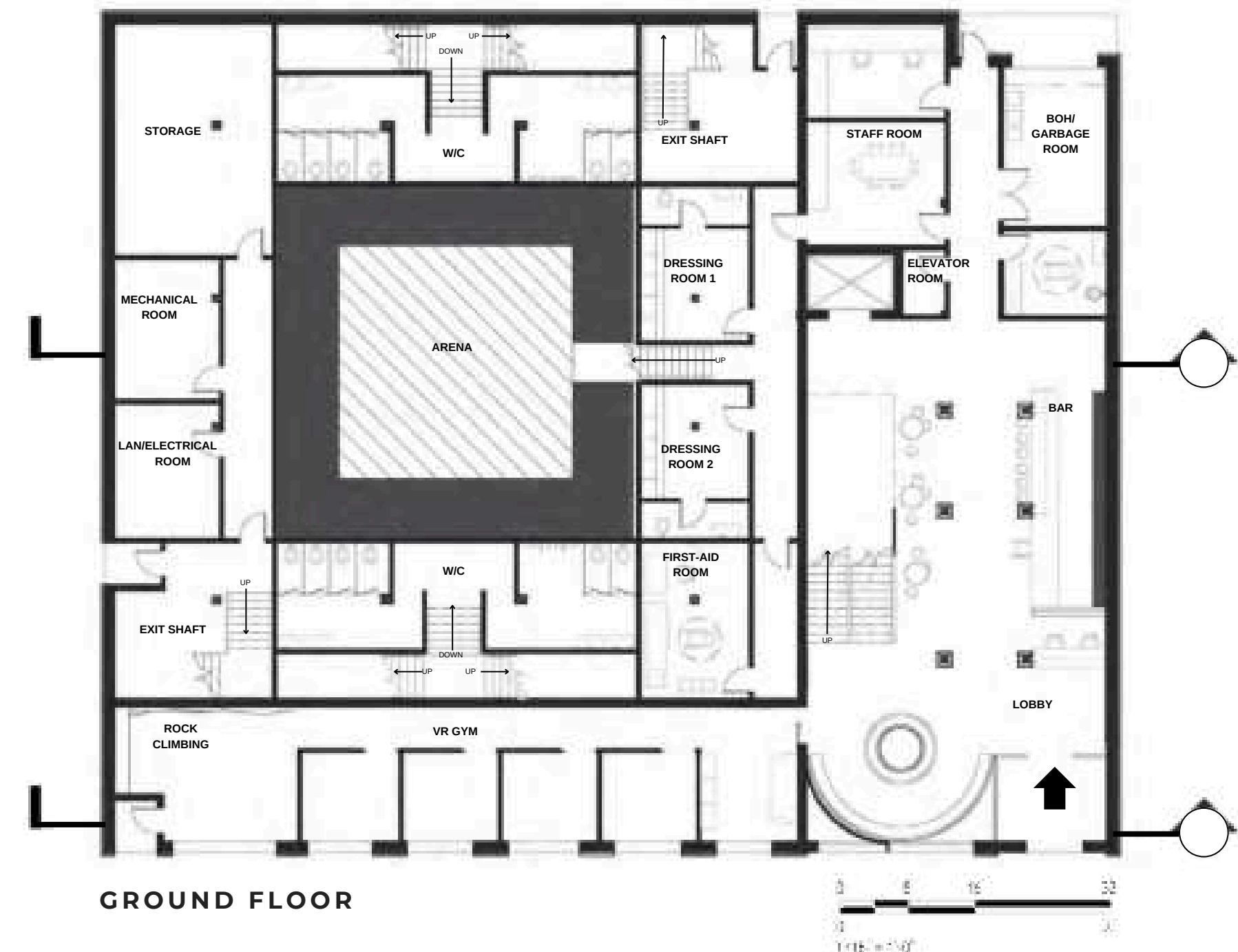


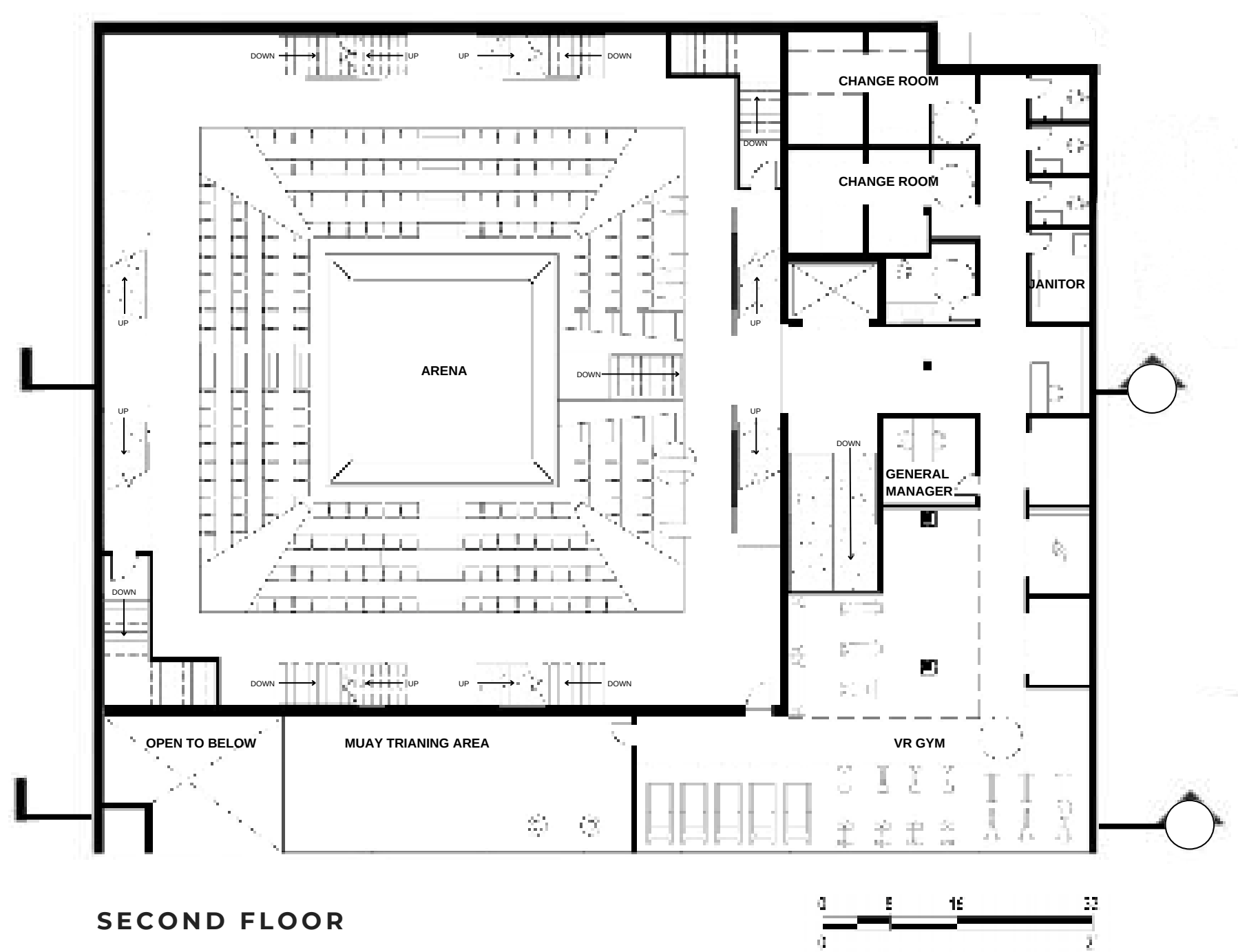


# ONE: ARENA & VIRTUAL REALITY EXPERIENCE GYM

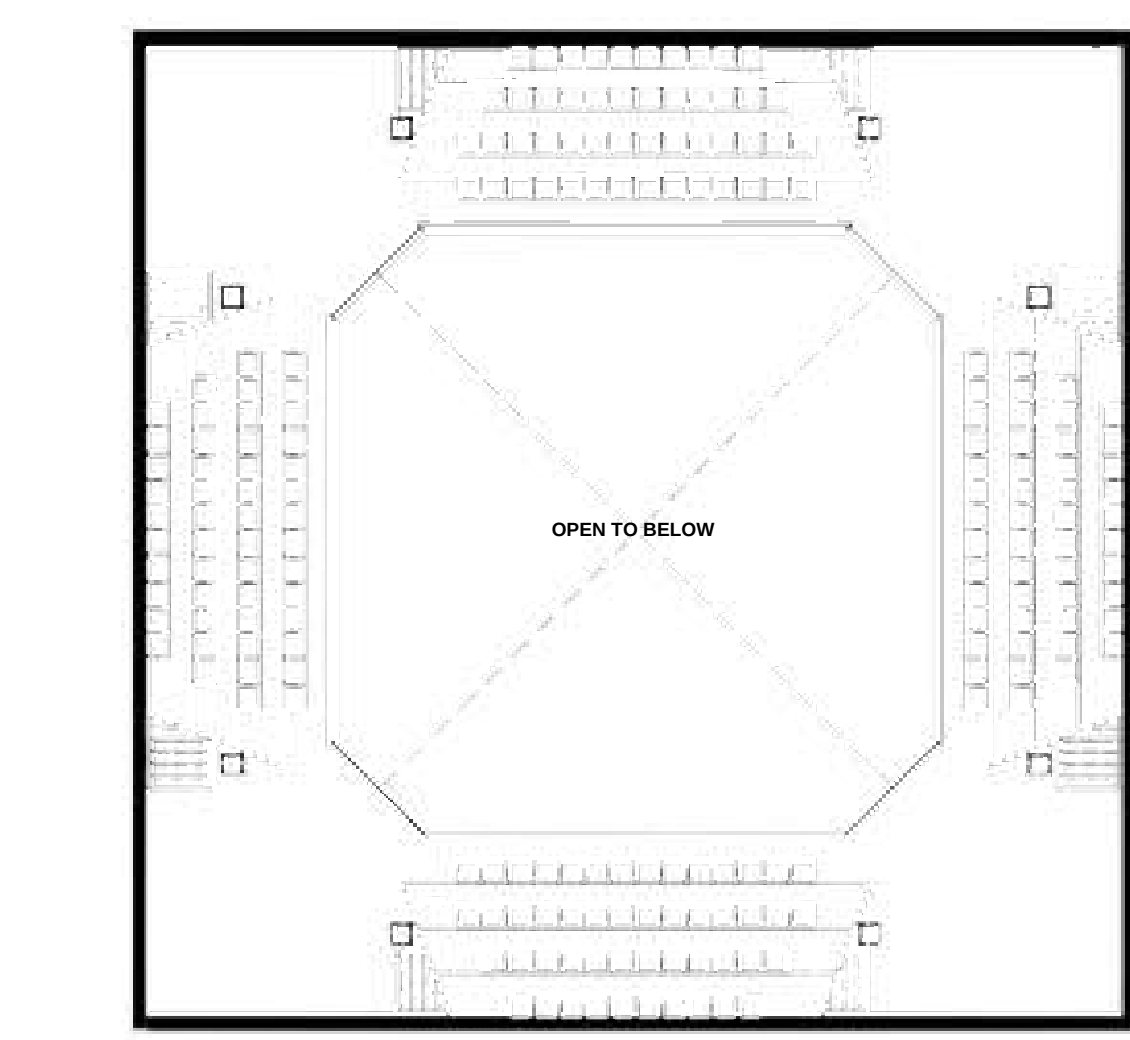
THANA CHAROENSINTAWEEWONG



GROUND FLOOR

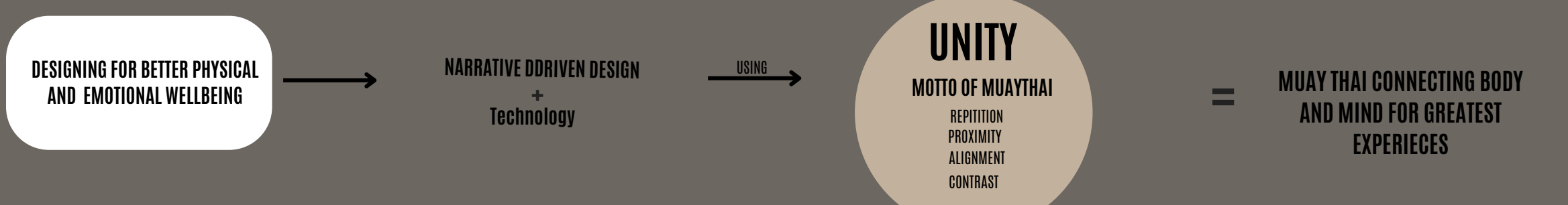


SECOND FLOOR



MEZZANINE

## BACKGROUND CONCEPT

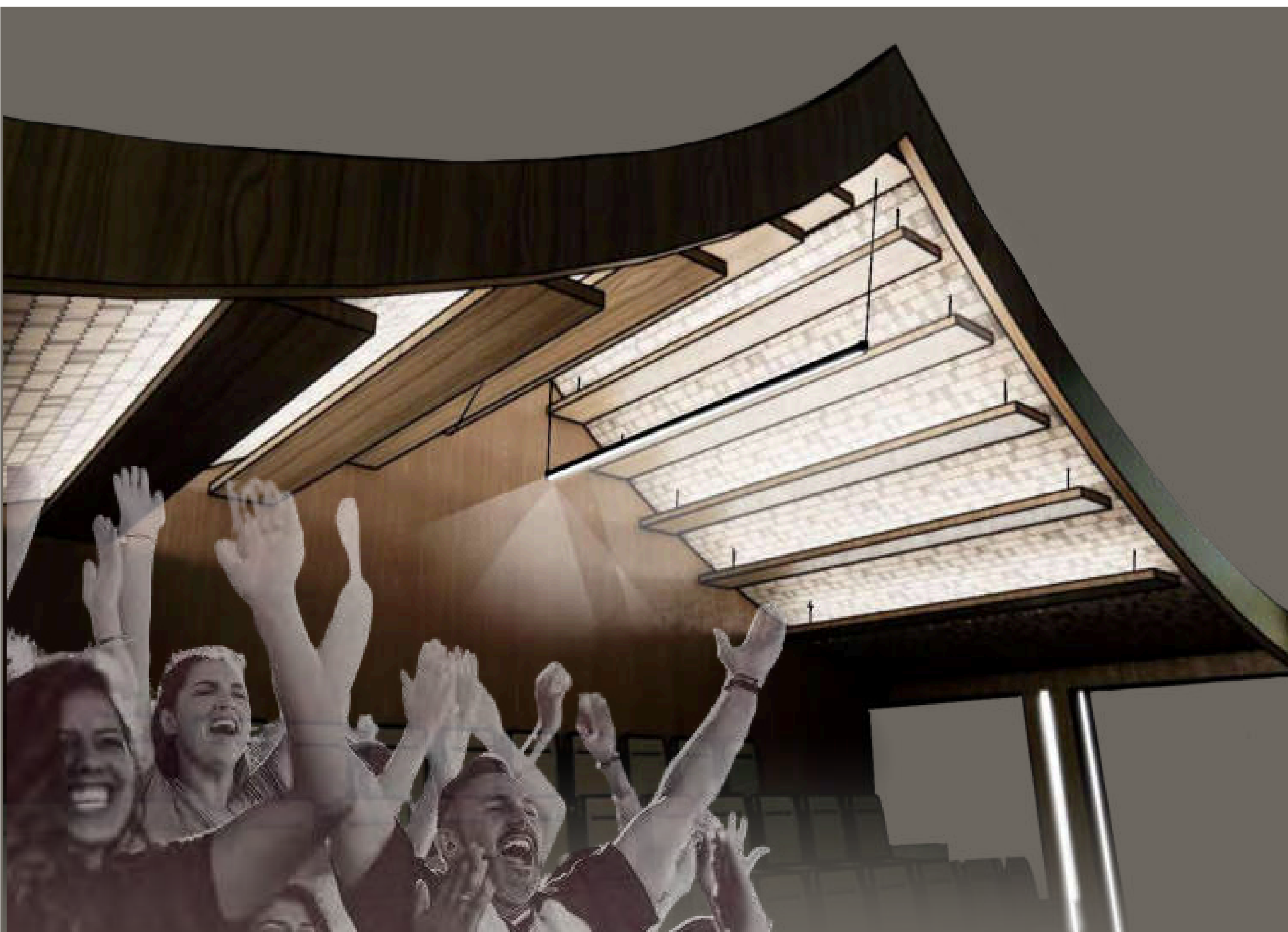


## NARRATIVE-DRIVEN DESIGN

The Conceptual approach for the Muay Thai arena and VR experience gym is grounded in the ethos of Muay Thai, inspired by the ancient motto of Muay Thai – how individuals come together to forge strength and wisdom through collective learning. Embracing this philosophy, our design narrative weaves a tapestry of unity, both in physical space and mental fortitude. Drawing inspiration from the sacred temples where Muay Thai flourished, our architectural elements evoke a sense of tradition and reverence, serving as a backdrop for practitioners to unite their minds and bodies in pursuit of strength and harmony. Through immersive storytelling and integrated VR technology, we create a transformative experience that transcends mere physical training, inviting participants on a journey of self-discovery.



“As guests enter, they’re immersed in an underwater journey symbolizing humility and openness to learning, reflective of Muay Thai’s ethos. Rising from beneath, they enter the gym where physical training merges with VR simulations for enjoyment and growth before stepping into the arena, the climax of their journey, experiencing the essence of Muay Thai: strength, unity, and mastery.”



## THAI “JOM HEA”

The Jom Hea shape holds a distinctive status in Thai architecture, serving as a hallmark of traditional Thai homes, temples, and pagodas. Its enduring presence dates back to ancient times, persisting as a prominent feature in contemporary Thai architectural landscapes.

The use of Jom Hea is to create a visual representation of Thai architectural, depicting the traditional aside in technology base environment, creating the contrast of traditional and innovation



PIPE GRID LIGHTING

MEZZANINE

TRANSPARENT LED SCREEN

BOXING RING EXIT

WASHROOM

