

Abstract

This research investigates theories, architectural development and guidelines for preliminary planning and designing a convention and exhibition center. The topics include convention and exhibition business concept concerning investment and operation of convention and exhibition projects development in Thailand and other countries and development plan of commercial zones in Suvarnabhumi aerotropolis, mainly planned for Suvarnabhumi International Convention and Exhibition City; preliminary planning and designing a convention and exhibition center in accordance with the National Economic and Social Development Plan.

The 350 rai project, located at the west part of Ladkrabang, Ladkrabang District, Bangkok, will be planned and designed as a central region for convention and exhibition complex which consists of 140 rai of a convention and exhibition center, commercial center and hotel complex, business park, and residential complex. Furthermore, Suvarnabhumi international convention and exhibition center concept is to create stimulating macro-economics and being an activity center of Suvarnabhumi aerotropolis which has main functions as follows: Exhibition area of 40,000 sq.m., Convention area 17,000 sq.m., Parking area for 5,000 cars, and supporting functions, Small and Medium Enterprise Center (SMEs), OTOP Export Mart, Museum and Library, Commercial Center, and etc. The investment will be a joint-venture between the government and public sector. Then the public company will operate the center.

Theories and concepts of convention and exhibition centers are synthesized in the planning and designing process. A financial feasibility study reveals a highly feasible result with a payback period of 15 years. The planning and designing program and output as evaluated by technical consultants also indicate functional efficiency and being well suited to users and building design purpose.