

COMPLETION REPORT

Navamindradhiraj University

Montouch Magluntong

【Subject of Research Project】

A Flavor of City: A Comparative Study of Housing Façade in Japan and Thailand

Comparison analysis of housing façade in Japan and Thailand was divided into three major periods: (1) 1960s – 1970s: From spray painting to tiling façade; (2) 1980s – 1990s: Prosperity of tiling facade; and (3) 2000s – 2020s: Into the future or leaving behind. In each period, there were several significant differences in the architectural style of housing façade, transformation of housing façade by decade, and characteristics of housing façade by area.

The first wave of modernization of Japan allowed the country to accept and adopt many modern cultures, including tiling façade on the multiple floors building. However, those modern cultures were applied and blended to meet Japanese preferences. Ceramic tile also had been adapted and developed under Japanese style and became to dominate the skyline of Japanese metropolises since 1960s. Thus, it shows that Japan had its own way of developing, and gradually accepted the new culture, which was called as ‘Galapagos’ among Japanese experts. In these two metropolises, there were some different contexts, which reflected on the condominium façade. In Tokyo, where space was limited, condominium façade often consisted of sleek, modern designs characterized by high-rise towers and slender buildings. Despite their modernity, condominium façade in Tokyo were often designed to complement the surrounding built environment and contributed to the overall townscape atmosphere. In Nagoya, condominium façade balanced between traditional Japanese architecture and contemporary design elements. Buildings featured a mix of materials, e.g., tile, concrete, steel, and wood, blending modern aesthetics with cultural heritage. Unlike the towering skyscrapers of Tokyo, condominium façade in Nagoya often emphasized human scale and proportion, with mid-rise and low-rise buildings dominating the skyline and creating a connection to their surroundings.

In Thailand, under the globalization, façade design of condominium had transformed rapidly from the modern style in 1990s to the futuristic style in 2020s. This means that there had been a condensed economic development in a short period of time. This caused an acceleration of Thai society development that changed Thai people mindset to accept international design and trends, especially younger generations to not conservative anymore. The trends show that it had been getting higher and higher in terms of quality and quantity. It reflected the city's dynamic and diverse urban fabric, featuring a mix of architectural styles, colors, and textures, which creating a sense of contrast and diversity in the townscape atmosphere. This could be translated that the socio-economic development of Thailand had increased the affordability of Thai people and the creation of demand for a better housing. The sense of beauty of Thai people also reflected on the façade design as the exterior decoration, and enhancing the overall townscape atmosphere.

In conclusion, the condominium façade in Tokyo, Nagoya, and Bangkok contributed to the townscape

atmosphere in distinct ways, reflecting the unique cultural, historical, and environmental contexts of each city. Whether through verticality and density, balance of tradition and modernity, or tropical sensibility and street-level activation, condominium façade played a pivotal role in shaping the visual identity and livability of these dynamic urban environments.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Maglumtong, M & Fukushima, S. (2023). “Characteristics of Condominium Façade in the Metropolitan Area: A Case Study of Bangkok, Thailand”, Proceedings of the 19th Conference of International Development and Urban Planning (CIDUP) on December 17th, 2023 in Toyohashi, Japan, pp. 90 – 99.

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Maglumtong, M & Fukushima, S. Transformation of Condominium Façade and the Townscape Atmosphere in Japan and Thailand. *Journal of Urban Culture Research*, (Submitted Manuscript).

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)

Note: There is another publication of the research results, which is the photo exhibition:

A Flavor of City: สุนทรียศาสตร์แห่งมหานคร (都会の香り: メトロポリスの美学)

Location: Curved Wall on the 3rd Floor, Bangkok Art and Culture Centre, Bangkok, Thailand

Date: February 13-25, 2024