

Alila Cha-Am Hotel

115 moo7, Tambol Bangkao, Amphur Cha-am
Petchabury, Thailand

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|--------------|-------------------------------------|
| Architects | DBALP Bangkok, Thailand |
| Clients | KS Resort & Spa Bankok, Thailand |
| Commission | 2004 |
| Design | 2004 - 2006 |
| Construction | 2006 - 2008 |
| Occupancy | 2008 |
| Site | 25,741 m ² |
| Ground floor | 11,480 m ² |
| Total floor | 19,426 m ² |
| Costs | 12,019,230 USD |

Programme This hotel, with 72 rooms and 7 pools, promises ultimate escape. Its concept is essentially about nature, and its appreciation. The project is laid out in a linear approach. It begins with a geometrically landscaped courtyard and finishes at a seemingly never-ending stretch of a reflective pool. A beach-front restaurant marks the end. Privacy is also key to the design - most functions of the building are concealed from the approach, only the lobby and the reflecting pool are revealed. The reflecting pool is also used as a skylight providing natural light for the spa rooms underneath.

Alila Cha-Am

Project Title: Alila Cha-Am Hotel
Location: Cha-Am , Phetburi Province , Thailand
Usable Area: 18,000 square metres
Construction Budget: 400 million baht
Construction Completed: 2008



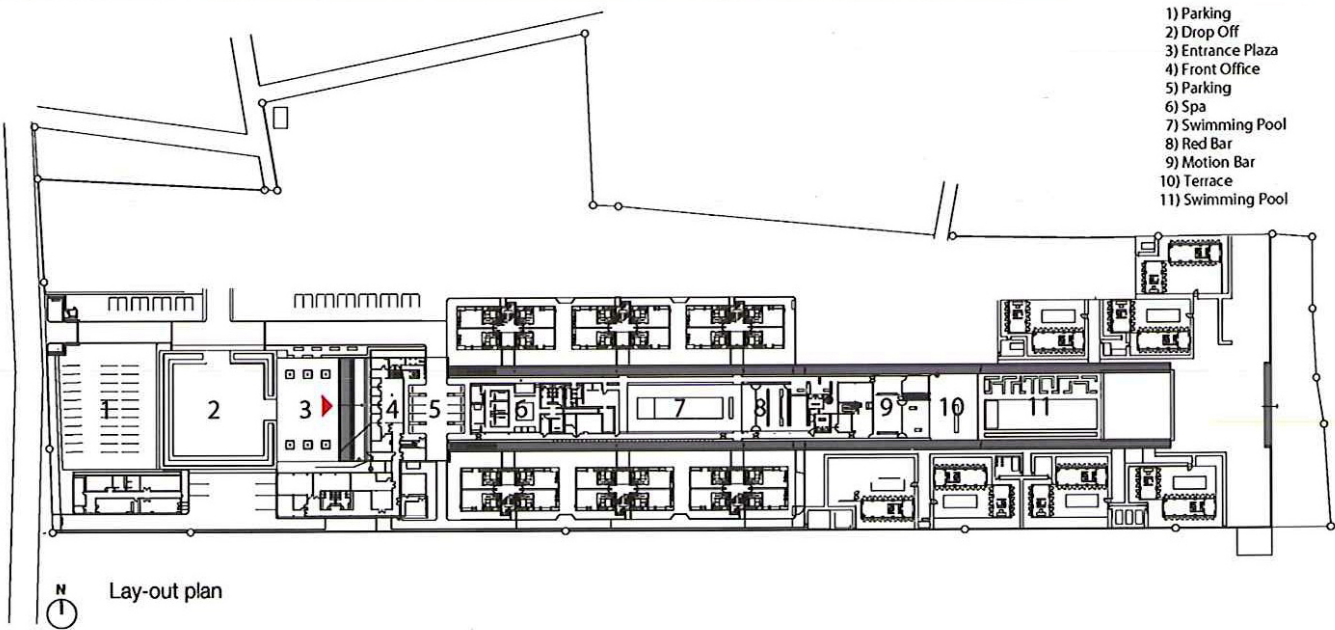
The hotel concept is essentially about nature. Not about cultural locality, but purely about its natural context. The project's vocabulary requires architectural sublimity so the purity of nature can be fully appreciated.

The project is laid out in a linear approach. The sequences of space poetry begins with a geometrical landscaped courtyard, a large white marble piazza, which brings you to grand marble steps that lead to a large open-air lobby with a latticed-wood structure spanning 18 metres; it finishes at a seemingly never-ending stretch of the reflective pool that meets the horizon. A beach-front restaurant marks the end.

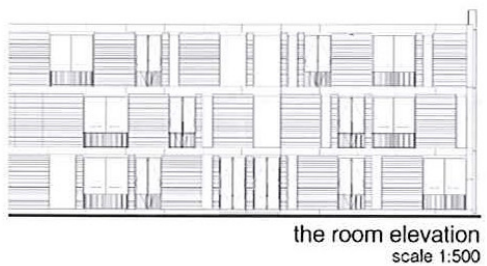
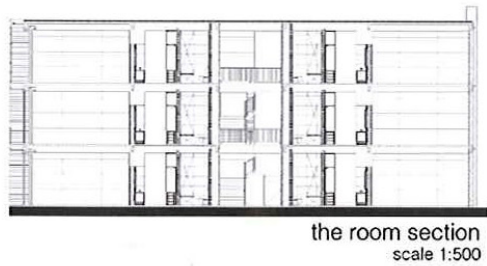
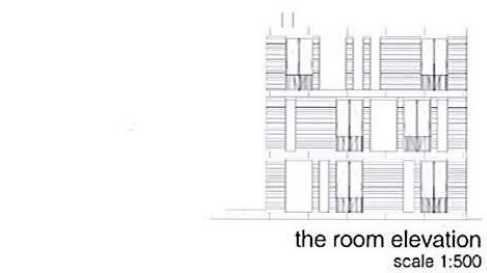
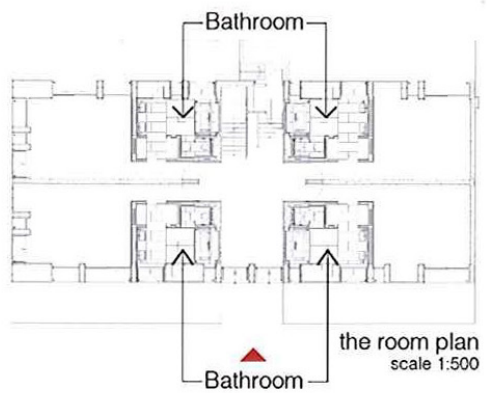
The function of the project is simple and straightforward: a restaurant with a beach front experience, a spa for ultimate relaxation, a room with a view and a house with a pool. A key highlight at Alila Cha-Am is the Red Bar. Thus, from now on, you may have to consider red as a function.

The design of the project is quite a distance from the word 'contemporary' or 'style', if not further than the word 'resort' itself. The notion of the design is about a place, its emotional and spatial connotations.

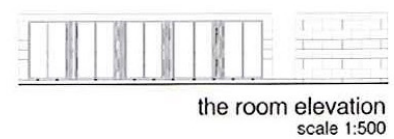
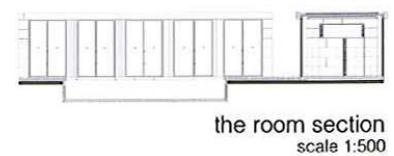
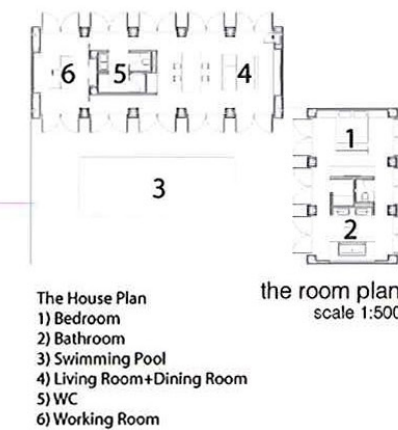
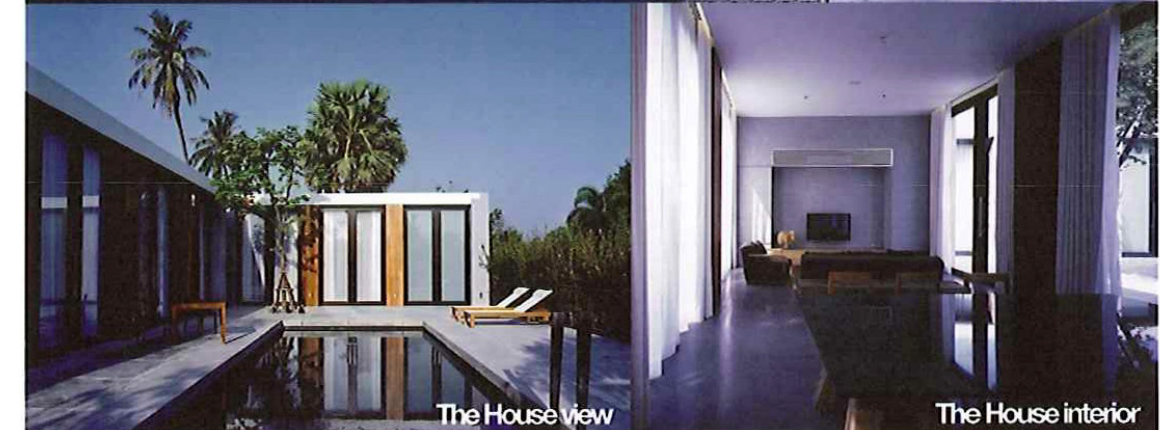
: 79 keys hotel with 2 restaurants and The Red Bar plus 2 separate main swimming pool.



Public Area / The Room



The House



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