

Abstract

At present time, the content of knowledge development regarding news and information for people has become one of the major considerations in every country. Most of us believe that population is the essential fundamental of the country, and that the first step of nation development is to educate its people. In Thailand, the field of Art & Design are essentially supported by both government and private sectors. Furthermore, the interest in Art & Design of Thai people has been increased in recent years. In contrast, facility and learning process in Thailand are still insufficient in this field. Hence, the research *Guidelines for Designing Mediatheque of Art & Design* is to look for the solution for efficient and appropriate process in creating an Art & Design learning centre.

Guidelines for Designing Mediatheque of Art & Design consists of the study concerning theories, principles of creating architecture, including problems of education and establishing knowledge centre in Thailand, case studies of libraries and knowledge centers in Thailand and abroad, concepts of designing knowledge centre, standard of design guidelines, planning and spatial relationship. A proposed solution to learning art and creativity includes principle of appropriate site selection, and development and management of the project. This research is the result of critical study and analysis which could be efficiently applied to the practical purpose.

The results lead to the advancement of Mediatheque of Art & Design theories in many aspects: concepts of building design, site analysis, spatial organization and relationship, types of activities, method of applying media technology to learning activities, attendant analysis and project management. Consequently, the primary conclusion of designing Mediatheque of Art & Design would be further used for future application.

Finally, this research also includes the experiment of the design guidelines by designing a building for Mediatheque of Art & Design. The building is a learning centre of Art & Design that combines 3 main functions, consisting of library, gallery, and

workshop space. The design concept emphasizes on the relation between functions and the activities which would be held in this building. In addition, media technology will be used in this project for presenting contents as an alternative mean for attendants. The Mediatheque of Art & Design was proposed to be located at Siam Square, opposite to The Style by Toyota building. The project was designed as an eight-storey building and has a pedestrian way linking with Lido Multiplex on the 2nd floor. The approximate total area is 12,541 square meters. Total Investment, which would be supported by IDRC (International Development Research Centre), Ag 4 mediatecture Company, Thailand Government and Chulalongkorn University, is 1,066,574,867 bath.

The result of this project was finally examined and evaluated by experts; architects, academicians, and a design advisory director of TCDC. These evaluations are useful for specifying the most practical methods and design guidelines for designing Mediatheque of Art & Design.