

Abstract

The purpose of this research is to provide design guidelines for a Thai cultural center in Rattanakosin area. It aims at showing basic human needs of cultural heritage that everyone should learn about one's origin. Nowadays, Thai learning center designs are unsuitable in physical appearance and content displays are not responsive to the demands of the 3 age groups which are: childhood, adolescent and adulthood.

The 3 objectives of the research are to study; 1) the determining factors of the learning center which are physical appearance, display feature, user characteristics and the management method from the case studies of learning centers; 2) the opinion of the learning center's users and staff about the needs of the learning center components; 3) the opinion of different age groups of users regarding the learning center. Design guidelines for a Thai cultural learning center are proposed from the investigation of Thailand Knowledge Park (TK. Park), National Museum and The Golden Jubilee Museum of Agriculture. The research samples are 440 persons. The research tools used in this study are questionnaires, interview and observation guidelines.

The guidelines for designing a Thai cultural learning center in Rattanakosin area consist of determining factors which provide learning environments that are suitable for users of different age groups. They can be classified into 3 categories which are childhood, adolescent and adulthood. Each age group is related to three important characteristics which are; firstly physical characteristics such as shape, façade, colors, plan, circulation, area requirement, supplementary area and the environment of the learning center; secondly, the differences of the content displays for different age groups which are the media content and the display content; and lastly, the management approach for the learning center.

The research result is applied to designing a Thai cultural learning center which is located in the region of Ratchadamnoen Road in Rattanakosin area. The site analysis shows that the selected site has great potential and is suitable for establishing the prototype project regarding the historical context, supporting policy as well as physical appearance. The built form is designed with Thai identity in harmony with the

surrounding area. The building functions have also been planned to suit the needs of all target groups. The total land area is 12,000 square meters. The building area requirement is 30,500 square meters, consisting of public area of 3,500 square meters, the display area of 8,100 square meters and the service and office area of 900 square meters. The design project has finally been evaluated by professionals in related fields, and found to be effective and well suited to the proposed target groups.

