

Abstract

The objective of the thesis “The Aggression of Media: Impacts on Architecture and Urban Environment” is to study the phenomena of advertising media as impacts on building envelope, city image, and to investigate spatial identity of areas on case study. In this study commercial places, from Siam Square to Sukhumvit, are used as a case example to compare media phenomena. The site of case study is separated into four parts and analysed on such factors as commercial types, customer target, media types, density of media, message of media. Therefore, the physical characteristics of study area can anticipate the phenomena of media types.

The study of spatial usages by selecting sampled groups of commercial place reveal that Siam Square-Sukhumvit district has many kinds of economic activities in the area especially for high value target as identifiable by population in the areas. The important influencing factors are accessibility, the relationship with surrounding districts, economic activities, economic relationship with surrounding districts, population in this area, government and private development, and value judgement. The factors bring about the analysis of phenomena of advertising media, by investigating the relation between the nature of the advertising media and the character of a building, regarding the density of the advertising media, media position, the income from advertisement and marketing opportunity. This research finds that the income-based format of the advertising media on large commercial building is different from the small-sized one, and that marketing or visual opportunity will affect position specification, the density of the media and the income-based format of the advertising media on building facade. The suggestion in designing and the control of media phenomena can be applied elsewhere to promote commercial development with consideration of the return of investment, as well as the image of urban environment.