

Pichet Phukphum 2014: The Influence of Public Parks on People's Everyday Lives in Luxury Housing Estates of Bangkok and Its Metropolitan Area. Master of Landscape Architecture, Major Field: Landscape Architecture, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Cuttaleeya Jiraprasertkun, Ph.D. 133 page

Nowadays, real estate development business has been continually increased and is highly competitive resulting in the variations of housing estates created by developers. Hence public parks in these estates become an important aspect and been used as a marketing strategy to promote and stimulate the consumptions of housing buyers. Most of these public parks are usually specified by developers or designers; they are hardly designed with the concerns about residences' requirements or their behaviors. This thesis aims to study the influence of public parks on people's everyday in luxury housing estates. Three luxury housing estates containing three different styles of public parks in Bangkok and its metropolitan area were selected as the study areas, consisting of 1) Nantawan Rama 5 with big lawn and garden, 2) Noblevana Pinklao with sport club building and swimming pool, and 3) Perfect Place Rattana Thibet with sport multiplex and fully-serviced facilities. Data from the observations and the interviews with residences and estate juristic persons indicated that the provided public parks has influences on the residences from buying decision-making process to post-living period. Different design of public parks could serve people's daily activities differently - distributed parks and condensed park have different effects to the interactions of three age groups, including older people, working people, and teenage and kids. The findings illustrated that there were more numbers of residences using and interacting with each other in the condensed park than in the distributed park. Several data leads to the conclusion that public park in the luxury housing estate has influence on the community-making for the residence. It is an important aspect constructing and supporting the concept of community via daily, social and cultural activities. The outcome from this research would strengthen developers and designers to realize the significance of public park to residences' everyday lives and the community in the long-term.

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