

<p><b>Creative of Bangkok City Attraction through Cultural and Artistic Activities</b></p>   <p><i>MS. Sukritta Suecharoen Director of Policy and Planning The Department of Culture, Sports and Tourism Bangkok Metropolitan Administration Thailand</i></p>	<p><b>Bangkok City</b></p>  <p>Bangkok today widely is considered to be one of the most dynamic and colorful cities in Asia. Its history is no less a colorful transformation from a sleepy village to a fast-paced 21st century mega-city, with a modern city skyline. Bangkok has considerable cultural and historical significance, from the early days of the "Rattanakosin Era" to its expansion in the nineteenth century. Bangkok's evolution into the current regional hub of Asian came about while preserving the city's unique soul and character, with its landmarks of temples and palaces that remain relatively unchanged over the years</p>
<p><b>Bangkok City</b></p>  <p>Bangkok is also called "the city of angels, the great city, the eternal jewel city, the impregnable city of God Indra, the grand capital of the world endowed with nine precious gems, the happy city, abounding in an enormous royal palace that resembles the heavenly abode where reigns the reincarnated God, a city given by Indra and built by Vihnkarn".</p>  	<p><b>Bangkok Metropolitan Administration</b></p> 
<p><b>Bangkok</b></p> <p><b>Bangkok Metropolitan Administration</b></p> <p>BMA is a local government which is responsible for various kinds of work in order to better the living of Bangkok people and others living and running life in Bangkok.</p>	<p><b>The definition of arts and culture of Bangkok covers:</b></p> <ol style="list-style-type: none"> <li>1. fine arts and humanities</li> <li>2. tradition, festivals, belief and behavior,</li> <li>3. wisdom and knowledge,</li> <li>4. social learning,</li> <li>5. attitudes, value, practices that have been done from generation to generation,</li> <li>6. fine arts and historical institution, organization or group of people</li> <li>7. symbols and identity of Thai people.</li> </ol>  
<p><b>BMA Functions towards Culture</b></p>   <ul style="list-style-type: none"> <li>❖ Promotion of Local tradition and culture</li> <li>❖ Culture leads to promoting tourism</li> <li>❖ Conserving Thai Arts and tradition, local wisdom and culture</li> <li>❖ Providing local museums available in Bangkok and Cultural City Hall</li> </ul>	<p><b>Bangkok Policy Through Culture</b></p> <p><b>Bangkok City : the City of cultural Diversity :Providing Good Quality of Life in Cultural Mega-City</b></p>    



**Bangkok City : the City of cultural Diversity**

**The main concept of Bangkok Arts and culture should:**

- ❖ Build awareness of love to their own homeland
- ❖ Know the value of Thai identity and symbol
- ❖ Start first at home as the roots connecting tightly between family and society.
- ❖ Arts and culture always concern to ways of life of people as part of life which everybody should touch and use it all time



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**BMA main concept on Arts and Cultural Attraction**

- ❑ Varieties of Arts and Culture of Bangkok City could still be an educational nonprofit as the learning centers.
- ❑ The differences of arts and culture would be located in a mixed-use complex positioned as the central defining features.
- ❑ The potential strategies for Arts and Cultural Attraction are more visible and accessible to the general public, more prestigious and more sustainable.



*is one department of Bangkok Metropolitan Administration directly concerns to Art and Cultural attraction of Bangkok city.*



**Duties and Responsibilities**

**The conservation, promotion, dissemination, revival and fostering of arts and culture**

Providing knowledge, understanding and the realization of Thai values and identity

Developing and promoting tourism and sources of arts and cultural knowledge in various forms with an emphasis on public participation

**Duties and Responsibilities**

Promoting and supporting music, sports and library activities and services

Analyzing problems and looking to implement guidelines for developing sports, recreation, arts and culture



**The Programs of Arts and Culture Attraction  
Bring Bangkok as the City of culture  
(The Culture Diversity )**

**The City of Culture**



**Main objectives**

- : to conserve, promote and maintain our Thai culture Arts and Culture from generation to generation.**
- : to give more knowledge and raise awareness of Thai culture value and identity to Bangkok Citizens.**

**Conserving and promoting Thai Culture through Various kinds of Activities**

**The Study and Records of History of Bangkok**

- > educating the knowledge of Thai culture and the history of Bangkok to people by the cultural specialists and professors
- > producing technical handbooks about the history of Bangkok



**Art and Cultural Exhibitions At BMA city hall, Bangkok Art and Cultural Center and other places in Bangkok  
On the occasion of special days such as  
Our Majesty the King and the Queen’s Birthday**

**Regional Cultural Exchange**

- Regional and international Cultural Exchange aims to learn about the Arts and Culture of both four parts of Thailand (The North, the South, the East and the North East) to compare both similarity and difference to ones of Bangkok.
- The targeted groups are mostly the committee of Cultural councils from 50 districts of Bangkok and staff related.

**Objectives : strengthen our personnel’s ability to know well about Bangkok cultural history and keep, maintain and transfer it from generation to generation.**

**Cultural Exchange program to  
The North East Region of Thailand**



**Cultural Exchange program to  
The central Region of Thailand**



**Cultural Exchange program to  
The North Region of Thailand**



**Cultural Exchange program to  
The Southern Region of Thailand**



**International Cultural  
Exchange**

Aims to

- ❖ Show Thai classical music and Dance
- ❖ Show Thai arts and culture
- ❖ Promote Tourism of Thailand

**International Cultural Exchange program**



Seoul

**International Cultural Exchange program**



Vietnam and Laos

**Thai Traditional Festivals**

- ❖ Greeting and Paying respect to Gods of Musical and Thai Classical Dancing called Kru or teachers
- ❖ Religious activities and Dhamma in the park (Buddhism Performances in public Parks)
- ❖ Songkran and Loykrathong Festival
- ❖ Light and Sound Show : Music and story Light and Sound Festival on His Majesty the King and Queen's Birthday.





**Gods of Musical and Thai Classical Dancing**



**Gods of Musical and Thai Classical Dancing**



**Thai Classical students and staff greet to the Musical God and teachers**



**Religious activities and Dhamma in the park**

**For Buddhist, there are four important Buddhist celebrations:**

- ❖ Makabucha Day (February),
- ❖ Asahabucha Day (July),
- ❖ Visakabucha Day (May)
- ❖ Buddhist Lent Day

**In the morning, people will make merit, listen to sermon, set a bird and fish free for merit.**



**At night, Buddhist will walk with lighted candles in hand around a temple**



**Dhamma in the park**  
(Making Merit and Buddhism activities in public parks)

**Objectives**

- : invite families to perform religious activities in public parks(Three public parks in Bangkok) on Sundays**
- : activities are composed of making merit by**
  - ❖ offering food to monks
  - ❖ listening to Dhamma Teaching
  - ❖ mediating and making peace in mind

**Bangkok Governor offers food to monks**



**Listening to Lord Buddha Teaching**



**Meditation**



*Songkran Festival*  
**(Watering Festival)**



**Bangkok Governor and the Permanent Secretary for BMA are bathing the Buddha image**



**Flower parade running along the road**



**Building sand**



**Watering to the monks and the elders to beg for the blessing**



**Watering to one another with fun**





### Loykrathong Festival

It counts on the full moon night of the twelfth lunar month.

Loy means to float and Krathong means a circular floating object with decoration of banana leaves, flowers, a candle and incense sticks .



### Loykrathong Festival

People float their own Krathongs into the river



**Build more cultural places available in Bangkok as cultural learning Center in Bangkok including**

- ▀ Local cultural Museums
- ▀ Children Discovery Museums
- ▀ Bangkok Art and Culture Center

### Local cultural Museums

**OBJECTIVES:**

- ▀ creating and building more art and cultural learning resources at local level by mobilizing the people cooperation and participation.
- ▀ promoting local culture, tradition and original ways of local people to maintain in the communities.

community citizens can learn their own local culture and pay more attention and awareness to maintain it.

### Local cultural Museum

Bangkok Metropolitan Administration has the policy to build local museums covering available in 50 Bangkok Districts.

At present, there are 27 local museums in Bangkok.

Each local museum has shown its own local culture, tradition and ways of life.

Management run through community committee and managing budget is supported by BMA.

### Local cultural Museum



Klongsarn District



Thonburi District

### Children Discovery Museums

Bangkok's Children Discovery Museum actually encourages a hands-on approach to learning. By presenting interactive displays, it calls on a "discovery learning process", whereby children enter the experience and participate in the process of learning rather than remaining a passive (and bored) viewer - a perfect place for inquisitive young minds to figure things out for themselves.



### activities inside building



The Bangkok Art and Culture Centre



MOHARUTWISSUWITTHONGSITNUM TUNAS  
BANGKOK ART AND CULTURE CENTRE

The Bangkok Art and Culture Centre (BACC) is a new mid-town facility for the contemporary arts. Programmes for art, music, theatre, film, design, and cultural/educational events take place in a friendly and recreational atmosphere including restaurants, bookshops, and an art library being part of the facility.




The Bangkok Art and Culture Centre

The BACC aims :

- ❖ to create a meeting place for artists, to provide cultural programmes for the community giving importance to cultural continuity from past to contemporary.
- ❖ to open new grounds for cultural dialogue, networking, and create new cultural resources from both the public and the private sectors.
- ❖ to set up as a venue for cultural exchange in terms of content, curatorial and cultural management, giving Bangkok an operational base on the international art scene.

The Bangkok Art and Culture Centre

The BACC is under the supervision of the Bangkok Art and Culture Centre Foundation, set up by the City of Bangkok.



The Bangkok Art and Culture Centre

There are 11 stories 25,000 square meters which their functions are as followed:

- Floor 9 Gallery, Art exhibitions: paintings, installations
- Floor 8 Gallery, Art exhibitions: semi-permanent collection, temporary shows.
- Floor 7 Gallery, Multi-media exhibition, photos, design
- Floor 6 Restaurant (December 2008)

The Bangkok Art and Culture Centre

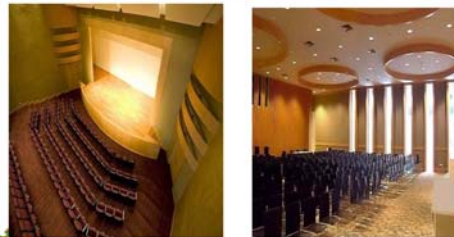
- Floor 5 Gallery foyer, Auditorium: film, music recital, drama, outdoor sculpture, meeting rooms, children's work area
- Floor 4 Studio, performance art drama, dance, art workshop. Shops and restaurant, meeting rooms
- Floor 3 Shops and restaurants (December 2008) Bangkok Transit System Connection
- Floor 2 Shops and restaurants (December 2008)
- Floor 1 Min foyer, Shops and restaurants (December 2008)
- Floor B1 Library, open exhibit area
- Floor/ B2 B3 parking

The Bangkok Art and Culture Centre



Gallery Space

The Bangkok Art and Culture Centre





**The Bangkok Art and Culture Centre**  
**Art and cultural library and shops**

กรุงเทพมหานคร  
 กรุงเทพมหานคร

**The Bangkok Art and Culture Centre**

กรุงเทพมหานคร  
 กรุงเทพมหานคร

**The Bangkok Art and Culture Centre**  
**The Grand Opening Ceremony**  
**on 19 August 2009**  
**presided over by Her Majesty The Queen**

กรุงเทพมหานคร  
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**The Bangkok Art and Culture Centre**

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**Some Examples**  
**of Art and**  
**Cultural Activities**

กรุงเทพมหานคร  
 กรุงเทพมหานคร

**Photos Exhibition taken by Her**  
**Royal Princess Sirindhon**

กรุงเทพมหานคร  
 กรุงเทพมหานคร



Siam Smile City



Art Camp Program



Artist Market



Movie Show



**Now!**

Inauguration Exhibitions  
"Virtues of the Kingdom"  
in Honour of His Majesty the King and Her Majesty the Queen  
on the occasion of the Official Opening of the Bangkok Art and Culture Centre  
August 11- October 11, 2009



*The exhibition Portraits of the King... The Art of Iconography surveys images of His Majesty King Bhumipol Adulyadej providing a rare opportunity to consider artworks within Thai social and art histories. Each of the works on display reflects the artist's impression of His Majesty's benevolence, and demonstrates a range of aesthetic forms and interpretative significance.*



An Exhibition featuring the costumes, headdresses, masks, props and sets from the Royal Command performance of Khon Prommas, staged in 2007 and again in 2009. Also on display are photographs, a mock-up studio for sculpting the Erawan elephant, drawi







The exhibit displays the presentation about the cordial relationship between Thailand and other countries of His Majesty The King and Her Majesty Queen Sirikit since 1960



# CONCLUSION



The last but not least , Bangkok is a center of various kinds of modernization and development but it still maintain a unique of Thai cultural symbol which is rarely found but appreciated. They are:

- : Wai or manner of paying respect by using two hands together on the chest and bow the head a little.



- : Smiling
- : Hospitality and friendliness of Thai people to visitors which make warm and happy.

These are our main cultural attraction which are not needed any investment.  
 Thai people absorbed these habits and performances from family, school, and society. They are our Thai cultural symbol and identity.  
 Bangkok's policy under the administration of Bangkok Governor called " Bangkok Smile": is now significantly issued and performed.




Through

- Night Sightseeing
- Shopping
- Thai Culture & Festival
- Rivers
- Dining



## Thanks for your attention.

