



**Project Name :** Central Plaza Salaya  
**Project Location :** Western Bangkok  
**ALUCOBOND Materials :** Alucobond® plus Spectra white gold  
**Architect :** Pi Design Co., Ltd  
**Developer :** Central Pattana Public Company Limited  
**Year of Completion :** July 2014

Located in the Salaya district of Nakhon Pathom province, this is one of the rapidly developing areas of western Bangkok. This area is densely surrounded by various residential projects, educational institutions, leisure parks and government offices.

The idea of the developers- CPN was to create something entirely unique to the landscape which had a strong bond with the local culture while at the same time signifying modernity and style. CPN is known to experiment with new and radical designs for their projects and this one was no different. The total project value is close to US\$110 million.

The architects – Pi Design knew that they had to create something which would have to be a blend of local culture with characteristics of beauty, femininity, and delicacy. They beautifully translated the concept design of a ‘contemporary botanical’ theme by giving the exteriors of this shopping mall a look of an Orchid flower which grows locally in this area and would signify the characteristics that they were looking for.

The next big challenge was to choose the right kind of materials and finishes which would turn their concept design into reality keeping in mind that aesthetics are as important as safety. While the developers and architects considered various different options, they finally chose aluminium composite materials (ACM) for the facade. It was important to choose a product/brand which would provide them with the design freedom to create something they visualized for this project. The Architect wanted the facade to have

Orchid flowers throughout for which the material needed to be perforated/cut in the shape of orchid flowers and be curved wherever required.

The ALUCOBOND® team in Thailand led by Gecons (Thailand) Co., Ltd worked very closely with the developers and the architect to understand their concept design and presented various surface finishes which would have aided in this unique design idea. Finally, after seeing a lot of different brands and finishes, they zeroed in on the Spectra white gold finish. This Spectra finish changes color from white to gold, mimicking the look of a white orchid petal with gold columns by the interference effect that changes color based on viewing angles. This finish was not only subtle in its looks, but also stood out in its features. With ALUCOBOND® they were sure to get a product with best in the industry marine grade aluminium alloy AW 5005, which is corrosion resistant despite being exposed to the harshest of weather conditions, superior surface coating, fire retardant core, which even with edges exposed to weathering, would not delaminate, and finally all of this backed up with a comprehensive warranty.

One of the best things about this application was that there was almost zero wastage in the usage of ACM. Both the negative and positive perforations and parts were used intelligently across the facade of this mall. To ensure its safety, the installation system was mounted using VHB tapes.

This shopping mall houses some of the leading Thai and International brands apart from having various dining outlets, entertainment areas, and cinemas.

This project has turned out to be a landmark in Thailand and won the most prestigious BCI Award in 2014 under the category of “Buildings with greatest impact on environment in South East Asia”



## ALUCOBOND® Spectra & Sparkling colours

ALUCOBOND® Spectra & Sparkling colours celebrate the natural colour shifts that occur in materials that affect everyday life. Color shifts that cover the subtle nuances and colour contrasts found readily in nature, the glowing luster and sheen in modern metals and the colour shifts found in today’s luxury goods. While Colour adds fascination to the world, ALUCOBOND® spectra & sparkling colours add fascination to architectural design.

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With ALUCOBOND® spectra & sparkling colours, architects can create a truly memorable experience that will fascinate the audience and provide a lasting personal impression. The use of high-quality Fluorocarbon paint systems applied in a continuous coil-coating process ensures that the original design isn’t compromised.

ALUCOBOND® spectra & sparkling colours can be applied on ALUCOBOND®, ALUCOBOND® plus and ALUCOBOND® A2. Minimum order quantity applies.

For details and available specification please refer to the link [here](#).

