



COUNTRY REPORT' 08 **by** **THE ASSOCIATION OF SIAMESE ARCHITECTS** **UNDER ROYAL PATRONAGE**

A Brief history

The Association of Siamese Architects (ASA) was established in 1933 with two fundamental objectives: to promote the architectural profession and to encourage sharing and exchanging information among members. To facilitate its operations, the organizational structure, as well as the bylaws, were simple.

Inactive during World War II, ASA revived in 1945. Though the Kingdom's name had changed to "Thailand", ASA retained its original name as a way of preserving a link to the founding principles.

From 1947, ASA concentrated on building an organization that served both the profession and society. Activities addressed the following areas:

- Professional practices
- Professional standards
- Professional ethics
- Code of conduct
- Cooperation among members in pursuing shared goals
- Promoting architectural research
- Professional advocacy

In 1954, ASA came under the Royal Patronage of His Majesty King Bhumipol Adulyadej.

In December 1965, a law administered by the Ministry of Interior came into effect requiring that architects be licensed to practice the profession. To oversee the licensing and monitoring process, the law established the Thai Architects Professional Practices Board (TAPPB) with 2 of 13 members from the ASA.

In 2000, reflecting the evolution of the design professions in Thailand, the Council of Thai Architects (COA) was formed and encompasses four main design disciplines: architecture, interior design, landscape architecture, and urban. ASA is a member of COA.

Currently, ASA services to members include:

- Ethical oversight
- Publications
- Lectures
- Seminars



Objectives

- Promote the continuing enhancement of the architecture profession in ways that are friendly to the environment and that preserve Thai traditions, while maintaining professional independence.
- Promote harmony and unity among members to enhance the stature and efficacy of ASA with a common focus on activities that benefit the profession and society.
- Serve as a resource for professional and technical information and advice for the benefit of members and society.
- To encourage, support, and promote education, research, and development that ensures the field of architecture progresses with the times.
- Cooperate with government agencies, as well as domestic and international organizations and institutions, to create an understanding and appreciation of the principles, role, and scope of the architecture profession as a means for fostering credibility and trust.
- Promote, develop, and perform the architecture profession in accordance with the highest standards of service and ethics for the benefit of members and the public.
- Define and certify the standards and rules for the practice of architecture.



Current Executive Committee of the Board

Term of Office: 2008-2010

Title	Name	
President	Mr. Thaweejit	Chandrasakha
Vice presidents	Mr. Sathirut Dr. Chalay COL. Sayam Mr. Anuchar Mr. Worachai	Tandanand Kunawong Chandr-virochana Yusananda Tantisiriwat
Honorary Secretary	Ms. Veeraya	Sansanakiet
Honorary Treasurer	M.L. Orn-umpai	Phananuratana
Honorary Registrar	Pol. Ctp. Parinya	Charoenbundit
Social Events Director	Mrs. Pennie	Arthachinta
Public Relations Director	Mr. Veerachat	Phromsorn
Directors	Mr. Lersak Mr. Chairat Mr. Pipat Mr. Surachai	Niyomthai Chantikul Rujirasopon Akekapobyotin
Manager	Mr. Yongyuth	Treeratanapituk



Current Membership

Membership

As of September 2008, ASA has 6,516 active members and 2,789 inactive. Over the past five years, membership growth has slowed, due to three main factors: the establishment of the Council of Thai Architects (COA); a change in law that eliminates ASA membership as a condition for licensing; and some confusion among architects as to the role of their profession and the role of COA.

However, during the past two years, the trend has reversed, as the ASA has clarified both its role and the member services it provides, plus organized a wide range of activities. In addition, ASA has added membership categories, including undergraduates and the general public, providing services that cater to their interests.



Types of Membership and Annual Dues

Member Categories	Qualifications	Membership as at Oct 2008	Annual Dues (Baht) per
Honorary	Distinguished persons who have been of substantial benefit to ASA and/or the profession and who have been nominated by a unanimous vote of the ASA board of directors.	14	-
Regular	A person granted a professional license under the Royal Decree governing architects and has not had such license withdrawn.	6,033	1,800/5 Years
Associate	A person with a bachelor's degree or above in architecture, as certified by COA or ASA, or a person who has received an associate degree, a certificate, or accreditation in architecture, as certified by COA or ASA, and has worked in the field of architecture for a period as set by COA.	483	400/Year
Supporting	A student enrolled in an architecture program at an educational institution recognized by COA or ASA, or any person interested in the field of architecture.	316	200/Year
		31	900/Year
Corporate	Any registered company providing services in the architectural field, including design and related services, and must have at least one member of senior management who is a regular member of ASA.	82	8,500/2 Years
Remarks: Dues stated do not include a 7% VAT, nor the 100 baht application fee.			



Revenues and Expenditures

ASA generates annual revenues in excess of 75 million baht (US\$ 2.2 million), most of which derive from "ARCHITECT", the annual ASA convention and exhibition that has been held for nearly 20 years. Additional sources of revenue include: membership dues; professional and academic seminars; social events and activities; recreational activities; architectural tours; and publications (books, the ASA Journal, and the ASA Newsletter).

The ASA's annual operating expenditures amount to approximately 65 million baht (US\$1.9 million).

In 2000, ASA established ASA Fund as a fixed-deposit account to serve as the primary revenue source. To provide financial security, any annual operating surplus goes into the ASA Fund account and can not be withdrawn. ASA can use only the interest generated.

According to current ASA bylaws, Board members must propose an annual operating plan with budget for approval at least 60 days prior to the annual general meeting to the ASA Fund Committee, the membership of which consists of past presidents and honorary members. After approval, the ASA Board of Directors presents the plan and budget at the annual general meeting, along with a report of the prior year's performance.



The ASA Network

Headquarters

The primary operational role of the ASA headquarters is to provide services to members and architects in general through general administration (administrative and financial services) and by implementing the various aspects of the Board's annual operational plan: professional; technical; preservation; architecture; international; and recreation. In addition, the ASA provides up-to-date information to members and architects concerning building codes through publications, seminars, and inquiries. The ASA HQ office provides membership information, processes new members, renews memberships, sells publications and souvenirs, and runs an architecture library.

ASA Chapters

There are 3 unofficial, semi-autonomous chapters under the ASA umbrella located in three regions of Thailand: the North, Northeast, and South. Each of the chapters operates as a commission comprised of ASA members who practice architecture in the region. Chapter presidents are elected every two years with terms concurrent with the ASA president and each chapter has the same structure as the ASA with a Board. The chapters undertake such activities as an annual regional architectural exhibition; professional and technical seminars; architectural research; recreational events; support professionals in the region; coordinate in the implementation of the annual plan; and provide information to the ASA board.

ASA Center

In September 2008, ASA opened ASA Center at Siam Discovery shopping Complex for the purpose of promoting ASA to the general public, student, as well as our members. ASA center, being located in the heart of commercial district and with easy access by the mass transit system will be more convenient for everyone who wishes to contract us. The Center will provide information about ASA and architectural designs and products, organize exhibitions and seminars, as well as provide meeting place for our members. In addition, membership information, process of new members publication and souvenir sales, and architectural library will be relocated to ASA Center.



Annual Congress

The ASA holds an annual congress in May during the ARCHITECT Exposition. The May 2008 congress had some 200 registered participants.

Legal status

ASA is registered as a private association under the laws of Thailand. After the establishment of the COA (The Council of Thai Architects), all licensing and registration of architects came under COA. COA is, by law, a regulatory body for the design professions in Thailand and replaces the Thai Architects Professional Practices Board (TAPPB), which had been made up entirely of government representatives. However, the COA Board is made up of a majority of architects, elected by ASA and COA members.

At present, the COA operates with an extremely limited annual budget that limits the COA's ability to represent its members. The ASA provides financial support to the COA in a number of ways, including paying the COA's annual membership dues to the UIA of which both organizations are members.

International affiliations

The ASA has been a member of ARCASIA since 1970 and renewed its membership to UIA in April 2002. The ASA signed Memoranda of Understanding with American Institute of Architects (AIA) in 1992; with the Japan Institute of Architects (JIA) in 1993; and with PAM, SIA, and ALACE in 2006.

ASA entered into these relationships to exchange information about professional know-how, practices, and standards and to organize joint activities among organizations and their members. The ASA intends to enter comparable agreements with ASEAN countries, such as Burma, Vietnam, and Cambodia.



Principal Activities in 2007-2008

ASA has organized more than 60 events, including board and committee meetings; seminars; and study tours to neighboring countries, as well as social and sports events with an annual fund-raising gala dinner.

The ARCHITECT 2008 exposition

This is the largest, most complex annual event organized by the ASA and is handled by a subcommittee appointed specifically for this purpose. The subcommittee divides its work into two groups: The Building and Construction Materials Exhibition group and the Architectural Exhibition and Seminars group.

The Building and Construction Materials Exhibition encompassed 60,000 square meters in 2008 and generated gross revenues of 20 million bath (US\$525,000). The Architectural Exhibition and Seminars event displayed work by ASA-registered architectural companies and from all schools of architecture under the theme "Unplugged".

Activities during the event included the following:

- King Bhumipol and Thai Architecture Exhibition (Thai Architecture and His Majesty the King)
- The 72nd ASA Anniversary Exhibition
- Architectural Heritage Buildings Exhibition
- International Seminars
- Academic and Professional Seminars
- Public Seminars
- Experimental Design Exhibition
- ASA Senior Members Thank You party
- ASA Members Night

Competitions/Awards

- ASA organized three sponsored architectural competitions. During the ARCHITECT 2008 Exposition, ASA also organized two Design Competitions for students and practicing architects. Every two years, the ASA runs the ASA Awards competition for the country's best architecture in several categories with Her Royal Highness Princess Sarindhorn presenting the awards.
 - ASA established the Institute of Siamese Architects (ISA) as a center to provide technical and professional services to members and the public and to serve as a repository of information on laws and professional practices. In addition, ISA serves as a center for research and development in the architectural field.
 - ASA Weekend Seminars (Bimonthly); previous topics include
 - ASA Experimental Design (Annual)



- ASA Student Workshops (Annual)
 - ASA Trip (Biannual)
- ASA Social Events and Seminars (Bimonthly)
- ASA Golf (Annual)
- ASA Badminton (Annual)
- ASA Football (Annual)
- ASA Manual Series:
 - Design for Building Safety
 - Universal Design
 - Anthropometry Guideline for Thai architecture



Member Outreach Programs

ASA provides architectural information to members and the public through various media;

- The bimonthly ASA Journal sent to all members and to governmental and academic organizations.
- The monthly ASA Newsletter sent to members and to governmental and academic organizations to keep them informed of ASA activities.
- ASA gains exposure through the broadcast media by participating in various radio programs intended to educate public about architecture and construction issues.
- ASA has had a website (www.asa.or.th) since 1997 with up-to-date information on various architecture-related subjects. Our members and the general public can contact ASA via the website via office@asa.or.th. ASA is currently enhancing the website to include downloadable forms, information, manuals, and building codes.



ASA Facilities

Opened in 1992, the current premises have offices, a meeting room, a library, a book center, and a mini-auditorium with one full-time manager and 18 permanent support staff.

Last year ASA have renovated the old building to accommodate more activities for architectural students and the new generation of architects. Current plans call for the following enhancement to improve services to members and any interested parties.

- A main auditorium (130 seats for theater and 70 seats for classroom) for seminar and social events.
- A meeting room that accommodates 20 seats
- A meeting room that accommodates a maximum of 8-10 seats
- "Nakorn Sriwicharn" Library (over 1,500 architectural books)
- ASA Station (multipurpose activities area)

In September 2008, ASA opened ASA Center at Siam Discovery shopping Complex for the purpose of promoting ASA to the general public, student, as well as our members. ASA center, being located in the heart of commercial district and with easy access by the mass transit system will be more convenient for everyone who wishes to contract us. The Center will provide information about ASA and architectural designs and products, organize exhibitions and seminars, as well as provide meeting place for our members. In addition, membership information, process of new members publication and souvenir sales, and architectural library will be relocated to ASA Center.



Current programs

During this period, ASA is continuing to implement the policies stated in the plan of the previous board that included expanding services to the public and organizing activities for architectural students, such as:

- Implement policies consistent with His Majesty the King's pronouncements in the areas of architecture, the environment, community development, the public benefit, etc.
- Extend the reach of activities to include organizations or agencies related to architecture, such as provide training for members and the public in cooperation with government agencies or private organizations that participants can apply in their lives.
- Emphasize preparing the new generation of architects, particularly those currently studying architecture, through the Young ASA project. Ensure they understand what the work of an architect consists of and involve them in ASA activities while they are still students. In addition, invite academic institutions to play a part in developing ASA activities to help ensure their students get the maximum benefit from ASA activities.
- Provide additional services to members and the public through the Institute of Siamese Architects (ISA), which serves as a center for technical services, training, and seminars, plus for information about professional techniques, building codes, and other matters relating to the architecture profession.
- A center that brings together experts in traditional Thai architecture and building preservation with a plan for supporting architectural preservation to benefit the public.
- Strengthen Thai architects for liberalization by fostering good relations and cooperation between Thai and foreign architects through international memoranda of cooperation (MOUs) with many countries through international seminars, architectural observation tours, and joint architecture exhibitions.
- Develop a digital registration system to facilitate information searches and updating.
- Make the ASA Journal, ASA Newsletter, and the ASA website bilingual in Thai and English to provide international access to information about architecture in Thailand.
- PCD Programme organized by ASA are as follow:
 - "Lighting Technology and Application : LED"
 - "Facility Management"
 - "Building Design & Operations for Fire Safety & Healthy Indoor Environment Quality (IEQ)"
 - "Barrier Free and Universal Design for the Elderly & Handicapped"
 - "Architects in the role of Communities Conservation Development"
 - "Building Refurbishment "
 - "Personal Finance for Architects"
 - "Public talk : Hospitality Design @ Spa & Resort"
 - "Computer Application in Arch Practice."



Future plans

The ASA has plans for generating stable revenues and for adding more activities, as follows:

- Bangkok Design Festival to be held annually and staged through out Bangkok to promote designs to general public.
- ASA/U.I.A Forum 2010 will be organized with a theme of “ Tropical Resort and Hospitality Designs for Sustainable Development”.
- Open new international market with the Department of Export Promotion , Ministry of commerce and organize architectural Exhibitions to showcase “Thai Designs”.
- Discussion and negotiation with the Thai Government on architectural Design Fee standard for public sector projects.
- ASA as government advisor to nominate potential sites for new Parliament Building.



Architect practice and professional

The current economic situation continues to present attractive real estate investment opportunities, because of a shortage of quality housing and commercial buildings that appeal to foreign investors and expatriates. This results in continued interest in and development of real estate in various forms through out the Bangkok metropolitan area.

Real estate sales and long-term lease prices in downtown areas are relatively high, since available properties suitable for development are few. The real estate sector continues strong, fueled by domestic investors and joint Thai-foreign investors developing large projects that require time to plan and that take a long-term favorable view of the economy's prospects.

The tsunami disaster on the Andaman Sea side of Thailand's Kra Peninsula caused a shift in tourist destinations to the Gulf of Thailand side, resulting in many housing and hotel development projects in the provinces of Petchaburi, Prachuab Kiri Khan, and Suratthani (Samui Island). At the same time, hotels and resorts damaged by the tsunami were being refurbished or renovated, restoring a favorable tourism climate and stimulating real estate projects, though not on a level comparable to before the 24 December 2004 disaster.

Completion of some major government infrastructure projects carried out under a number of governments, such as the subway in Bangkok and the new Suvannaphum airport, caused an urban fabric shift with various key intersections becoming commercially more important, while outlying areas previously ignored and areas in the vicinity of the new airport have become attractive for urban housing, such as medium-priced condominiums.

These factors have created highly favorable conditions for the architectural profession, leading to foreign architectural firms – well-known and otherwise – seeking opportunities in Thailand. Some are doing so through project investors, while some are doing so by using a direct marketing approach or clandestinely.

The Council of Architects (COA) launched a 12-year professional development plan in 2005 to accommodate the liberalization of trade and services, including entering into international agreements, such as APEC Architects and ASEAN Architects (under the ASEAN Framework Agreement on Services – AFAS), as well as the Free Trade Agreements concluded with various countries or in the negotiation stage. The architect profession will welcome the full participation of foreign architects by the year 2017.