พื้นที่ว่าง (Space) ประโยชน์ใช้สอย (Function) และ วัสดุตกแต่งและเฟอร์นิเจอร์ (Finishing and Furnishing) จากการวิเคราะห์พบว่า พัฒนาการจากช่วงยุคหลังสงคราม สู่ปัจจุบัน ในส่วนพื้นที่ว่างภายในจะมีพัฒนาการลักษณะประโยชน์ใช้สอยจากที่มีลำดับขั้น ขั้นตอนของใช้พื้นที่มาก (หนึ่งห้องหนึ่งพื้นที่) มาเป็นลักษณะพื้นที่ว่างเปิดโล่ง มีลักษณะประโยชน์ใช้สอยทับซ้อนเปลี่ยนแปลงได้ (หลายประโยชน์ในหนึ่งพื้นที่) ในส่วนการใช้สอยจากเดิมที่มุ่งเน้นการตกแต่งภายในเฉพาะพื้นที่ กลางหรือพื้นที่ส่วนรวม เพื่อประโยชน์ด้านการค้า มาสู่การตกแต่งภายในในพื้นที่ส่วนตัว และบ้านพักอาศัยเพื่อความสวยงาม และวิถีชีวิตที่สะดวกสบายมากขึ้น ในส่วนวัสดุตกแต่งและเฟอร์นิเจอร์ จากเดิมที่นิยมใช้วัสดุราคาแพง หรือเฟอร์นิเจอร์แบรนด์เนมที่ออกแบบจากต่างประเทศ สู่การใช้วัสดุ และเฟอร์นิเจอร์พื้นถิ่นที่ออกแบบโดยนักออกแบบในประเทศ ทั้งนี้ ด้วยอิทธิพลทางสภาพเศรษฐกิจสังคมที่เปลี่ยนไป วิถีชีวิตแบบตะวันตกที่มากขึ้น โลกาภิวัตน์ และปัจจัยทางเทคโนโลยีอื่น ๆ ที่ทำให้เกิดการรับรู้ในวงกว้างไม่ว่าจะเป็นสื่อสิ่งพิมพ์หรือสื่อออนไลน์ โดยพัฒนาการที่เห็นเด่นชัดในปัจจุบันคือการออกแบบภายในและงานสถาปัตยกรรมภายใน มีความเป็นแบบฉบับของตัวตนที่คุ้นชินมีมาแต่เดิม (Domesticated Original) รวมถึงมีความหลากหลาย (Diverse) มากขึ้นจากดิจิทัลแพลตฟอร์มและเทคโนโลยีสมัยใหม่ต่าง ๆ ดังนั้นจึงเป็นเรื่องที่สำคัญยิ่งที่จะมองเห็นลักษณะอิทธิพลที่ส่งผลกระทบต่อความเป็นไปของการออกแบบตกแต่งภายในที่ตอบสนองต่อพัฒนาการด้านวิชาชีพของนักออกแบบในประเทศไทย

คำสำคัญ

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Introduction

The turn of the 20th century marks the dawn of modern interior design in Thailand. It is challenging to analyze interior design according to Thailand's socioeconomic conditions and to figure out factors influencing its interior design in each period. This is because interior design components are composed of various objects being employed and modified. It is also difficult to retrieve such records especially before the period of digital and color photography. Interior itself is also hard to capture photographically. If without particular wide-angle lenses, the picture can only contain some aspects of interior design (Lees-Maffei, 2008). Moreover, the field of interior design can be called short life-cycle with high elimination rate. Without timely records, the historical materials are gone with time and ceased to exist. (Chuang & Chiou, 2009) Until recently, the literature on interior design in Thailand suggested strong influences from the West (Chanurairut, 2008). This article argues that we need to look at the development of Thai interior design profession as well.

Divided into six periods after World War II, this article sketches the picture of Thai interior design to introduce a broad perspective of interior design, with a particular focus on space, function, and furnishing elements. It aims to show how interior design in Thailand has been shaped by international influences and socio-economic conditions, as well as by the professional development of Thai interior designers.

Interior Design Before World War II

Before World War II, interior design in Thailand, by and large, started in palaces, mostly pursued by Western architects and civil engineers, mostly from Italy or Germany, employed during the reign of King Rama V (1868-1910). The architects designed most of the architecture and interior, including furniture and finishing. The interior space in this period was hierarchical and grand with the function of public

space. Thai style's furnishing and finishing also presented in these palaces, featuring wooden structures, concrete wall-baring sometimes with marble finished, carved patterns and golden lacquer decorated with stained-glass. Legendary creature figures such as Garuda, a mythical bird deity used for the royal symbol, or its rival, Nāgá, a mythical snake deity, were commonly found in interior design, showing the Indian influences in terms of Buddhism and Brahmanism as well as some Chinese influences symbol and figures such as cloud, flower motif and Chinese vases. Some design was adopted from the beliefs and the concepts of cosmology mentioned in Thai scripture "Tri Bhumi" during the Sukhothai era in the 14th Century (Seviset, Somchai, & Lin, 2012). The examples can be seen at the Ananta Samakom Throne Hall Year of Completion, 1915 in Figure 1.

Teak wood was often used to make furniture such as thrones, mirror frames, cupboards, sofa beds, beds, and drawers, which tended to be accompanied by many elaborated carving patterns and gold leaves to reflect the identity and ranks of the owners. Interior walls and ceilings were decorated with fresco and mural paintings in colors. A further example can be seen in Figure 2 of Vimanmek Mansion Year of Completion, 1901 in Bangkok.



Source and copyright holder: Teerarath Cheosakul, n.d.
Figure 1. Example of Thai traditional style with Western influence in Ananta Samakom Throne Hall.



Source and copyright holder: Sakdiwat Kaewnate, n.d.

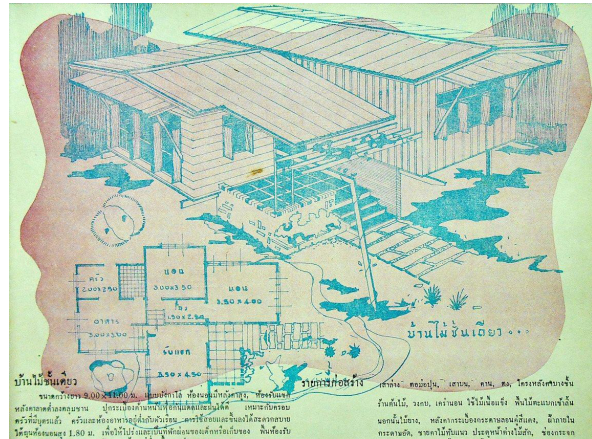
Figure 2. Example of Thai traditional style with Western influence in Vimanmek Mansion

The Early Postwar (1945-1964)

The early postwar period (1945-1964) saw the Thai government's attempts to modernize the country through adopting Western architectural styles, replacing the Thai traditional styles prevalent during the prewar time. Most buildings were less spacious due to budget constraints. Architectural types during this period were exemplified by the styles of plain modern, local climate-conscious, Western vernacular and Thai contemporary, as seen in government and office buildings, hospitals and universities. For residences, there was a substantial and urgent demand for housing, as those fled to the countryside during the war now returned to Bangkok. The early housing development, industry, and transportation were started during this period. The styles of houses had a variety of traditional Thai, Western, and vernacular architecture (Horayangkura, 1987). The structure ranged from Timber, half-timber, to reinforced concrete. (Figure 3)

Interior design, meanwhile, came to appear as modern and Western styles but with some adaptation to suit the function and the Thai way of life at the time. Accordingly, the interior design in this period tended to be functionalist and followed architectural components. This includes the use of breeze blocks

for ventilation and mosaic flooring. Typical furniture and furnishing materials which were often found in most houses included simple wooden furniture, such as tables, chairs, hanger racks, closets. Wallpaper, mirrors and fabric pattern with built-in furniture and key- piece rattan furniture also founded.



Source: Apimonton, n.d.

Figure 3. Typical modern home design during 1956

In 1956, the first school of interior design, the Faculty of Decorative Arts, was founded at Silpakorn University. This can be considered the starting point of the interior design profession in Thailand. Most instructors and interior designers were royal descendants or from upper-class families who studied interior design from Europe. Yet, the market for interior design during this early postwar remained limited, due to the small economy which only started to recover from the war at snail pace. (Figure 4)



Source: Author, n.d.

Figure 4. Example of typical furniture commonly found during 1945-1964

The Early Development (1965-1975)

The second stage of the postwar Thai interior design can be called the Development Period which was taking place during 1965-1975. In the 1960s, the Thai government embarked on the development agenda, receiving loans from The World Bank (2019) to develop infrastructure and starting to receive investment from abroad. This period has also coincided with the Vietnam War, whereby many American soldiers came and took retreat in Thailand. Here came also the development of tourism and services (Horayangkura, 1987). Several hotels were built at this time, including the iconic Dusit Thani (Year of completion, 1970) in Figure 5.



Source and copyright holder: Rerkdee Potiwanaku, n.d.

Figure 5. Example of the Development period, Dusit Thani hotel lobby.

Accordingly, hotels, offices, hospitals, department stores, movie theatres, bowling arenas, and supermarkets were built with international styles of architecture and interior design to serve more variety of required functions by users. Interior designers, though becoming professional, their works were still considered as luxury and extravagance. In 1972, another school of interior design at King Mongkut's Institute of Technology Ladkrabang was founded, producing many interior designers later on. This reflects an increasing demand for interior design along with country development.

In the meantime, the Thai population doubled from 24 million in 1958 to 37 million in 1972 with as many as 1.8 million increased in Bangkok metropolitan alone due to job-seeking migration from provincial areas. Thailand economic growth development performance in this period was at 7.9% growth rates of GDP (% per Annum). This led to the increasing role in manufacturing as well as industry (UNFPA, 2011). Roads and other infrastructure were constructed to solve the problem of crowded community. Importantly, housing development came to expand to suburbs and major cities in other parts of Thailand, for the middle class who could afford. Most houses are two-story with standard function spaces, i.e. living, dining, kitchen, bathroom on the first floor and bedrooms with bathrooms on the second floor. The interior space is commonly found to be spacious with double-volume in space. A split level is common in residences in this period. Modern finishing and furnishing are applied including upholstery, carpets, marble and parquet flooring. These houses came with simple, one function per interior space. They were equipped with modern loose and fixed furniture and ceramic tiles bathrooms as seen in Figure 6, CASA11 (Year of completion 1968) in Chiang Mai province.



Source: pantip.com, n.d.

Figure 6. Example of the Development period residence, CASA11 Nimmanhaemin, Chiang Mai.

The Thai Pioneer (1976-1986)

The third stage of Thai interior design is the Thai Pioneer Period (1976-1986) during which urbanization was sprawling, while quite a few interior design firms were founded. Some Thai interior designers were practicing in Hong Kong and Singapore to acquire more experiences and responded to the higher demand for interior design in those countries (Chanurairut, 2008).

Office buildings, hotels, shopping malls, shops appeared in most major cities outside Bangkok, namely Chiang Mai in the North, Nakhon Ratchasima in the Northeast, Chonburi in the East, Hat Yai and Phuket in the South. The residential sector was also on the rise in terms of houses, apartments, and low-rise commercial buildings commonly found in Thailand known as shophouses. Western styles of interior design were imported from and introduced to the upper-middle class by interior professors and designers graduated from abroad. The interior design then offered a more variety, such as Modern, Thai contemporary, Classic, Eclectic, Country, Romantic, Post-modern, Memphis, while some Thai traditional styles also remained. In hi-end housing and buildings, furniture seen during this period was imported from overseas with more specific functions and styles, such as sofa bed, consoles, cabinets, sideboard, armchairs, and love seats, in contrast to simple furniture found in the earlier period. (Figure 7)



Source: ASA magazine, n.d.

Figure 7. Example of country style interior design, Beer Singha House, designed by Design 103.

Thailand economic growth rates of GDP (% per Annum) was still strong at 6.9% (UNFPA, 2011). The middle-class populations, in general, became more interested in interior decoration and furniture, as demonstrated by the fact that furniture fairs were often held in Bangkok throughout the year. Most furniture products were made from wood, bamboo, and rattans with both industrially manufactured and hand-made products. Due to the increasing sale of furniture's products, furniture fittings, glass blocks, plastic laminated, stainless steel, and wood veneers were also imported. Around the turn of the 1980s decade, the Thai economy started to grow, together with the higher number of construction projects. By the mid-1980s, Bangkok became even bigger with several business districts.

Meanwhile, the Thai interior design professionals established their professional association called the "Thai Interior Designers Association (TIDA)" in 1985, to be an independent entity to promote the value of interior design, while providing services and exchanging academic knowledge, experiences, and connections among members.

The Globalization/Westernization (1987-1996)

The fourth stage is marked as the Globalization/Westernization Period of interior design in Thailand during 1987-1996. It came together with the economic boom with high growth, owing to massive foreign direct investment (FDI) from Japan and other countries. More people were employed and received higher incomes. The growth rates of real GDP for this period is at the highest point, 9% per annum as seen in the data from 1990-1994 (UNFPA, 2011). As Thailand liberalized its financial market to tap in global finance, real estate projects had been rapidly expanding at an exponential rate. Thai people came to substantially adopt Western lifestyles with various influences seen in interior design, ranging from Contemporary to Modernism in places like restaurants, pubs, bars, and cocktail lounges. Six more interior

schools were founded, namely Rangsit University (1987), Bangkok University (1989), Kasem Bundit University (1990), Chulalongkorn University (1993), King Mongkut's University of Technology Thonburi (1995) and Assumption University (1996). Some institution has it as interior architecture, a branch of architecture which can deal with both interior design and structural adjustment. With a rapidly growing economy, Thai designers went to graduate study abroad in either the United States or Europe. Design work started to grow into more elaborated details with more advanced construction techniques. Many interior design projects were widely publicized in design magazines, TV, and websites. (Figure 8)



Source: INTER DECOR magazine, n.d.

Figure 8. Example of restaurant design, Hartman Dorfers designed by P49 Interior & Associates Co., Ltd.

Advancement in computer-aided designing also came to influence the way the designers worked. Many luxurious facilities of residential, commercial and hospitality projects were designed not only for their utility but also for decoration to follow the Western trends and for marketing through luxurious and designed settings seen in shopping malls. Due to the high demand in interior design, the costs of finishing materials and indoor systems (i.e. air-conditioning, lighting) were skyrocketing. New specialist services such as lighting design and prop design came to offer their services to the general public. Western trade shows of imported luxurious furniture and finishing were often held in Bangkok.

There was an interesting development on interior materials during this period. The Thai government imposed logging ban in 1989 to curb deforestation, resulting in the unavailability of teak wood and other types of hardwood. Therefore, the interior design had to increasingly use substitute products, such as MDF and plywood. Later on, wood from the rubber tree became prevalent.

In the early 1990s, several Thai brand furniture makers, including SB, Index, and Modern Form started to have their showrooms around Bangkok to serve the high demand for furniture that came together with the real estate boom, which later on turned out to be a bubble. Set furniture for living rooms, bedrooms and kitchens became popular, as they came with economical prices.



Source and copyright holder: Napawan Sophason, n.d.

Figure 9. Variety of interior design styles during the Globalization/Westernization Period

Meanwhile, there was also an emerging trend of green design conscious about the environment with the 3R principles (Reuse, Recycle, Redesign) and energy conservation, i.e. energy saving label as

called number five label for high-efficiency electric appliances. Some recycle materials thus first appeared and developed into the sustainable design in the later period.

The booming real estate development which expanded to many vicinities around Bangkok, was unable to meet the increasing demand, resulting in the format of turn-key design and construction from contractors, known as “Design & Built”. In other words, the contractors did both construction and interior together. Condominium and resorts were continually built, as upscale people could own more than one home at the seaside or in the mountainside. Among emerging interior design styles included Neo-Classic, Colonial, Country, Modern Classic Thai, Minimal, Loft, Fantasy and De-construction. Thailand in this period represents the unprecedented Western influences and materialism since the end of World War II.

The Economic Crisis (1997-2003)

The fifth period started with the Asian Financial Crisis that hit Thailand first in 1997 and spread to most Asian economies. It can be classified as the Economic Crisis Period (1997-2003). The growth rates of real GDP have plummeted to 0.5 % per annum (UNFPA, 2011). Real estate projects were frozen or even discontinued, for example, Sathorn Unique Tower, a 50-stories skyscraper in the middle of Bangkok or the Hopewell Project, Bangkok elevated road and train system (Leipziger, 2015). (Figure 10)

Many housing and building construction were either suspended or adjusted to reduce the costs, particularly on the interior design which could be considered luxury. Accordingly, many interior designers had no choice but turned to be furniture designers and exporters later on. There was a cross-disciplinary phenomenon among designers; some interior designers became art directors and graphic/web designers.



Source: Eric Fidler, flickr.com, n.d.

Figure 10. The discontinuing of Sathorn Unique Tower during the Economic Crisis Period

Design works during this time were mostly renovation, redesign, and Do-It-Yourself (DIY) projects. Some DIY stores such as Homepro and Homeworks seem to thrive in this hardship.

The Globalization/Westernization of the early 1990s now gave way to “Glocalization,” in which Thai and oriental styles became well received. With the shock of the financial crash, Thailand came to be disillusioned with globalization/Westernization and materialism, turning to traditional Thai and Asian styles, which were deemed more spiritual and closer to nature. One institution, Thammasat University started to offer interior architecture program as the economy started to rebound in 2002.

During this time, Thai designers started their own brands of furniture and furnishing materials, using local and natural materials rather than imports. Interior designers were increasingly influenced by technological advancements, such as CAD and 3D modeling, while the internet became a good reference to develop and design their works. Meanwhile, sustainable design and energy conservation design were seen occasionally and was supported by the Ministry of Energy.

The Millennium (2004-present)

Lastly, the Millennium Period (2004-present) marks another turn for interior design in Thailand, owing to steady economic recovery, pervasive social media, as well as the consciousness for sustainability and energy conservation. The growth rate of real GDP started to climb back up to 5.2% following the economic crisis (UNFPA,2011) After average growth slowed to 3.5% over 2005-2015, with a dip to 2.3% in 2014-2016, Thailand is now on the path to recovery. The Thai economy posted the highest growth rate in six years, at 4.1% in 2018, despite external shocks to trade and tourism.

In 2006, the Architect Council of Thailand (ACT) announced the separation of Interior Design from Architecture as a profession required to have its own license to practice. Interior design and architecture schools have to conform to the new rules. All interior designers graduated in Thailand now need a professional license to work in this field. Seven more interior design/interior architecture programs were established, as a result of earlier plans to expand education in the field to respond to the high demand during the globalization period. These institutions include Rajamangala University of Technology Thanyaburi (2004), Rajamangala University of Technology Isan (2004), Sripatum University (2004), Mahasarakham University (2006), King Mongkut's University of Technology North Bangkok (2010), Rajamangala University of Technology Rattanakosin (2011), and Dhurakij Pundit University (2012). With improving economy, many Thais came to appreciate a variety of design, which is also increasingly associated with periodical fashion seen over the internet. Websites like Pinterest, Instagram, Archdaily, and Facebook have become public digital curation for visual images, which is an important part of design professionals (Scolere & Humphreys, 2016).

The nostalgic Western Retro style made a comeback, ranging from the 1950s, the 1960s, and the 1970s, which appear in the interior design of

residential, commercial and hospitality projects. Most projects come with a smaller scale but more modern with either trendy or unique styles, in response to the increasing variety of preferences among affordable customers. Hip & boutique hotels sprung up in many corners of Bangkok, major cities, and resort towns with the influencing of many hotel reservation websites that showed how each hotel, hostels, and resorts look like. Interior design became really diverse, as demonstrated in the trends of Mix & Match, exotic, and Cool-Chic-Chill. Real estate projects are gaining more attention, thanks to the media and their marketing strategies. In the meantime, since the building stocks from the bubble period still remained, interior stylists were required to create new images for these old and once abandoned projects without redesigning. The Universal styles in terms of Exotic, Mediterranean, Caribbean, Arab, Moroccan and Bohemian also appear in some hotels and resorts. Some interior design & contractor firms have grown up to receive projects overseas from ASEAN countries, Europe, Australia, and East Asia.

Meanwhile, green architecture has also gained momentum. Local outlets came to offer environmentally conscious interior materials. A few green rating agencies also emerged, particularly the Thai's Rating of Energy and Environmental Sustainability (TREES) under the Thai Green Building Institute. Interior designers and architects now are more aware of green design. And owing to the increased aging population, universal design has become the new standard in all interior design projects. Hospitals and healthcare facilities are booming with more comfortable and more luxurious interior design as seen in many hotels and resorts.

Using retrofit and mixed-use space, community malls and department store and hotel complex, have sprung up in many parts of Thailand. In the meantime, online shopping and e-commerce have now become a trend. Furniture, finishing and home accessories are booming for home and living space. Accordingly, interior design tends to be more domesticated, original

and diverse. It is much easier as well to be an interior designer to serve the demand of the clients in this digital era. The future of interior design will be significantly shaped by technology, such as visualization tools and 3D printing, augmented reality, digital platforms, and smart finishing and furnishing. Meanwhile, the global issue of sustainable development goals will set the path for more eco-friendly design and materials.

Conclusion

The interior design in Thailand has taken several turns during the seven decades after World War II, owing to changing socio-economic conditions and also the growth of interior design profession. It started from the traditional Thai styles and transformed into a more modern functionalist style in the first two postwar decades. During this pre-economic boom period, there had been only a few interior designers practicing in a narrow scope of hi-end projects. Then with the urban expansion and the growth of the middle class since the mid-1960s, there came a more demand for interior design; yet, by and large, remained simple in the residential sector. Many hotels and bars, with Western design, were built in response to increasing tourism and the opening up for foreign investment.

The period that changed the interior design substantially occurred in the mid-1980s, as the Thai economy took off for rapid growth and embarked on internationalization and, indeed, globalization. Westernization of interior design was thus the trend of the time, when numerous real estate projects sprung up, ranging from office buildings, commercial buildings, shopping malls, and residential estates.

Many of these projects were luxuriously decorated. However, the period lasted only ten years until 1997 when the Asian Financial Crisis dealt a serious blow to the Thai economy. The interior design had to comply by cutting costs and reducing extravaganza. Many had to get settled with renovation styles. The disillusionment with globalization/Westernization revived the Thai styles as well as induced oriental styles into the interior design.

As the economy recovered by the mid-2000s with increasing incomes among the middle class, Thailand now can afford a variety of styles at a higher degree than the pre-crisis period. Interior design in the new millennium is really diverse, ranging from Western and international styles, such as classic, modern, post-modern, as well as the oriental and exotic design. Interior space varied ranging from separated hierarchical functions to open and flow style. Functions are ranging from simple to complex space and public to private. Decorations are varied and furnishing materials and furniture used are imported luxurious brand-name design to local home-grown design, all of which are influenced by Western lifestyles, globalization, and other factors, including media and public visibility as well as social media. And the influences become more domesticated in the recent period.

Interior design in Thailand is likely to be continually influenced by factors like economic conditions, technological advancement, come-and-go fashions, as well as environmental trends, which tend to come at a faster pace. The unprecedented high speed of connectivity among global citizens through social media would also significantly define interior design in many decades to come.

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