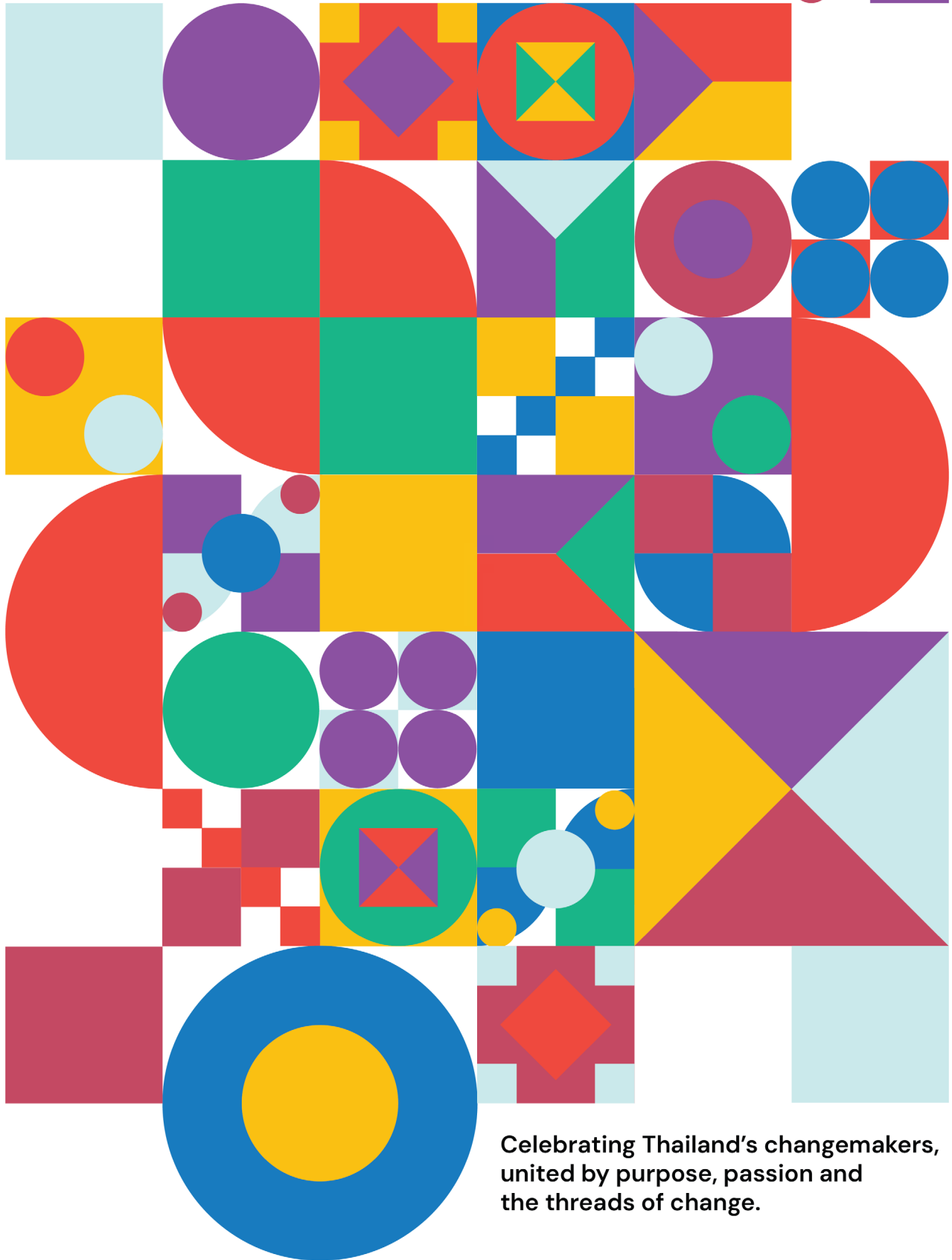


THE 2025
Future
LIST



Celebrating Thailand's changemakers,
united by purpose, passion and
the threads of change.

GRANMONTE

greenery.
water



KWAI
คูวี่

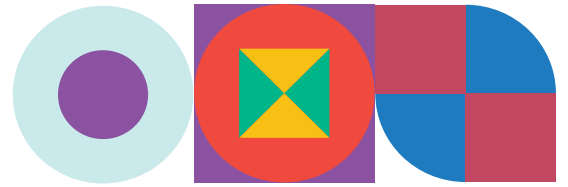


RANGON
TEA
HOUSE

VIVIN
café | grocery | bistro

JHOL





EDITOR'S NOTE

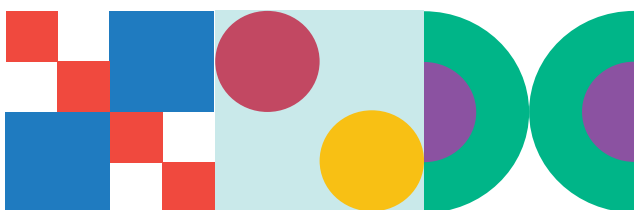
Having worked on The Future List for the last two editions, curating name after name, reading every profile, and hearing these individuals come up again and again locally and beyond, I'm left with a deep sense of pride, and hope. Thailand is rich in so many ways, in natural resources and heritage, and especially in people. People who are passionately and persistently doing great things for the country.

Compiling The Future List is never an easy task, narrowing down to just 100 individuals feels almost impossible; not because we lack inspiring figures, but because there are so many.

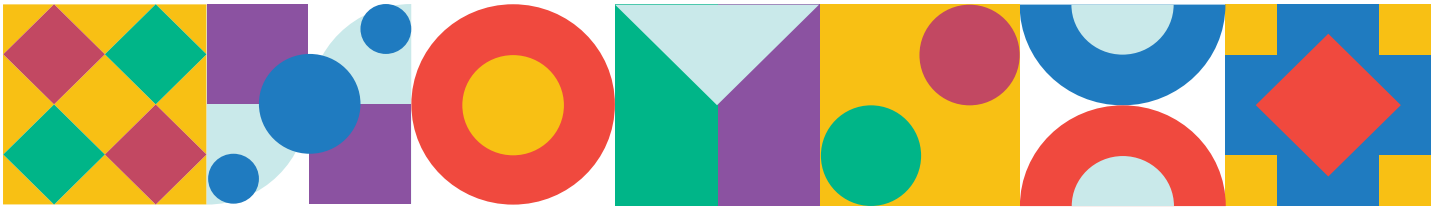
But here they are, the 100 people who, in their own unique ways, are shaping a better Thailand. Some are well-known, others work away from the spotlight. They represent every age, background, and belief. What unites them is purpose, generosity, and perseverance.

This is our fifth edition of The Future List, and it spans 418 pages. As always, we will continue to feature each profile in greater depth week by week on koktailmagazine.com. I truly hope that, in reading through their stories, you'll be just as moved, inspired, and energised as I've been. And I hope, in some small way, this platform helps amplify their impact, so more people can see the good that's quietly happening all around us.

To the 100 changemakers of this year – thank you. And to our readers, take your time, be curious, and let their stories stir something in you too.



Sarunrat Ardpruksa



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BUSINESS 86

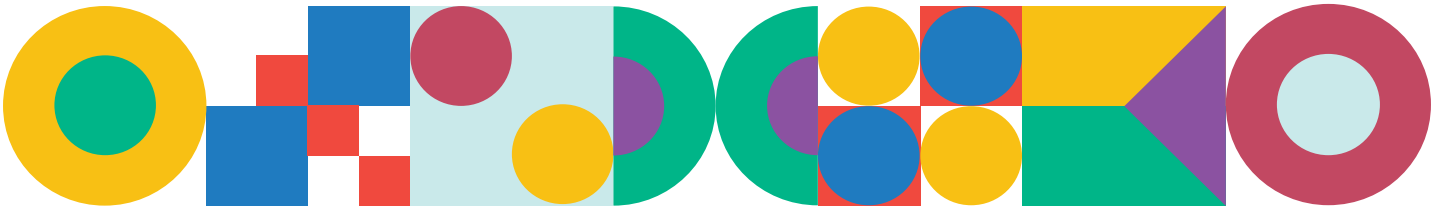
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Alexander Rendell & Toey Jarinporn

CO-FOUNDERS, ENVIRONMENTAL
EDUCATION CENTRE THAILAND (EEC);
ADVOCACY FOR YOUTH SUSTAINABILITY

Alexander Rendell and Toey Jarinporn Joonkiat are the co-founders of Environmental Education Centre Thailand (EEC Thailand), a social enterprise established in 2015 to promote environmental conservation and sustainability through education. Their shared commitment to fostering environmental awareness among youth has led EEC to become a leading institution in Thailand's environmental education sector.

Alexander (Alex) Rendell is an award-winning actor and Thailand's first National Goodwill Ambassador for the United Nations Environment Programme (UNEP). His environmental journey began at the age of 10 during a wild elephant rescue mission. He co-founded EEC with the aim of educating children about the importance of environmental conservation. Through his leadership, EEC has conducted over 200 educational programmes reaching thousands of students nationwide. Rendell is also a PADI Open Water Scuba Instructor and has been involved in various conservation projects including efforts to protect endangered marine life.

"Together, they have developed a range of educational programmes at EEC including wildlife and marine life camps designed to engage children in hands-on learning experiences."

Toey Jarinporn Joonkiat, an accomplished actress and model, holds a master's degree in Environmental Social Sciences from Mahidol University. Her academic background complements her passion for conservation which she actively integrates into her professional and personal life. In addition to her work with EEC, Joonkiat has been involved in various environmental initiatives and has used her platform to advocate for sustainability and mental health awareness.

Together, they have developed a range of educational programmes at EEC including wildlife and marine life camps designed to engage children in hands-on learning experiences. Their work aligns with the United Nations Sustainable Development Goals aiming to inspire the next generation to take an active role in preserving the planet.

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Alex Rendell



Toey Jarinporn



EEC



Courtesy of EEC



Courtesy of EEC



Anunya "Bo" Asavavetin

CONTENT CREATOR, BO ANUNYA

11

Anunya “Bo” Asavavetin is a content creator who has turned personal adversity into a powerful platform of hope. At 26 years old, Bo was diagnosed with cancer shortly after leaving the corporate world to become head of her family. Rather than keeping her journey private, she chose to document her experience online, calling herself a “cancer student” and treating her diagnosis as a chance to learn and grow. Through her Facebook and TikTok pages under the name Bo Anunya, she shares honest reflections, treatment updates, and moments of vulnerability – with the aim of offering encouragement to others facing illness or uncertainty.

“Rather than keeping her journey private, she chose to document her experience online, calling herself a “cancer student” and treating her diagnosis as a chance to learn and grow.”

Her debut book, *Tummai Rao Tong Kerd Ma Puer Ha Tang Mee Cheevit Yu Tor Pai*, (translated to ‘why were we born, if not to find a way to keep living’) offers readers a glimpse into her experience while igniting hope in others. Through her story, Bo reminds us that cancer doesn’t take away vitality, rather it can renew one’s sense of purpose. Bo’s voice stands as both a companion and a guide as she turns struggle into shared strength, proving that life, even when fragile, is still full of love, purpose, and possibility.

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Messyy.bo



Boanunya



Courtesy of Bo Anunya



Alisha "Anne" Somanas

FOUNDER, BANGKOK RECYCLING CHAIN

15

Anne Somanas is the founder of the Bangkok Recycling Chain, a Facebook group designed to connect people for the purpose of recycling and reusing items. The initiative began when Anne discovered a pile of paper bags while decluttering her flat and realised they could be useful to others. After sharing a photo on Facebook and receiving numerous requests, she decided to create a dedicated platform for item exchange.

"A former software analyst turned journalist, Anne uses her writing skills to bridge gaps in Thailand's sustainability ecosystem, making eco-living more accessible to English speakers through curated guides and the translation of essential green resources."

The Bangkok Recycling Chain has been growing, with members sharing items that can be reused instead of thrown away. Anne's goal is to encourage people through her page, showing how recycling is important and what can be salvaged in Thailand, while creating positivity among the group during challenging times. Through her vision and dedication, Anne Somanas has become a leading advocate for sustainability.

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bkkrecyclingchain@gmail.com



[Bangkok Recycling Chain](#)



[Alisha Anne](#)



[Bangkok Recycling Chain](#)





Arpawee Setabrahmana & Tananis "Cherry" Saksupawee

FOUNDERS, LIFE SOULUTION

19

Blending psychology with the power of creative expression, Arpawee Setabrahmana and Tananis “Cherry” Saksupawee are co-founders of Life Soultion, an organisation that designs experiential workshops aimed at nurturing self-awareness, healing, and personal growth. With backgrounds in applied theatre and music education, they bring an interdisciplinary approach to the field of mental health and learning.

“Together, they co-created Life Soultion to be a trusted space for individuals seeking clarity, balance, and transformation.”

Arpawee is a certified Dalcroze educator for young children, vocal director for acclaimed musical theatre productions, and co-creator of healing workshops that blend music, movement, and therapy. Arpawee draws from the Dalcroze method, using movement to bring music to life. She believes in art that heals, rhythms that reflect our emotions, and education that begins with empathy. Tananis, an Applied Theatre Practitioner, specialises in turning complex emotional topics into interactive and accessible learning experiences through drama-based methods. Her work invites participants to connect with their inner worlds and express them in meaningful ways. Together, they co-created Life Soulution to be a trusted space for individuals seeking clarity, balance, and transformation. Rooted in science-based and evidence-backed practices, the workshops draw from a diverse team of psychiatrists, psychotherapists, psychologists, artists, and educators. Their belief: a good life isn't only about physical wellness, it's about understanding the connections between body, mind, spirit, and relationships. Through Life Soulution, they empower people to reflect, heal, and grow.

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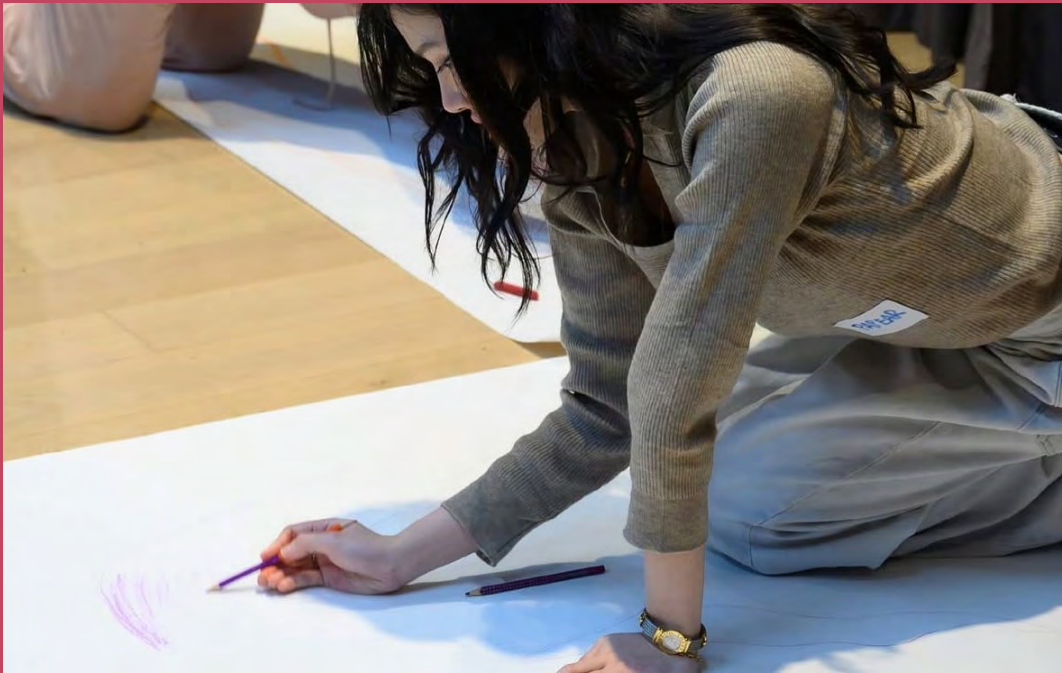
Life Soulution



Arpawee Setabrahmana



Life Soulution



Courtesy of Life Soultion



Courtesy of Life Soultion



Aut sawin Suttiwichienhot

THE SUBCOMMITTEE ON EDUCATION,
SCIENCE, RESEARCH, AND TECHNOLOGY
TRANSFER, HOUSE OF REPRESENTATIVES

23

Dr. Autawin Suttiwichienchot has a knack for seeing the bigger economic picture and bringing it down to a level that influences everyday policy. With a Ph.D. in Economics from Chulalongkorn University, he's spent years fine-tuning his expertise in macroeconomic analysis, labour market dynamics, and policy development. His involvement in the House of Representatives, particularly in developing systems to calculate fines based on economic status, is testament to his belief in fairness and economic justice. Autawin's research on minimum wage policies and the ASEAN Economic Community's impact on Thailand is just the beginning of his long list of accomplishments.

"Dr. Autawin Suttiwichienchot has a knack for seeing the bigger economic picture and bringing it down to a level that influences everyday policy."

With roles ranging from economist at Thanachart Bank to key policy advisor at the Science Technology and Innovation Policy Office, Autawin has shaped national economic planning at the highest levels. His work is paving the way for more equitable and effective policies, ensuring Thailand's economy grows in a way that benefits all its citizens.

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win.choti@gmail.com



Autawin Suttiwichienchot



Courtesy of pr_ParliamentTH



Courtesy of PR Applied Science Kmutnb



Chanokporn "May" Puapattanakun

DIRECTOR, CENTER FOR LIFE-INTEGRATED
LEARNING, MAHIDOL UNIVERSITY

27

Chanokporn “May” Puapattanakun’s love for words and expression shapes her work as much as it does her everyday life. A keen reader, and writer, she often jots down personal reflections—sometimes just for herself, other times to share with friends. This thoughtful engagement with language carries over into her role as a lecturer at the Faculty of Liberal Arts, Mahidol University, where she serves as Associate Dean for Quality Development and Corporate Communication. With expertise in communication, she teaches courses on public speaking and writing.

“Passionate about empowering others, she enjoys passing on the knowledge and confidence that communication skills can bring.”

Passionate about empowering others, she enjoys passing on the knowledge and confidence that communication skills can bring. Outside the classroom, May leads We Mahidol, a social platform that shares practical knowledge beyond academics – helping students prepare for life after university. She also hosts May I Talk to You, a talk show where she speaks with Mahidol alumni and students about careers, life lessons, and mental well-being. Her academic interests include critical discourse analysis, linguistics, and curriculum development, making her a key figure in shaping how communication is taught and understood. Through her work in education and media, she continues to create meaningful spaces for dialogue, connection, and personal growth, both within and beyond the university setting.

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May Chanokporn



We Mahidol



Courtesy of We Mahidol Youtube channel



Courtesy of We Mahidol Youtube channel



Chanut "Kongto" Wudhiwigaigarn

CONTENT CREATOR

31

Graduated from the Faculty of Architecture, majoring in Industrial Arts at King Mongkut's Institute of Technology Ladkrabang, Chanut "Kongto" Wudhiwigaigarn worked in various roles in the media industry, including as a creative in entertainment and as a host for documentary programs. His first awareness of waste's value started in childhood when he realised trash could be sold. And through his working experiences, he became aware of the growing environmental issues and developed an interest in working in waste separation.

"His goal is to demonstrate that trash can be a resource and to help people see environmental issues from a more relatable perspective."

He started Konggreengreen to teach waste management in a simple and enjoyable way. His goal is to demonstrate that trash can be a resource and to help people see environmental issues from a more relatable perspective. Kong wants to learn more about whether our waste separation practices are effective and how waste is managed after it's disposed of. Through his channel, he encourages everyone to explore waste management with him.

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konggreengreen@gmail.com



Kong Chanut



Konggreengreen



Courtesy of Chanut Wudhiwigaigarn



Courtesy of Chanut Wudhiwigaigarn



Charkhris Phomyoth

CO-FOUNDER AND CEO, YOUNGHAPPY
SOCIAL ENTERPRISE FOR SENIOR WELL-BEING

35

Charkhris Phomyoth is the co-founder and CEO of YoungHappy, a social enterprise based in Bangkok dedicated to enhancing the quality of life for seniors. Established in 2018, YoungHappy addresses the challenges faced by Thailand's ageing population, particularly the 14 million seniors, many of whom often experience loneliness and limited access to engaging activities.

The inspiration for YoungHappy stemmed from Phomyoth's personal experiences, notably assisting his parents with technology, which highlighted the barriers older adults face in a digital world. This led to the creation of a community that combines both online and offline platforms to offer a range of activities aimed at promoting physical health, mental well-being and social engagement.

"Phomyoth's work reflects a commitment to addressing the needs of an ageing society, aiming to create sustainable solutions that empower seniors to lead active and fulfilling lives."

Under his leadership, YoungHappy has developed initiatives such as Happy Space, a physical activity hub, and YoungHappy Plus, an online learning platform. These programmes provide seniors with opportunities to participate in various activities, from fitness classes to digital literacy courses, fostering a sense of purpose and community.

Phomyoth's work reflects a commitment to addressing the needs of an ageing society, aiming to create sustainable solutions that empower seniors to lead active and fulfilling lives.

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Charkris Phomyoth





Chaweewan Hutacharern

CHAIRMAN, FEED

Dr. Chaweewan Hutacharern is focused on improving educational strategies for conserving biodiversity while balancing development and preservation. Her work aims to promote sustainable management practices, which has led her to enhance environmental education initiatives in Thailand. Under her leadership, the World Wildlife Fund (WWF) Thailand has brought together three nature study centres and established the “Foundation for Environmental Education for Sustainable Development (Thailand),” known as FEED. Her role in environmental conservation is to change and raise awareness among young people and the general public in society through effective environmental education. By promoting sustainable lifestyles and eco-friendly habits, she encourages community involvement and helps create networks for environmental education.

“Under her leadership, the World Wildlife Fund (WWF) Thailand has brought together three nature study centres and established the “Foundation for Environmental Education for Sustainable Development (Thailand),” known as FEED.”

Dr. Chaweewan combines insights from different fields to achieve real, measurable results in conservation. Her dedication inspires people to make positive changes while deepening the understanding of sustainability in Thailand. Through her initiatives, she fosters teamwork and drives collective action for a more sustainable future.

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chahut@forest.go.th



FEED Thailand



FEED Thailand





Chumaporn "Ann" "Waaddao" Taengkliang

ORGANISER

43

Chumaporn Ann “Waaddao” Taengkliang has been a pivotal figure in organising Bangkok Pride since 2022. Her vision for the parade is to create a platform where individuals can voice their own opinions and express their identities. Over the past 10 years, Ann has been an activist working for gender equality. As one of the leaders of the Bangkok Pride parade, she has transformed it into a vibrant event, elevating its profile to an international level. This progress marks a significant step in Thailand’s journey towards becoming the first country in Southeast Asia to legalise marriage equality.

“As one of the leaders of the Bangkok Pride parade, she has transformed it into a vibrant event, elevating its profile to an international level.”

As a representative of the public committee for marriage equality, Ann emphasises the importance of using the term “spouse” to ensure access to rights for individuals of diverse sexual orientations, while aligning with the principles of marriage equality.

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Waaddao.t



chumaporn.t@gmail.com





Lakkhana "Bum" Saenbungkho

FOUNDER, BANANALAND SOCIAL ENTERPRISE

47

Lakkhana “Bum” Saenbungkho is the founder of BananaLand, a social enterprise located in Phuho, Phuluang, Loei Province. Established on ancestral land, BananaLand has transformed from a traditional farm into a community driven ecotourism destination.

The initiative began with Saenbungkho’s participation in the 2018 season of Win Win WAR Thailand where she presented her idea for a banana based snack business. Although she did not win, the exposure provided the necessary capital to develop her family’s 8-rai land into a public space that now serves as a hub for sustainable agriculture and cultural exchange.

“BananaLand offers a range of activities that blend agriculture with cultural experiences. Visitors can participate in organic rice farming from planting to harvesting and even own a rice field for a season through the “Online Rice Field” programme.”

BananaLand offers a range of activities that blend agriculture with cultural experiences. Visitors can participate in organic rice farming from planting to harvesting and even own a rice field for a season through the “Online Rice Field” programme. The site also features a straw castle, handmade crafts, herbal foot spas and local cuisine, all set against the backdrop of Phuho Mountain.

Saenbungkho’s approach integrates the sufficiency economy philosophy and the BCG (Bio-Circular-Green) model, aiming to create a circular economy that benefits both the environment and the community. Her efforts have revitalised the local economy as well as fostered a sense of pride and unity among the residents of Phuho.

Through BananaLand, Saenbungkho continues to demonstrate how sustainable practices and community involvement can lead to meaningful development in rural Thailand.

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Luckhana_bum



Banana Land



Courtesy of Banana Land



Courtesy of Banana Land



Nat "Farose" Klinmalee

YOUTUBER, FAROSE CHANNEL

51

After graduating from the Faculty of Arts at Chulalongkorn University, Nat “Farose” Klinmalee explored a wide range of roles by working as a tour guide, interpreter, translator, and even a painter’s assistant. These diverse experiences led him to discover his true passion: teaching. What started at a small desk soon grew into packed classrooms of over a hundred students. As he saw his students begin to understand what he taught, he began tutoring English even more seriously. To strengthen his expertise, Farose pursued a master’s degree in Linguistics and English Language Teaching at the University of Leeds.

“Through each episode, Farose continues his mission: to make knowledge easier to understand, open to discussion, and relevant to everyday life.”

Today, Farose brings that same passion to his YouTube channel with one show called Klaibaan where he takes viewers on journeys to meet Thais living abroad while weaving in cultural insights, language tips, and light-hearted storytelling. His work is rooted in the belief that learning should be enjoyable yet thoughtful – balancing information with entertainment in a way that's both meaningful and approachable. Through each episode, Farose continues his mission: to make knowledge easier to understand, open to discussion, and relevant to everyday life.

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faridafarofarose



farafarose



Farose academy



Farose Channel



Courtesy of FAROSE



Courtesy of FAROSE



Orasom Suthisakorn

NON-FICTION LITERATURE
WRITER / ADVOCATE

55

Orasom Suthisakorn, Thailand's literary powerhouse, is no stranger to pushing boundaries. As Thailand's National Artist for Literature, Orasom's documentaries are urgent calls to action as her work and passion from literature transformed into a purpose to uplift others. Her work delves into the darkest corners of society, shining a light on the lives of those often overlooked. Focused on the marginalised people—especially prisoners—her storytelling is a potent mix of empathy and critique, forcing audiences to confront uncomfortable truths. Her documentaries tackle sensitive issues such as sex workers, criminals, and death row inmates, reflecting her commitment to shedding light on societal issues. Orasom wields her pen like a scalpel, cutting through societal apathy with precision.

“Her work delves into the darkest corners of society, shining a light on the lives of those often overlooked.”

Beyond her writing career, Orasom mentors prisoners, teaching them storytelling to help them share their experiences and find redemption. She is a part in various projects like “Kumlungjai”, an initiative under the patronage of Her Royal Highness Princess Pacharakitiyabha, which focuses on improving the quality of life for prisoners, and “Friends Behind the Wall,” a volunteer group, focusing on promoting and facilitating creative and rehab activities within prisons.

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Orasom Suthisakorn



Courtesy of Sarakadee Press



Courtesy of Sarakadee Press



Pattanaong "Oat" Montien

FOUNDER, BODHISATTAVA GALLERY AND
QUEER ARTIST, WRITER, EDUCATOR

59

Oat Montien is a Thai artist, writer and educator whose work centres on queer identity, eroticism and the lived experiences of marginalised communities. He is the founder of Bodhisattava Gallery, Thailand's first art space dedicated exclusively to Southeast Asian LGBTQ+ artists. His artistic practice spans painting, performance, curation and writing, often exploring themes such as beauty standards, historical narratives and the complexities of Thai masculinity.

Montien's exhibitions include Songprapa: Reclining Queer Nude (2020) and Patpong Twilight (2022), both of which interrogate the intersections of eroticism, identity and cultural history. His work has been featured in institutions such as the National Library of Thailand, Bangkok Art and Culture Centre and Patpong Museum. Notably, he curated Tchaikovsky in Twilight, an event that blended classical music, queer history and erotic art in the heart of Bangkok's red light district.

"Montien was selected as an artist for the Thailand Biennale, Phuket, under the theme "Eternal Kalpa," reflecting themes of impermanence, love and sustainability through nature-inspired art."

In 2025, Montien was selected as an artist for the Thailand Biennale, Phuket, under the theme “Eternal Kalpa,” reflecting themes of impermanence, love and sustainability through nature-inspired art. He is also a contestant in The Voice Pride 2025, representing marginalised queer and night worker communities.

As a writer and educator, Montien has published five books and lectures at Chulalongkorn University. He continues to advocate for inclusivity and representation in the art world, pushing boundaries through both his work and his advocacy.

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oatmontien@gmail.com



oat_montien



Courtesy of Oat Montien



Courtesy of Oat Montien



Petcharat "May" Saksirivetkul

CAMPAIGN SUPERVISOR, AMNESTY
INTERNATIONAL THAILAND

63

Petcharat “May” Saksirivetkul is a Thai human rights advocate serving as a Campaign Supervisor at Amnesty International Thailand. Born in Chiang Mai, she relocated to Sri Lanka at age 16 where witnessing the civil war’s end deeply influenced her commitment to human rights. Upon returning to Thailand, she pursued higher education at Webster University where, as student president, she led initiatives to improve campus infrastructure and student welfare.

In her role at Amnesty International Thailand, Saksirivetkul focuses on promoting youth engagement in human rights advocacy and addressing mental health challenges within activist communities. She collaborates with young volunteers and activists, aiming to create supportive spaces for dialogue and participation. Recognising the pressures faced by human rights defenders, Saksirivetkul advocates for work-life balance and openly discusses mental wellness, drawing from her own experiences with stress and anxiety.

“In her role at Amnesty International Thailand, Saksirivetkul focuses on promoting youth engagement in human rights advocacy and addressing mental health challenges within activist communities.”

Saksirivetkul's work also extends to documenting and raising awareness about human rights violations in Thailand. She has highlighted issues such as the use of legal charges to suppress dissent and the broader implications for freedom of expression in the country. Through her efforts she contributes to Amnesty International Thailand's mission to protect human rights and support those affected by violations.

Her dedication exemplifies the ongoing efforts of human rights defenders in Thailand to promote justice and uphold fundamental freedoms.

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Petcharat Saksirivetkul

*Raise your voice
for human rights*



Courtesy of @childrightscnct



Pimlada "Pear" Chaipreechawit

FOUNDER, PEAR IS HUNGRY & AROUNDP
FOOD & SUSTAINABILITY CONTENT CREATOR

Pimlada “Pear” Chaipreechawit is the founder of PEAR is hungry and aRoundP, two platforms dedicated to driving the idea of Living with Less impact on the planet, using food as a powerful and relatable entry point.

She holds a bachelor’s degree in Business Administration (BBA) from Assumption University (ABAC) and began her career in the entertainment industry as a member of the teen host group “Strawberry Cheesecake.” She went on to work in television, stage productions, and film.

As she became more aware of the deep connection between human behavior and the environment, Pear shifted toward creating content that challenges our lifestyle choices — starting with how and what we eat.

One of her signature projects is the “Gin Mod Jan” campaign (translated as “Eat the Plate Clean”), which encourages people to reduce food waste at the source — by starting with their own plate.

“One of her signature projects is the “Gin Mod Jan” campaign (translated as “Eat the Plate Clean”), which encourages people to reduce food waste at the source — by starting with their own plate.”

It began as a TikTok challenge where participants shared videos of themselves finishing their meals as a reflection on mindful consumption.

Thanks to overwhelming public engagement, Pear expanded the project into the “Gin Mod Jan Guidebook”, which highlights 50 restaurants in Bangkok committed to responsible food waste practices. She also collaborated with 50 Key Opinion Leaders (KOLs) to promote behavior change on a wider scale.

She continued her efforts through the Restaurant Makeover project in partnership with public sector entities like the Bangkok Metropolitan Administration (BMA). Together, they worked closely with restaurants to redesign their food waste management systems and reduce landfill waste in measurable ways.

Pear believes that how we live shapes the world we live in — and when we begin by eating with intention, not only does food taste better, but we also learn how to coexist with the planet in the way we truly should.

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sale.pearishungry@gmail.com



Pear Is Hungry



pearishungry



sale.pearishungry@gmail.com



Courtesy of Pimlada Chaipreechawit



Courtesy of Pimlada Chaipreechawit



Piyanut Kotsan

HUMAN RIGHTS ACTIVIST, FORMER EXECUTIVE
DIRECTOR OF AMNESTY INTERNATIONAL
THAILAND

71

Piyanut Kotsan is a dedicated human rights advocate with over two decades of experience working alongside communities, youth, and civil society across Southeast Asia. From 2016 to 2025, she served as the Executive Director of Amnesty International Thailand, guiding the organization through some of the country's most challenging political periods. Under her leadership, Amnesty was at the forefront of efforts to safeguard freedom of expression, campaign against torture and enforced disappearance, and advocate for refugee rights, while significantly enhancing grassroots and youth participation.

"Under her leadership, Amnesty was at the forefront of efforts to safeguard freedom of expression, campaign against torture and enforced disappearance."

Despite experiencing digital harassment and targeted smear campaigns, Piyanut has consistently championed principled, people-powered movements as key drivers toward a just society. She was instrumental in advocating for the enforcement of Thailand's anti-torture legislation and elevating the voices of young people and marginalized communities in national conversations.

Following her tenure at Amnesty, which concluded in March 2025, Piyanut remains actively engaged in human rights advocacy as an advisor to the Asia Pacific Refugee Rights Network (APRRN). She is also currently running a free children's library project with her six-year-old daughter, embodying her profound belief in empowering young people as catalysts for positive, rights-based social change.

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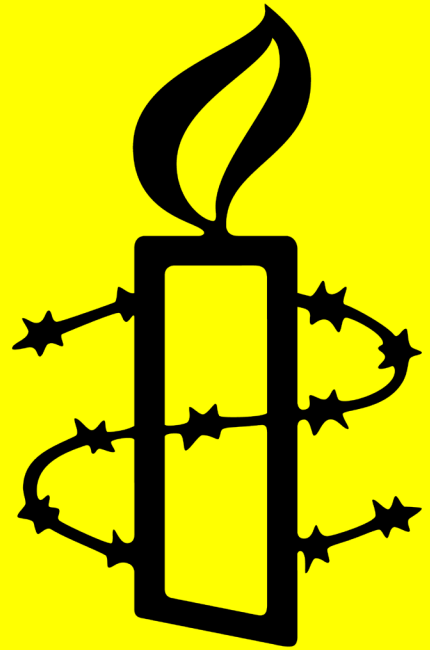


piyanut@gmail.com



Piyanut Kotsan

AMNESTY INTERNATIONAL THAILAND



“

เราควรจะมาพูดคุยกันด้วยเหตุและผล
เพื่อค้นหาว่าต้นตอของปัญหา ที่ก่อ
ให้เกิดความรุนแรงในสังคม คืออะไร
การใช้ความรุนแรงตอบโต้ มันไม่ช่วย
แก้ปัญหาคความรุนแรงที่เกิดขึ้น

We should all discuss rationally how to
address the root cause of violence in
our society. Using violence as a response
to violence will not help us solve the problem.

”



ปิยนุช โคตรสาร

แอมเนสตี้ อินเตอร์เนชั่นแนล ประเทศไทย

Piyanut Kotsan Amnesty International Thailand

Courtesy of European Union in Thailand



Porranee Singpliam

ASSISTANT PROFESSOR,
GENDER AND SEXUALITY STUDIES,
CHULALONGKORN UNIVERSITY

75

Dr. Porranee Singpliam is an Assistant Professor at the Faculty of Arts, Chulalongkorn University, Thailand, specialising in gender and sexuality studies within the context of Thai society. She completed both her MA and PhD in Cultural Studies at Waseda University, Tokyo, under the Japanese Government (MEXT) Scholarship. Her doctoral dissertation, *Women and Nation: Historicizing Thai Femininity from the 1960s to 1990s*, critically examines the evolution of Thai femininity and its intersections with national identity.

Dr. Singpliam's research interests encompass postfeminist media culture, queer theory, and the socio-political dimensions of gender in Thailand. Her work interrogates how neoliberal ideologies shape gendered experiences, particularly in the realms of media and politics.

“Dr Singpliam’s research interests encompass postfeminist media culture, queer theory, and the socio-political dimensions of gender in Thailand. Her work interrogates how neoliberal ideologies shape gendered experiences, particularly in the realms of media and politics.”

Notably, she contributed to the book *Queer Rites and Rainbow Robes: Sexual and Gender Diversity in Thai Religion and Modern Ritual*, with her chapter “Gays and Ordination: Sexual Identity and Thai Gay Men’s Attitudes to Buddhist Ordination in Urban Thai Society” exploring the complexities of religious expectations and sexual identity among gay men in Bangkok.

In 2024 and 2025, Dr Singpliam served as a Visiting Scholar at the Harvard-Yenching Institute, conducting research on the intersection of gender, politics and neoliberalism among Thai women politicians. Her academic contributions are further reflected in her publications in journals such as *MANUSYA: Journal of Humanities* and *HASSS: Humanities, Arts and Social Sciences Studies*.

At Chulalongkorn University, she teaches courses including *Introduction to Gender Studies*, *Gender and Queering the Media and Cultures of the Body*. Dr Singpliam’s academic and research endeavours continue to advance critical discussions on gender and sexuality in Thai and Southeast Asian contexts.

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Porranee Singpliam

๘๘



ร่างทรงเกย์ หมอดูกะเทย สบงหลากหลาย

ความหลากหลายทางเพศ
ในศาสนาและพิธีกรรม
สมัยใหม่

นฤพนธ์ ดัวงวิเศษ ปิเตอร์ เอ. แจ็คสัน
วิศิษฐ์ ปิ่นทองวิชัยกุล บรรณาธิการ



Sorasart "Yorch" Wisetsin

ADVOCATE/YOUTUBER, GLUTA STORY

Gluta Story is a YouTube channel founded by Sorasart “Yorch” Wisetsin dedicated to advocating for stray dogs and providing essential information for pet owners. Sorasart’s creativity reflects through his photography skills, as he dreamed of being a creative director since his university life. While his career path took a slight turn, Sorasart channelled his creative talents into a new passion: advocating for stray dogs as a content creator. The channel started with the heartwarming journey of Gluta, his rescued street dog, and has since grown into a platform that champions the welfare of stray animals in Thailand and beyond. With a mission to educate and inspire, Gluta Story offers valuable insights on responsible pet ownership, the challenges faced by stray animals, and the importance of adopting.

“With a mission to educate and inspire, Gluta Story offers valuable insights on responsible pet ownership, the challenges faced by stray animals, and the importance of adopting.”

The channel has grown into a vital resource for animal lovers, combining Sorasart's creative vision with his dedication to improving the lives of strays. Through Gluta Story, he continues his dream in a way that blends artistry with advocacy, driving compassion and action for animals in need.



Courtesy of Gluta Story

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ae.glutastory@gmail.com



[Gluta Story](#)



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Courtesy of Gluta Story



Wechsawan "Pow" Lakas

FOUNDER OF GREEN ROAD ENTERPRISE

83

Asst. Prof. Dr. Wechsawan Lakas known as Dr. Pow is a visionary innovator in sustainable infrastructure through his Green Road project. As a respected faculty member in the Department of Industrial Technology at Chiang Mai Rajabhat University, he's transforming waste materials into the roads, turning environmental responsibility into a concrete reality. With his background in civil engineering, he drew inspiration from international research on waste processing. He discovered that plastic waste shares the same petrochemical origin as asphalt, making it a viable replacement, which led to the idea of converting plastic waste into a substitute material for asphalt.

"Dr. Pow's innovative approach redefines infrastructure by transforming waste into valuable resources, which challenges traditional solutions."

Dr. Pow's innovative approach redefines infrastructure by transforming waste into valuable resources, which challenges traditional solutions. In addition to this innovative project, Dr. Pow's Green Road also offers upcycling workshops and products, creating environmentally friendly materials from plastic waste. His work is transforming how we manage waste and build infrastructure, making Thailand's roads a symbol of creative recycling and sustainable progress.



Courtesy of Green Road Enterprise

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Dr.Pow Green Road



@dr.pow



greenroadenterprise.com



Green Road Upcycling
plastic waste to pave
roads



Courtesy of Green Road Enterprise



“Green road at Chiang Mai Rajabhat University” Courtesy of Green Road Enterprise

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Adia "Indy" Pudtalsri

FOUNDER, CARECONNECT; ADVOCATE FOR
INCLUSIVE EDUCATION IN THAILAND

Adia “Indy” Pudtalsri, a Thai changemaker flipping the script on education. In 2023, she launched CareConnect, a digital platform offering animated video lessons and worksheets tailored for students with learning disabilities.

Indy’s journey began in elementary school where she noticed classmates struggling with tasks that seemed straightforward to others. Determined to make learning more inclusive, she created CareConnect to provide accessible resources that cater to diverse learning needs. The platform offers materials grounded in the Orton-Gillingham approach for literacy and visual aids for numeracy, ensuring content is both informative and engaging.

Beyond the digital realm, Pudtalsri actively supports underfunded schools in Thailand by distributing educational workbooks and conducting virtual workshops focused on various learning disabilities. Her commitment extends to fostering a supportive learning environment, reminding students that differences in learning styles are strengths to be celebrated.

***“Through CareConnect, she’s fostering a community where different learning needs are acknowledged and supported, potentially transforming the landscape of special education in Thailand.*”**

Looking ahead, Pudtalsri plans to expand CareConnect's offerings to include subjects like biology, physics and chemistry. She also aims to establish support group meetups for students to share experiences and resources, further promoting an inclusive educational community.

In a country where approximately 27% of children with disabilities lack access to essential health promotion services, Pudtalsri's initiative represents a beacon of hope for more inclusive education. Through CareConnect, she's fostering a community where different learning needs are acknowledged and supported, potentially transforming the landscape of special education in Thailand.

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@careconnectedu





Bonny Babu

FOUNDER & CEO, KHAO YAI VANILLA

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Being part of a farming family, Bonny Babu has returned to his roots after working as an engineer. His love for agriculture inspired him to modernise farming at Khao Yai Vanilla, the first 100% off-grid solar-powered vanilla farm in Thailand. With knowledge over IT and AI, that he adapts into his business, introducing smart farming techniques and real-time crop monitoring. This approach helps manage natural resources more efficiently. His mission is to provide the finest vanilla beans, cultivated sustainably, while letting customers fully experience the beauty and authenticity of Khao Yai region.

“Through certified bean production, partnerships with universities and corporate collaborators, and the development of vanilla-based products, Bonny is creating an entire vanilla ecosystem in Thailand.”

At Khao Yai Vanilla, every step of the farming process is carefully managed. Bonny developed a custom application that controls irrigation systems, water valves, and monitors weather conditions, UV levels, and water flow, all powered by solar energy. This system reduces environmental impact and also helps avoid common farming errors.

The farm's approach allows vanilla to grow in a way that reflects the distinct characteristics of the Khao Yai region, its climate, soil, and natural surroundings. Bonny wants customers to experience the real taste of Khao Yai through each bean, while also seeing how modern farming can work hand in hand with nature.



Courtesy of Khao Yai Vanilla

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Vanilla Khao Yai



khaoyaivanilla



<https://khaoyaivanilla.com/>



Courtesy of Khao Yai Vanilla



Courtesy of Khao Yai Vanilla



Chayadhorn "Van" Taepaisitphongse

CHIEF STRATEGY & INNOVATION OFFICER /
MANAGING DIRECTOR OF BETAGRO
VENTURES, BETAGRO PCL

Chayadhorn “Van” Taepaisitphongse is a leader who blends innovation with impact. Armed with degrees from the University of Southern California and Georgetown, Van rapidly rose through the ranks at McKinsey & Company. Now, as the force behind Betagro legacy, he’s transforming Thailand’s food sector. Among his creations is Meatly, the country’s second-largest plant-based meat brand, and Foodium, a virtual restaurant model that helps small business owners grow by optimising their kitchen space and boosting income. These efforts show his commitment to accessible, modern food solutions.

Among his creations is Meatly, the country’s second-largest plant-based meat brand, and Foodium, a virtual restaurant model that helps small business owners grow by optimising their kitchen space and boosting income.

What makes Van stand out is his ability to tie business development to community impact. His “cash van” project is a prime example, bringing fresh food directly to underserved areas and proving that business goals can align with social good. With his sights set on becoming Betagro’s next CEO, Van is leading a quiet revolution in the industry. His focus on practical, sustainable models is creating real change, laying the groundwork for a food system that supports both people and the planet.

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Chayadhorntae Paisitphongse



Courtesy of Betagro



Chonlada Soonthonvasu

MANAGING DIRECTOR,
SILAVADEE POOL SPA RESORT

101

Chonlada Soonthonvasu is the Managing Director of Silavadee Pool Spa Resort, a family-owned luxury resort situated on Koh Samui, Thailand. Since taking the helm in May 2008, she has been instrumental in transforming the resort into a distinguished example of Thai hospitality recognised both locally and internationally.

Under her leadership Silavadee has garnered numerous accolades including awards. In 2024 the resort achieved the Travelife Gold Certification, becoming the first hotel in Koh Samui to receive this prestigious recognition for excellence in sustainable and responsible tourism. Additionally, Silavadee earned the ISO 22000 certification for food safety management systems, underscoring its commitment to providing safe and exceptional dining experiences.

"Soonthonvasu has also spearheaded the resort's "The New Chapters of Luxury – S.E.A" strategy focusing on three pillars: Sustainability, Experience and Activity."

Soonthonvasu has also spearheaded the resort's "The New Chapters of Luxury – S.E.A" strategy focusing on three pillars: Sustainability, Experience and Activity. This initiative aims to redefine luxury by integrating eco-friendly practices, enhancing guest experiences and offering diverse activities that cater to modern travellers.

With a steadfast dedication to excellence, Soonthonvasu continues to lead Silavadee Pool Spa Resort towards new heights ensuring it remains a premier destination for those seeking authentic Thai luxury and sustainable hospitality.



Courtesy of Silavadee Pool Spa Resort

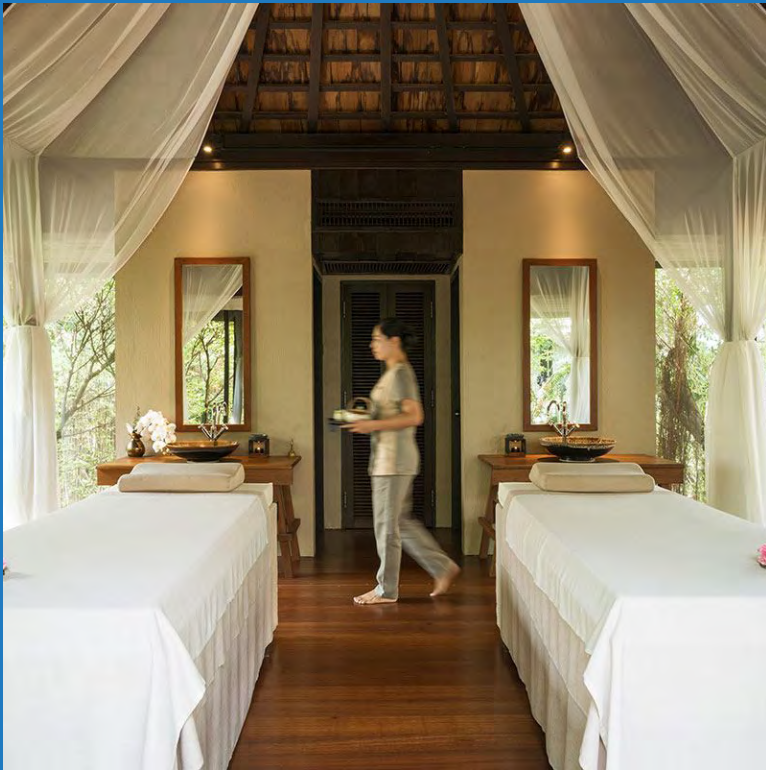
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chonladasoonthonvasu@gmail.com



Chonlada Soonthonvasu



Courtesy of Silavadee Pool Spa Resort



Courtesy of Silavadee Pool Spa Resort



Irma Go

MANAGING DIRECTOR, SIRI SALA

105

Filipina entrepreneur Irma Go has long found beauty in the quiet elegance of Thai wooden houses. On boat rides through the city's sleepy canals, she was captivated by the charm of rickety, stilted homes which were often overlooked in preservation efforts. In 2016, she and her husband Kirati Thepsoparn came across a dilapidated waterfront property in Bangkok Noi and saw an opportunity to preserve a piece of traditional Thai architecture. What followed was a five-year project to gently reimagine what Thai hospitality culture could look like in a modern context.

"What followed was a five-year project to gently reimagine what Thai hospitality culture could look like in a modern context."

The result is Siri Sala, a full-service villa that blends traditional craftsmanship with modern comfort. It is a place that is always proud to showcase the best of the local culture. Rebuilt using salvaged wood and original architectural details, Siri Sala is a reflection of Go's vision: to preserve and reinterpret Thai culture through design. Through her vision and leadership, the space has found success and was featured in Mike White's acclaimed series *The White Lotus*, offering this riverfront villa a global audience.

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[Irman Go](#)



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<https://www.sirisala.com/>



Courtesy of Siri Sala



Courtesy of Siri Sala



Jay Spencer

FOUNDER, WOOF PACK

109

Jay Spencer is a Thai-British entrepreneur known for building spaces where ideas and communities grow. Educated in the UK and based in Bangkok since 2001, Jay has played a key role in developing landmark projects like the Barkyard BKK and the Woof Pack Building. As Managing Director of Woof Pack Projects, an innovative mixed-use space near Lumpini Park, he oversees a dynamic blend of restaurants, galleries, and offices.

"His work continues to blend vision with purpose and community with creativity."

Previously serving as Business Development Manager at the Thailand Creative & Design Center (TCDC), Jay has long championed creative enterprise and collaboration. His latest initiative, START, is a family-inspired project dedicated to creative education, skill-building workshops, and arts programming for all ages. Beyond his work in urban and cultural development, Jay is committed to social and environmental causes. He serves as an ambassador for WWF Thailand and sits on the committee of the Karen Hilltribes Trust, supporting community empowerment through awareness and fundraising efforts. His work continues to blend vision with purpose and community with creativity.



Courtesy of Woof Pack

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@jayspencer



<https://www.woofpackbangkok.com/>



Courtesy of Woof Pack



Courtesy of Woof Pack



Jirawat "Maan" Sriluansoi

CO-FOUNDER, THE ONLY MARKET BANGKOK

113

Rooted in memory, material, and meaning, Jirawat “Maan” Sriluansoi co-founded The Only Market Bangkok in 2017 with the goal of redefining the idea of souvenirs. With over 17 years experience in styling and graphic design, Maan combines his deep appreciation for local culture and visual storytelling to create objects that honour history, identity, and imperfection. The Only Market embraces recycled materials and hand-crafted processes, turning forgotten or overlooked items into thoughtful lifestyle pieces.

“Maan’s creative direction brings together elements of art, fashion, and culture to give everyday items new meaning.”

Maan's creative direction brings together elements of art, fashion, and culture to give everyday items new meaning. Drawing on personal memories –like riding Bangkok buses or visiting old Chinese pharmacies–he incorporates familiar experiences into the identity of the brand, hoping to connect with others through shared emotion and nostalgia. The result is an aesthetic that feels both rooted and open, with a sense of nostalgia and playfulness that reflects his perspective. Through The Only Market, Maan collaborates with local artisans and offers a fresh lens on Thai identity one that resists cliché and embraces contradiction. Each piece, from upcycled deadstock garments to reinterpreted city icons, is a celebration of both the ordinary and the extraordinary, encouraging people to cherish the overlooked and the everyday.

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theonlymarketbangkok@gmail.com



Jirawat Sriluansoi



@theonlymarketbangkok



Courtesy of The Only Market Bangkok



Courtesy of The Only Market Bangkok



Kanachai "Kit" Bencharongkul

MANAGING DIRECTOR, MOCA BANGKOK

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After graduating with a degree in architecture from the Architectural Association School of Architecture in the UK, Kanachai “Kit” Bencharongkul found his creative path in photography. His passion led him to work with top fashion magazines and contribute to global causes, including a special exhibition with UNHCR that earned him the “Stand with Refugees” Award. Today, Kit is Managing Director of MOCA Bangkok, Thailand’s largest private museum of contemporary art. In this role, he aims to bridge the gap between traditional institutions and younger audiences. He also curates ART Space by MOCA at the Four Seasons Hotel Bangkok, creating opportunities for emerging and established artists to reach broader audiences.

“Balancing creativity with well-being, Kit Bencharongkul is a new-generation leader shaping Thailand’s cultural and wellness landscapes through vision, sensitivity, and innovation.”

Beyond art and photography, Kit is passionate about health and wellness, especially through an active lifestyle and water sports. This inspired him to co-found Planto Monster, a brand of plant-based supplements. Designed for active individuals, the brand's clear protein drinks are light, easily absorbed, and taste like fruit juice – offering a refreshing alternative to traditional protein products. Balancing creativity with well-being, Kit Bencharongkul is a new-generation leader shaping Thailand's cultural and wellness landscapes through vision, sensitivity, and innovation.

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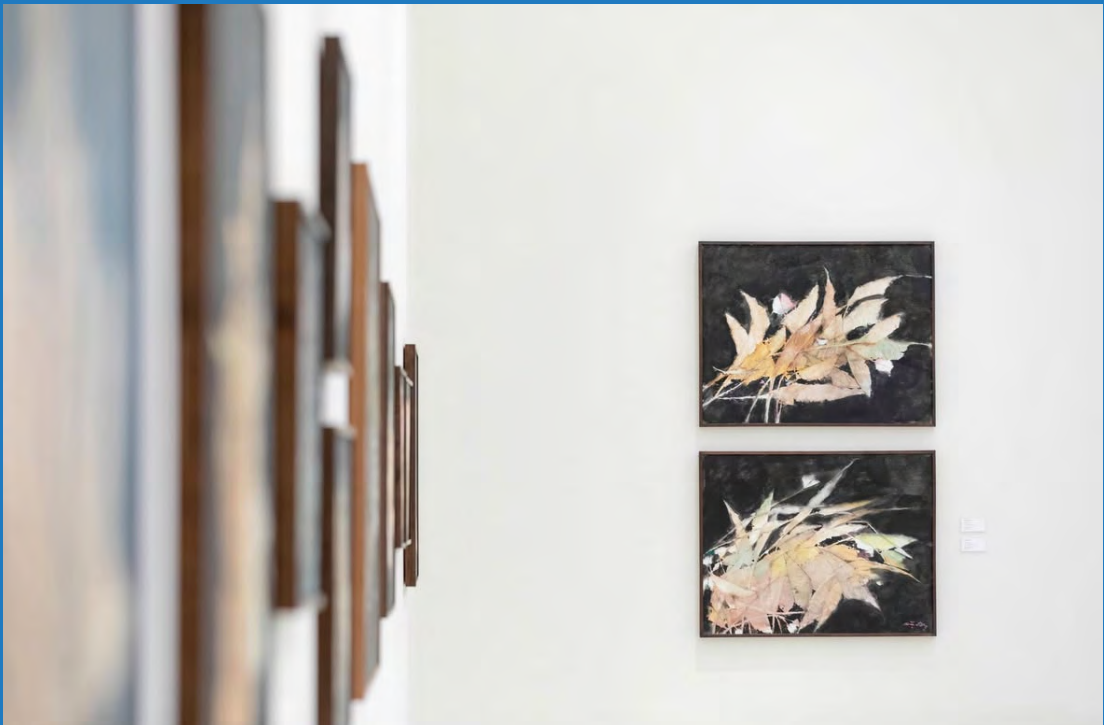
@kitb



<https://mocabangkok.com/>



Courtesy of MOCA Bangkok



Courtesy of MOCA Bangkok



Khamron "Kaew" Sutthi

FOUNDER, ECO ARCHITECT

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As a founder of Eco Architect in Phuket, Khamron “Kaew” Sutthi focuses on the philosophy of “breathing with nature” in his work project. It emphasises designing homes that fit well with the environment and climate, making the most of available resources. He started Eco Architect 20 years ago, at a time when environmental conservation was not widely recognised in Thailand. Initially, his work went unnoticed, but as awareness of ecological issues grew, the company gained traction and expanded into Bangkok. Eco Architect has since developed alongside nature and the local community.

“It emphasises designing homes that fit well with the environment and climate, making the most of available resources.”

Khamron's designs focus on everyday comfort and the real needs of those who live everyday lives. He draws on local architectural styles, combining tradition with simplicity to create homes that are both functional and familiar. His work is about building long-term connections between people and their environment. From the first sketch to the final details after move-in, Khamron stays involved, listening to feedback and refining his process. His dedication has made Eco Architect a thoughtful presence in Thailand's design world, showing how nature and modern living can support one another.

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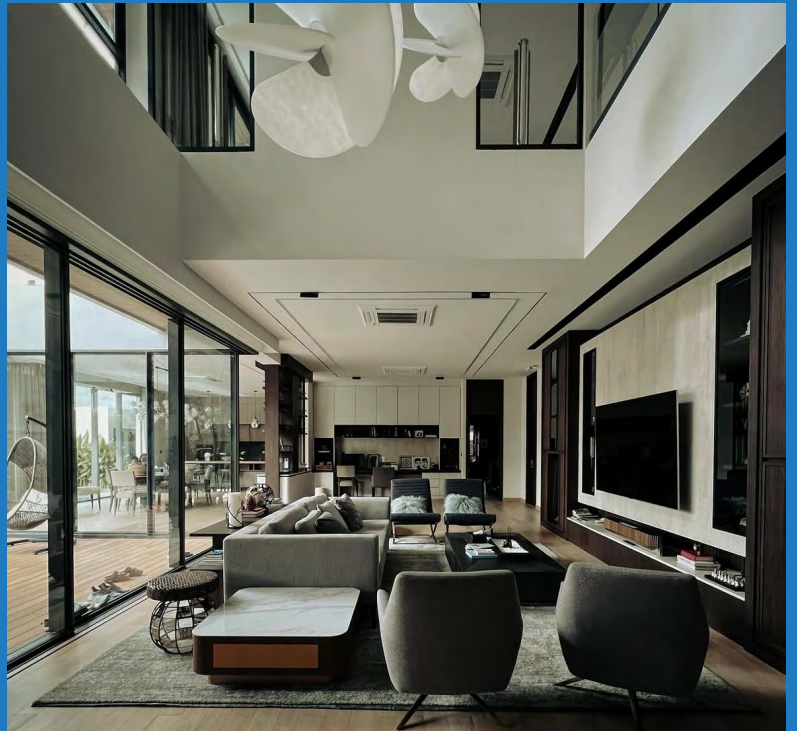
Khamron Sutthi



@khamronsutthi



@eco.architect



Courtesy of Eco Architect



Courtesy of Eco Architect



Kittipong “Kit” Wannaphikhat

CEO, TAPI SEAFOOD

125

Kittipong “Kit” Wannaphikhat didn’t originally set out to become a seafood supplier, he trained to be a chef. During his time in the kitchen, working with various chefs and restaurants, he often ran into the issue of inconsistency in ingredients. Seafood would vary in both quality and quantity, making it difficult to meet the precise standards chefs required. A casual conversation with a fellow chef led him to consider sourcing seafood from his hometown in Surat Thani. Realising he could bridge the gap between kitchens and local fisheries, Kit decided to step away from the stove and start Tapi Seafood.

“His goal is to enhance the quality of local seafood to meet international standards, thereby expanding the market for indigenous products.”

He focuses on sourcing seafood from local fishermen instead of relying on imports. His goal is to enhance the quality of local seafood to meet international standards, thereby expanding the market for indigenous products. His initial goal is to support fishermen who adopt sustainable fishing practices. Kittipong believes that when fishermen succeed with sustainable methods, it encourages others to do the same. This change helps their businesses and offers consumers access to good-quality seafood at fair prices. By managing smaller catches, fishermen can increase their profits while helping the ocean recover. Through his work at Tapi Seafood, Kittipong is helping to promote a more sustainable seafood industry and support local communities.



Courtesy of Tapi Seafood

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@kittipongtp_2019



@tapiseafood



Courtesy of Tapi Seafood



Courtesy of Tapi Seafood



Methin "Art" Paspanthong

CHIEF EXECUTIVE OFFICER, CARENATION

129

At just 27, Methin Paspanthong has already redefined what it means to be an entrepreneur with a conscience. A former King's Scholar and Stanford graduate, Methin began his career at Muang Thai Insurance and later at Bain & Company, where he advised on strategy and operations. But instead of staying on a traditional corporate path, he set out to create ventures that address real societal challenges.

"The company creates paper funeral wreaths from recycled materials, reducing waste while also generating income for underprivileged communities."

One of his early achievements is Mahamor, an AI-powered healthcare company, aiming to increase access to quality medical advice by bringing medical solutions to the fingertips of patients and providers. His most recent venture, Carenation, turns compassion into action. The company creates paper funeral wreaths from recycled materials, reducing waste while also generating income for underprivileged communities. Up to 45% of each purchase is donated to a charity of the customer's choice, adding another layer of impact. Rather than building businesses purely for profit, he looks for ways to bring value to both the economy and society, solving key societal issues through creative, sustainable solutions. This makes him a rising star in the world of business and social responsibility. His work shows that with the right mindset, entrepreneurship can be a powerful tool for change.

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@artmethin



<https://care-nation.com/>



Courtesy of Carenation



Courtesy of Carenation



Courtesy of Carenation



Naiyanachanok "Peb" Patamasingh Na Ayutthaya & Thaparath "Pat" Waerojrueedee

FOUNDER, EMILY'S CHICKEN NOODLE

133

Born from a treasured family recipe passed down through generations, Emily's Chicken Noodle has become a modern-day comfort food with cult status among Bangkok's urban crowd. Naiyanachanok "Peb" Patamasingh Na Ayutthaya and Thapararat "Pat" Waerojrueedee turned a humble noodle dish, once made lovingly by Peb's grandmother, into a booming business that's as heartfelt as it is strategic. What began as a nostalgic meal quickly won over friends and families with its naturally full-bodied flavour, no MSG, and no need for extra seasoning. Pat added a finishing touch with her favourite crispy pork chilli paste, giving the dish a layered texture that balanced tradition with personal flair.

"The packaging is designed for grab-and-go convenience, perfect for busy office workers who want quality food on the fly."

Launched in the midst of the pandemic as a pivot from their struggling tea business, Emily's quickly found its niche. The packaging is designed for grab-and-go convenience, perfect for busy office workers who want quality food on the fly. Their signature noodle box has become a reliable go-to. Sold online via GrabFood and LINE Official, and offline through pop-ups and catering services, the brand has grown steadily over two years. Today, Emily's has surpassed 176 million baht in revenue with over 600% growth year-on-year. Proof that a good story, paired with great taste, always finds a place at the table.

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@pebpatamasingh



@ikpikz



@emilysofficial.bkk



Courtesy of Emily's



Courtesy of Emily's



Parich Ruktapongpisal

SCHOOL LICENSEE, KIS INTERNATIONAL
SCHOOL BANGKOK

137

Parich Ruktapongpisal is a Thai-American investment banker and education advocate, currently serving as the School Licensee at KIS International School in Bangkok. He is an alumnus of KIS and holds degrees in political science and economics from the University of California, Berkeley. In 2017, he returned to KIS in a leadership capacity, contributing to the school's strategic direction and educational initiatives.

In his role, Ruktapongpisal has been instrumental in shaping KIS's expansion and educational reforms. He played a key part in the development of KIS International School Reignwood Park, a new 60-acre campus that opened in August 2024. This campus is notable for being Bangkok's only full IB day and boarding school, offering all four International Baccalaureate programmes.

"He is an alumnus of KIS and holds degrees in political science and economics from the University of California, Berkeley. In 2017, he returned to KIS in a leadership capacity, contributing to the school's strategic direction and educational initiatives."

Beyond his work at KIS, Ruktapongpisal is actively involved in think tanks focused on educational reform in Thailand. His efforts aim to transform both local and global educational landscapes, promoting innovative approaches to learning and development.

Ruktapongpisal's background in investment banking, combined with his commitment to education, positions him as a significant figure in the advancement of educational initiatives in Thailand.

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Parich Ruktapongpisal



<https://www.kisrp.com/>



Courtesy of KIS International School Bangkok



Courtesy of KIS International School Bangkok



Peerawat "Art" Jentrakulroj

OWNER, SRIFA FROZEN FOOD

141

Peerawat Jentrakulroj is a Thai business executive currently serving as General Manager at Srifa Frozen Food Co. Ltd., a leading manufacturer of frozen bakery products under the Srifa Bakery brand. Based in Kanchanaburi province, the company was founded in 1986 and has grown from a small local bakery into a major force in the food manufacturing industry. Its expansion includes a strategic joint venture with Minor International launched in 2017 under the name Art of Baking, which saw an investment of over 600 million baht to develop a diverse portfolio of frozen dough, croissants, pizza bases and other ready-to-bake goods. These products are distributed across Thailand and the broader Asia Pacific region. Srifa's production standards are internationally recognised, with certifications including ISO 9001:2015, GMP, HACCP, HALAL and BRC.

Jentrakulroj plays a key role in advancing the company's vision and operational growth, helping to modernise and scale the business while maintaining its reputation for quality. His leadership reflects the growing influence of a new generation within Thailand's family-run enterprises, bringing fresh perspectives and long-term thinking to established brands. Through his position, Jentrakulroj contributes to shaping the company's future in both domestic and international markets, positioning Srifa Frozen Food as a continued leader in the evolving frozen bakery sector.

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<https://www.srifabakery.co.th/>



<https://www.srifafrozenfood.com/>





Pranai Phornprapha

CEO, KALEIDO LIFESTYLE

145

Pranai Phornprapha is a forward-thinking hospitality leader who blends creativity, sustainability, and business insight to shape Thailand's lifestyle and hospitality experiences. As the head of Kaleido Lifestyle and Siam@Siam Design Hotels, he works on spaces where hospitality, art, and fashion come together. His projects include venues like TAAN, Paradise Lost, Chim Chim, and On The Road – each offering a clear concept and purpose. Beyond hospitality, he's involved in tech through Codium and Cloud HM, and supports wellness as part of the fitness brand BASE.

Pranai recognises the environmental impact of the hospitality industry and believes in making changes wherever possible. At Paradise Lost and throughout Siam@Siam, initiatives are in place to reduce waste and introduce more sustainable practices. These include efforts to lower the carbon footprint and minimise food waste. He also highlights the importance of supporting local talent and sharing neighbourhood knowledge with guests to promote the wellbeing of the wider community. While the industry is not yet fully aligned with sustainability, Pranai focuses on practical progress over perfection.

“Pranai recognises the environmental impact of the hospitality industry and believes in making changes wherever possible.”



“Siam@Siam Design Hotel Pattaya” Courtesy of Kaleido lifestyle

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Pranai Phornprapha



Pranai Phornprapha



pranaip



<https://kaleidolifestyle.com/>



“Skybar Summer Club” Courtesy of Kaleido lifestyle



“SOMA” Courtesy of Kaleido lifestyle



Prapavadee "Nok" Sophonpanich

FOUNDER, IDEAS 1606 Co Ltd,
VEYLA RESIDENCE

149

Prapavadee “Nok” Sophonpanich is the visionary founder of Ideas 1606 Co Ltd and the driving force behind Veyla Residences, a luxury residential brand known for its modern interior design. Nok’s developments focus on low-density living, combining elegant design with natural surroundings and convenient locations. Her successful projects include Veyla Khao Tao Residences in Hua Hin, Veyla Cha-Am Residences, and the internationally acclaimed Veyla Natai Residences in Phang-Nga. The latter earned prestigious awards such as The International Architecture Awards (Chicago), Iconic Awards (Germany), and the Architizer A+ Award. Nok’s passion for art influences her vision for real estate, treating each residence as a living artwork that reflects its owner’s personality.

“Nok’s developments focus on low-density living, combining elegant design with natural surroundings and convenient locations.”

Alongside her real estate ventures, Nok serves as General Manager of Christie's Thailand, expanding her leadership to cover neighbouring markets and luxury fine arts. She is engaged in equity, diversity, and inclusion initiatives in collaboration with art institutions across Thailand and Vietnam. Her experience includes bringing the Metropolitan Museum of Art Store to Bangkok and collaborating with the National Museum Thailand on jewellery inspired by Thai heritage, blending creativity with cultural appreciation.



“Veyla Sea” Courtesy of Veyla Residence



[nok_prapavadee](https://www.instagram.com/nok_prapavadee)



<https://www.veylaresidences.com/>



“Veyla Beach” Courtesy of Veyla Residence



“Veyla Sand” Courtesy of Veyla Residence



Praonarin Ruangritthidech

MANAGING DIRECTOR,
TIPTARI CO LTD; LEADER,
CHATRAMUE THAI TEA BRAND

153

Praonarin Ruangritthidech is the managing director of Tiptari Co Ltd, a key part of the ChaTraMue brand portfolio. With deep roots in tea heritage spanning 75 years, she leads efforts to uphold the brand's longstanding commitment to quality and innovation. Under her guidance, Tiptari operates more than 200 company-owned branches nationwide, ensuring stringent control over product standards from raw material sourcing to final production.

Ruangritthidech emphasises honesty and value for money as the core principles of the brand's operations. Recognising the evolving tastes and increasing global interest in Thai tea, she drives continuous product development and market adaptation.

"She envisions ChaTraMue becoming a globally recognised brand within the next decade, reflecting Thai pride and cultural heritage while addressing challenges such as sustainability and affordability in a competitive market."

Her leadership has supported ChaTraMue's shift from primarily business-to-business sales to a consumer-focused model that integrates Thai tea into everyday lifestyles.

This strategic approach has expanded the brand's presence beyond Thailand, establishing over 50 international branches through licensed partnerships in countries across Asia and North America.

With an eye on sustainable growth, Ruangritthidech is actively involved in rebranding efforts, including packaging redesign, introduction of seasonal menus, and expansion of online delivery platforms. She envisions ChaTraMue becoming a globally recognised brand within the next decade, reflecting Thai pride and cultural heritage while addressing challenges such as sustainability and affordability in a competitive market.

Through her role, Ruangritthidech contributes to supporting local farmers and the broader Thai tea ecosystem, promoting economic sustainability alongside brand growth.

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Praonarin Ruangritthidech



<https://www.cha-thai.com/>



Courtesy of ChaTraMue



Courtesy of ChaTraMue



Sarintorn Phansopa

GENERAL MANAGER, PERFECT PAPER CO LTD;
THAI RECYCLING INDUSTRY LEADER

Sarintorn Phansopa is the General Manager of Perfect Paper Co Ltd, a Thai recycling company that has been operational for nearly five decades. The company was founded by her father, who began by collecting used paper from various sources using a small pickup truck. Under Phansopa's leadership, Perfect Paper has expanded significantly, processing between 20,000 to 40,000 tonnes of used paper monthly from households, banks, universities and publishing houses. The paper is then sorted, compressed and distributed to clients for use as raw materials in various products.

With over 20 years of experience in the family business, Phansopa has overseen the company's growth from a small-scale operation to a significant player in Thailand's recycling industry. She has been instrumental in modernising the company's operations by implementing digital solutions for logistics and marketing, resulting in improved efficiency and increased revenue.

"Phansopa envisions a sustainable future for Perfect Paper, aiming to balance short-term profitability with long-term environmental and social benefits."

Phansopa is a strong advocate for the circular economy, focusing on reducing waste and recovering resources at the end of a product's life cycle. She has led Perfect Paper to align with global sustainability trends, contributing to Thailand's efforts in adopting circular economy practices.

Looking ahead, Phansopa envisions a sustainable future for Perfect Paper, aiming to balance short-term profitability with long-term environmental and social benefits. Her leadership continues to drive the company's commitment to sustainability and responsible resource management.

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Praonarin Ruangritthidech



<https://www.perfectpaper.com/>





Sirimon Boonprasit

THAI FOUNDER AND DESIGNER, SIRIMON,
THAI SILK ADVOCATE

Sirimon Boonprasit is a Thai-New Zealand fashion professional whose career brings together design innovation and cultural preservation. She graduated with First Class Honours in Fashion Design from Wellington, New Zealand, and has trained and worked across multiple global fashion capitals including London, the United States, New Zealand and Thailand.

Her professional experience spans from editorial work at a fashion magazine to design coordination at Vivienne Westwood's Head Office on Conduit Street. She has also supported backstage operations for Burberry during Paris Fashion Week and served as a Fashion Stylist and Client Consultant for Dior at the Auckland boutique.

"Her work advocates for international appreciation of Thai silk and culture, framing heritage through a luxury ready-to-wear lens while maintaining strong ties to her Thai roots and a future-focused design ethos."

In September 2024, Sirimon debuted her capsule collection at London Fashion Week, integrating Thai silk into modern silhouettes and affirming her commitment to culturally grounded yet globally relevant design. Her creative practice is backed by thorough research into Thai silk production, with a specific interest in its environmental and social impact within the wider conversation on sustainable fashion.

Through her brand, Sirimon champions ethical production, responsible sourcing and the uplift of Thai textile craftsmanship. Her work advocates for international appreciation of Thai silk and culture, framing heritage through a luxury ready-to-wear lens while maintaining strong ties to her Thai roots and a future-focused design ethos.

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info@sirimonofficial.com



[Sirimon Brand](#)



[SIRIMON THE NEW ERA OF THAI](#)



[sirimon.official](#)



<https://sirimonofficial.com/>



Courtesy of Sirimon Boonprasit



Courtesy of Sirimon Boonprasit



Son Chunsuparerk

FOUNDER, SUITCUBE and ETHICA WORLD

165

Son Chunsuparerk is a businessman in Thailand known for his clear vision in branding and customer experience. In 2014, he founded SUITCUBE, a men's suit brand focused on offering high-quality suits at fair prices. His suits combine quality craftsmanship, modern style, and a refined look. Son also prioritises building a strong team by selecting staff with an entrepreneurial mindset, encouraging them to take ownership of their work. This approach improves service while fostering customer loyalty and supporting the growth of the business.

"Son Chunsuparerk is a businessman who balances strong branding with practical values and a commitment to environmental care."

Besides SUITCUBE, Son is involved in sustainable projects like Ethica World, a jewellery brand specialising in lab-grown diamonds, providing a more environmentally friendly alternative to traditional mining. By focusing on these stones, Ethica World helps reduce carbon emissions and minimise damage to ecosystems caused by excavation and resource extraction. Through Ethica World, Son promotes responsible and eco-conscious options in the luxury market.

Son Chunsuparerk is a businessman who balances strong branding with practical values and a commitment to environmental care.



Courtesy of Ethica World



Son Chunsuparerk



savvyson



<https://ethica.world/>



Courtesy of Ethica World



Courtesy of Ethica World



Tananya Suteerachai

CO-FOUNDER AND CEO, JOURNAL PERFUME
AND LIFESTYLE BRAND

169

Tananya Suteerachai is the co-founder and managing director of Journal, a Thai perfume and lifestyle brand launched in 2017. Under her direction, Journal has evolved from a small concept into a business with 16 locations across Thailand, projected to grow to 18 in 2025. The company currently employs 170 staff and continues to expand its presence in both retail and cultural influence.

“Journal’s mission is to convey Thai stories through scent, using fragrance as a medium to reflect the country’s diverse heritage. Suteerachai has overseen the creation of a series of unique perfumes inspired by elements of everyday and traditional Thai life.”

Journal's mission is to convey Thai stories through scent, using fragrance as a medium to reflect the country's diverse heritage. Suteerachai has overseen the creation of a series of unique perfumes inspired by elements of everyday and traditional Thai life, including Mango Sticky Rice, the Songkran festival, Silom's dynamic atmosphere, and Kumarn, the Thai child ghost. These products explore lesser-represented facets of Thai identity as well as invite consumers to engage with local culture in a sensory, personal way.



"The Legacy" Courtesy of JOURNAL

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Tananya.s@journal.co.th



@fah_sutee



@journalboutiqueth



“First Love Body Oil” Courtesy of JOURNAL



“Hand Cream” Courtesy of JOURNAL



Warunya "June" Soontorntae

FOUNDER, FIREFLY FOREST SCHOOL,
NATURE-BASED BILINGUAL EDUCATION

173

Warunya “June” Soontorntae is the founder of Firefly Forest School, an alternative educational institution located in Bangkok, Thailand. Established in 2022, the school offers a nature-based bilingual curriculum for children aged 1 to 11, integrating subjects such as art, nature and life skills to foster holistic development.

Prior to founding the school, Soontorntae was a homeschooling parent to her son Gandhi. Her experiences led her to explore alternative educational models including forest schools in Germany, which inspired her to create an environment where children could learn through direct interaction with nature.

“Under her leadership, Firefly Forest School has grown from a small homeschooling initiative into a community-focused institution that emphasises experiential learning.”

Under her leadership, Firefly Forest School has grown from a small homeschooling initiative into a community-focused institution that emphasises experiential learning. The school's curriculum is influenced by the educational philosophy of Charlotte M. Mason and incorporates elements of forest school principles, allowing children to engage in activities like gardening, storytelling and environmental stewardship.

Soontorntae's approach to education is centred on the belief that every child possesses inherent potential. She strives to create a learning environment where children can discover and nurture their unique strengths, preparing them to become confident, compassionate individuals.

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warunya.soontorntae



<https://firefly-forest-school/>



Courtesy of Warunya Soontorntae



Courtesy of Warunya Soontorntae

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Alexey Tyutin

MANAGING DIRECTOR,
THAI SURGEON FARM CO., LTD

179

Alexey Tyutin is the Russian-born entrepreneur behind Thailand's first and only sturgeon farm. With Thai Sturgeon Farm, he has taken a delicacy long associated with European royalty and redefined its place within the Thai culinary landscape. Sturgeon has been prized for both its tender meat and luxurious roe, better known as caviar. But until recently, producing high-quality caviar in Thailand seemed almost impossible.

"In 2024, she co-founded the Accredited Counselors of Thailand (ACT), a non-profit organisation aimed at standardising counseling practices in Thailand."

Driven by vision and patience, Alexey co-founded Thai Sturgeon Farm in Hua Hin, importing fingerlings from abroad and raising them in temperature-controlled ponds that mimic their natural habitat. It takes at least seven years before a sturgeon produces its first roe, and building the farm to international standards required both scientific expertise and personal resilience. What he's most proud of is proving that Thailand can produce top-quality caviar—sustainably, without preservatives, and certified with 100% Eco quality standards. While Caviar House, the sales company, continues to import select products from partner farms, the focus remains on developing and promoting local caviar that's fresh, safe, and naturally flavourful. Alexey, who has called Thailand home for over two decades, combines deep local insight with global sophistication. Through his efforts, caviar has become more accessible and has evolved into a distinctly Thai luxury product. His caviar now symbolises celebration, bridging cultures and enhancing Thai cuisine in unexpected ways.

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[alex.om.prime](https://www.facebook.com/alex.om.prime)



[Alexey Tyutin](#)



<https://www.sturgeon.co.th/>



Courtesy of Thao Sturgeon farm



Courtesy of Thao Sturgeon farm



Changnoi Kunjara na Ayudhya

MANAGING DIRECTOR, CLOUD AND GROUND

183

With a passion for innovation and community-building, Changnoi Kunjara, the managing director of Cloud and Ground, has played a key role in advancing the coffee industry in the kingdom. He is one of the leads of the Thailand Coffee Festival, which has transformed from a modest gathering into Asia's largest coffee event. Through his leadership, the festival has expanded its impact, providing a vital platform for coffee lovers and industry professionals to connect and share their knowledge. One of its activities is the launch of national coffee competitions that have drawn international participants, boosting Thailand's reputation in the specialty coffee market.

"He is one of the leads of the Thailand Coffee Festival, which has transformed from a modest gathering into Asia's largest coffee event."

Changnoi is dedicated to promoting sustainable coffee practices, showcasing the exceptional quality and unique flavour profiles of Thai coffee. He focuses on educational activities that help new coffee lovers and experienced professionals, creating a more knowledgeable audience. Changnoi envisions Thailand's specialty coffee industry consistently growing globally, pushing its small farming businesses further.

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changnoi57



@changnoi57



THAILAND COFFEE FEST 2022

Courtesy of Changnoi Kunjara na Ayudhya



Jackrich "Aun" Kanbutr

OWNER, MINORITY-OWNED COFFEE AND
CACAO FARM

Jakrich Kanbutr is a dedicated coffee and cacao farmer making an impact in supporting struggling farmers in Nong Khai province, Thailand. As the owner of a minority-owned coffee and cacao farm in the Sangkhom district, he practises organic farming by cultivating coffee alongside various tree species and cacao plants, with a focus on high-quality products. Initially, he had planned to invest in rubber trees during a period of high prices but shifted his focus to coffee when rubber prices fell. For the past five years, he has been committed to learning about sustainable agriculture, prioritising community development.

“His efforts help improve local livelihoods and promote sustainable agricultural practices and strengthen community ties in Nong Khai.”

Beyond his work on the farm, Jakrich encourages local farmers to grow coffee to boost their income. His efforts help improve local livelihoods and promote sustainable agricultural practices and strengthen community ties in Nong Khai. Coffee farmers in Sangkhom district have recently formed the organic coffee and cacao group of the Mekong River, collaborating with Sampran to develop a unique coffee identity, aiming to create an agricultural culture that prioritises environmental care.

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jack.aun.3



Courtesy of Jackrich Kanbutr



Courtesy of Jackrich Kanbutr



Courtesy of Jackrich Kanbutr



Kokkaew Narkbua

FOUNDER, PRUNGROSS SEA SALT;
PIONEER OF PATTANI FINE SALT MOVEMENT

Kokkaew Narkbua is the founder of PrungRoss, a Thai seasoning brand established in 2023 with a focus on premium, locally sourced ingredients from Southern Thailand. His professional background includes a master's degree and experience in global consumer goods companies, notably Procter & Gamble (P&G). During his tenure managing the lower Southern region of Thailand for P&G, Kokkaew developed a strong connection to the area, particularly while based in Hat Yai. This experience led him to discover numerous underrepresented Thai ingredients, sparking his interest in community-driven business initiatives.

"This initiative not only introduced a distinctive seasoning to upscale restaurants but also contributed to the sustainable future of Pattani's saltworks."

PrungRoss Sea Salt Flakes from Pattani Bay became the first product of its kind, intentionally created for Thailand's fine dining scene. This initiative not only introduced a distinctive seasoning to upscale restaurants but also contributed to the sustainable future of Pattani's saltworks. By bridging traditional practices with modern culinary demands, Kokkaew's work has positively impacted both local communities and the broader Thai gastronomic landscape.

One such discovery was traditional sea salt production in Pattani Bay, a practice with a history spanning over 400 years. Recognising the decline in saltwork areas, now constituting just 1% of Thailand's total sea salt production, Kokkaew saw an opportunity to revitalise this heritage. He collaborated directly with local village leaders to source high-quality sea salt, characterised by its unique flavour profile. Through research and development, and with input from esteemed Thai chefs such as Chef Tan of GOAT, this sea salt was refined into flakes specifically designed for fine dining applications.

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narkbua.k@prungross.com



@kokkaeww





Patcharamon "Fah" Charoenchai

CHEF/CONTENT CREATOR

Patcharamon “Fah” Charoenchai is best known for her appearance on MasterChef Thailand Season 4, but her journey with food began long before the cameras rolled. While many contestants trained at top culinary schools, Fah’s kitchen skills were shaped at home, starting in secondary school when she sold her home-cooked meals at the school co-op.

A communications graduate from Chulalongkorn University, Fah is confident, capable, and creative, particularly when it comes to food. Her dishes are colourful but thoughtful, designed with both taste and story in mind. She prefers every element on the plate to be edible and meaningful, often drawing inspiration from culture and memory.

“Fah also shares her love and knowledge of food through her own social media channels, where she breaks down culinary techniques, ingredients, and stories in a fun, approachable way.”

Although her time on MasterChef was cut shorter than expected, Fah sees the experience as another achievement. She also had the rare opportunity to serve as the personal chef for Robert Downey Jr. during his visit to Thailand, an experience that speaks to her talent and professionalism. These days, her home remains a gathering place for fellow contestants, where cooking challenges often end in unforgettable parties. Fah also shares her love and knowledge of food through her own social media channels, where she breaks down culinary techniques, ingredients, and stories in a fun, approachable way. Fah has become a trusted voice of the new generation for food lovers who want to learn more about what they eat, and why it matters.

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Courtesy of MasterChef Thailand



Pawida "Vida" Kritsaran

OWNER, WATTHUDIBNIYOM

199

Formerly rooted in the world of advertising, Pawida “Vida” Kritsaran has since carved a new path as an entrepreneur, driven by a passion to spotlight and revalorise Thailand’s often-overlooked local ingredients. Through her brand, Watthudibniyom, she revitalises discarded coconuts into Bicogurt, a nutritious yoghurt that reduces waste while boosting farmers’ incomes and enhancing cultivation space. Watthudibniyom aims to address environmental issues by sharing the stories behind its products. Vida actively engages with coconut farmers to understand their challenges. After three years of research, she discovered a harvesting method that significantly minimises coconut waste by emphasising optimal timing for picking. This approach yields clear coconut water and tender flesh, maximising the use of each coconut.

“Through her brand, Watthudibniyom, she revitalises discarded coconuts into Bicogurt, a nutritious yoghurt that reduces waste while boosting farmers’ incomes and enhancing cultivation space.”

While she focuses on finding solutions at the source, Vida remains committed to her business, purchasing coconuts at fair prices that reflect their true value. By creating Bicogurt, she addresses coconut waste and supports local farmers, taking meaningful steps toward sustainability in the food industry.



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kallywish@gmail.com



watthudibniyom



@watthudibniyom





Piyaporn "Jib" Chueamchaitrakul

PROFESSOR, MAE FAH LUANG UNIVERSITY

203

Associate Professor Dr. Piyaporn “Jib” Chueamchaitrakul, known as Professor Jib, is the director of the Tea and Coffee Institute at Mae Fah Luang University in Chiang Rai. She has dedicated over a decade to studying tea production processes in various countries, playing a crucial role in transforming the tea industry in Chiang Rai. She focuses on supporting local farmers in cultivating and processing tea, with the goal of making Thai tea renowned.

“She focuses on supporting local farmers in cultivating and processing tea, with the goal of making Thai tea renowned.”

Professor Jib also mentors tea entrepreneurs in Chiang Rai, helping them participate in international competitions in Japan. With her support, Thai tea has achieved recognition, winning awards for three years in a row, including four awards in 2024, one grand gold prize and three gold prizes. Piyaporn aims to keep promoting Thai tea internationally, helping to build its reputation and encourage appreciation for its unique qualities. She hopes to engage more consumers by sharing the stories behind Thai tea and its production. Through her efforts, she looks to strengthen its presence in the global market.

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piyaporn.chu@mfu.ac.th



ส่วนบริหารงานวิจัย ขอแสดงความยินดีกับ

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CHALLENGE Award



ในหัวข้อ Empowering Tea Communities
in Thailand

จาก



World Green Tea Association

ประเทศญี่ปุ่น



Courtesy of Anhui Agricultural University



Richa "Cha" Tantisirivat & Saowalak "Mint" Kitvikraianan

OWNERS & CHEFS, SAISAI DESSERT

Richa “Cha” Tantisirivat and Saowalak “Mint” Kitvikraianan are the creative minds behind Saisai, a shaved ice and dessert shop located in Bangkok’s Pratu Phi area. Their concept highlights local ingredients in a simple and approachable way, inviting consumers to reconnect with Thailand’s culinary heritage. The name “SAISAI,” which means “honest shaved ice,” reflects their mission to reinterpret traditional Thai treats using carefully sourced local products.

Cha is a passionate advocate for organic farming and the founder of HATCH goodies, a brand focused on promoting indigenous rice varieties. Her work in the rice industry introduced her to a wide range of local ingredients that aligned with her values. This sparked the idea for SAISAI as a platform to celebrate these ingredients and support local farmers. Mint, formerly a pastry chef, brings her dessert expertise to the venture. Together, she and Cha share a vision of promoting Thai produce and preserving culinary traditions. Mint has also taught at the Pimali Hospitality Training Center, passing on her knowledge and passion to the next generation.

“Their focus on Thai produce brings fresh attention to local ingredients, helping keep the country’s culinary roots alive in a way that is both relevant and inspiring.”

Through SAISAI, Cha and Mint aim to inspire young people to appreciate and carry forward Thailand's food culture. By spotlighting local ingredients, they promote sustainable practices and build a sense of community around food. Their focus on Thai produce brings fresh attention to local ingredients, helping keep the country's culinary roots alive in a way that is both relevant and inspiring.



“ANG-KU Bottle opener” Courtesy of Poon Soook Craft

Click to connect 



hi.saisai.bangkok@gmail.com



saisai.bangkok



@saisai.bangkok



Courtesy of SaiSai Bangkok



“Yogurt Bowl” Courtesy of SaiSai Bangkok



Sanh La-ongsri

CO-FOUNDER, MARKRIN CHOCOLATE

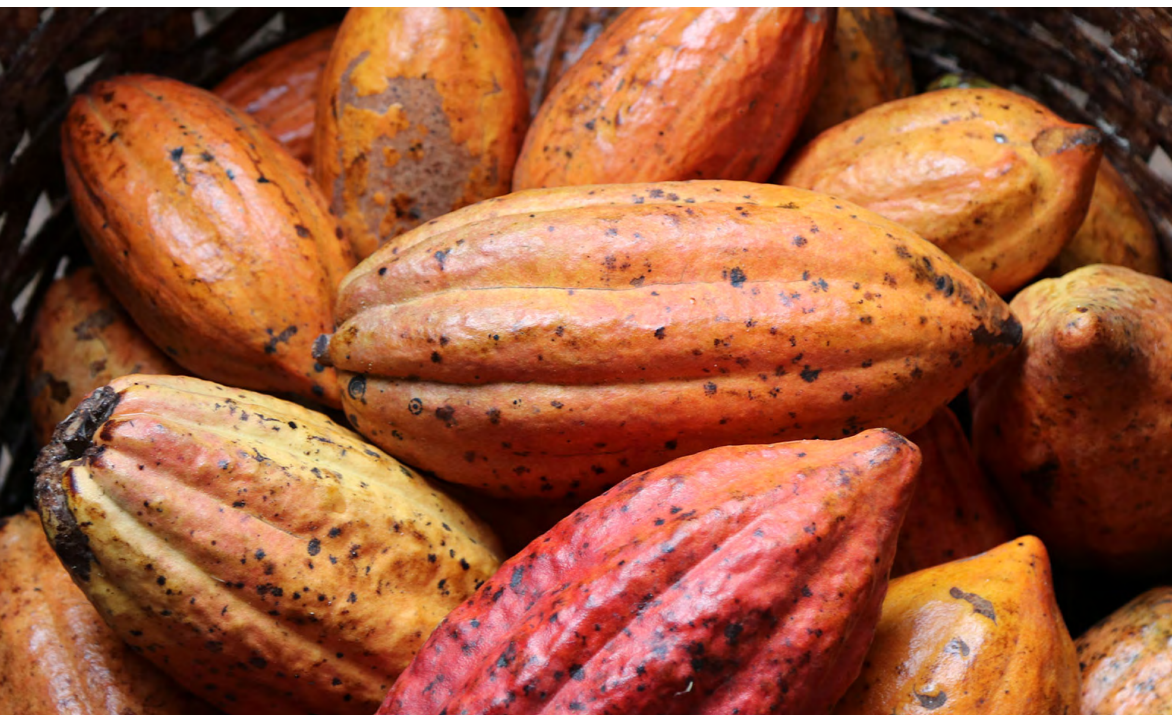
211

Dr Sanh La-Ongsri and his wife Kanokked kicked off MarkRin Chocolate back in 2010, putting Thailand on the map as the first bean to bar chocolate maker in the country. Their secret weapon is a homegrown cocoa variety called I.M.1, a unique hybrid crafted from over 30 years of research. It blends Peruvian ICS and Filipino Criollo Forastero strains, known for drought resistance, high yields and creating a flavour profile that is truly Thai. The name I.M.1 is a nod to their kids Irin and Mark.

MarkRin keeps tight control over everything from seedling to chocolate bar. They work with more than 2,000 farmers across 75 provinces, championing organic, intercropped and fully traceable farming. Their Chiang Mai facility handles fermentation, drying, roasting and conching in-house to guarantee quality every time.

“MarkRin continuously raises Thailand’s cacao game on the world stage with genuine quality and authenticity.”

Their lineup includes organic dark, milk and white bars plus cocoa powder, nibs, butter and superfoods all inspired by Thai tradition. In 2023, they broke into Europe exporting I.M.1 beans with Dutch partner Daarnhouwer. MarkRin continuously raises Thailand's cacao game on the world stage with genuine quality and authenticity.



Courtesy of Markrin Chocolate

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markrinchocolate.com



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Courtesy of Markrin Chocolate



Siripong "Son" Kosol

HEAD CHEF, CANES

215

Chef Siripong “Son” Kosol is the head chef at CANES, a vegan casual-dining restaurant in Bangkok known for its commitment to cruelty-free, locally grown, natural, healthy, and zero-waste food. At CANES, Son collaborates with food scientists to create innovative plant-based dishes that are both sustainable and rooted in local ingredients. From fermentation techniques to alternative proteins, each dish is developed with care for both taste and environmental impact.

“For Son, cooking is a way to express values and inspire new perspectives. Through CANES, he’s building a culinary vision rooted in health, ethics, and creativity.”

Each dish is designed with both flavour and environmental impact in mind. Instead of imitating meat, the menu highlights the natural qualities of plants and uses techniques like fermentation and precision cooking to bring out complexity in taste and texture. At the core of the kitchen's philosophy is a commitment to supporting regional producers and lowering the carbon footprint. For Son, cooking is a way to express values and inspire new perspectives. Through CANES, he's building a culinary vision rooted in health, ethics, and creativity.



Courtesy of CANES

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Canes Plant-based Culinary Lab & Fine-dining



@canesbkk



Courtesy of CANES



Courtesy of CANES



Sujira "Aom" Pongmorn

CHEF, KHAAN

219

Sujira “Aom” Pongmorn or Chef Aom has a deep passion for the art of Thai street food, rooted in her upbringing on Charoen Krung Road in Bangkok, where she was born into a family of professional cooks. Graduated from the Oriental Hotel Apprenticeship Program at the Mandarin Oriental Bangkok, she began her career at the hotel’s acclaimed Lord Jim restaurant, where she worked alongside renowned chefs, including Juan Amador and Thomas Keller.

“Her menu emphasises a zero-waste concept, using every part of the ingredients to minimise waste.”

She launched her restaurant, Khaan, in September 2023, with a focus on sustainability by bringing street food into the fine dining experience while supporting local farmers. Her menu emphasises a zero-waste concept, using every part of the ingredients to minimise waste. Her commitment to sustainability comes through in every dish, thoughtfully prepared with a deep-rooted passion for cooking and a confident grasp of traditional Thai recipes, each plate offers guests a dining experience that feels personal, intentional, and full of character.



“Pumpy Yummy Pumpkin” Courtesy of KHANN Bangkok

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Aom Sujira



@sujira1986



@khaan.bkk



Courtesy of KHANN Bangkok



Courtesy of KHANN Bangkok

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Hathairat "Nan" Permpoon

STYLIST

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Hathairat “Nan” Permpoonthanalap, known as Nanist, is a stylist and creative director in the Thai fashion scene. With a style that blends strong visual storytelling and cultural relevance, Nan has become one of the most sought-after names in the industry, working with various brands and magazines. Her portfolio includes crafting looks for a range of Thai and international artists, adapting her vision to each client while staying true to each celebrity’s character.

“Whether it’s editorial shoots, music videos, or performances, Nan works on each project with a fresh perspective and commitment to creativity.”

Nan's ability to fuse high fashion with client vision has led to collaborations with global stars. One such is serving as the go-to stylist for Lisa of Blackpink on several standout occasions such as Coachella 2025. Her work tells stories of how Lisa represents on stage in cultural aspects and visuals as well. Beyond styling, Nan is a creative consultant whose approach continues to redefine what Thai fashion can look like on the world stage. Whether it's editorial shoots, music videos, or performances, Nan works on each project with a fresh perspective and commitment to creativity. Her presence in the fashion world represents influences of Thai creatives in the global arena.

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@nanist



Courtesy of Hathairat Permpoon



Courtesy of Hathairat Permpoon



Courtesy of Hathairat Permpoon



Ittikorn "Dhong" Thepmani & Patcharaphol "Petch" Achariyasilp

CO-FOUNDER, JAIKLA

Ittikorn “Dhong” Thepmani and Patcharaphol “Petch” Achariyasilp, co-founder of Jaikla, have a vision for pet food and environmental sustainability. JAIKLA, a brand specialising in dog treats made from insect protein, created from a passion for reducing food waste and environmental impact that was born from the love for dogs. They saw the opportunity in tackling food waste focusing on creating a product that addresses both waste and sustainability. With a passion for solving environmental issues, they and their team researched ingredients to make a sustainable product that aligns with Circular Economy principles. They focused on black soldier fly larvae, an efficient insect protein source that grows in Thailand’s hot and humid climate. Their results showed how these larvae help break down food waste quickly and provide high-quality protein for dog treats.

“They focused on black soldier fly larvae, an efficient insect protein source that grows in Thailand’s hot and humid climate. Their results showed how these larvae help break down food waste quickly and provide high-quality protein for dog treats.”

Their dedication to dogs is now beyond pet care; they and their team are committed to integrating environmental responsibility into their work. For them, it's not a choice between pets or sustainability, the goal is to unite the two, creating a more thoughtful and responsible future for both animals and the environment.

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petch.a@jaiklapet.com



[Jaikla Pet](#)



[@jaiklapet](#)



www.jaiklapet.com



Courtesy of Jaikla



Courtesy of Jaikla



Janpoph Suwannapong

CONTENT CREATOR AND MANAGING
DIRECTOR, CHECK-IN GO TRAVEL AGENCY

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Janpoph Suwannapong is a Thai content creator and travel industry professional recognised for his work under the Instagram handle @loi_story. He is also the managing director and co-founder of Check-In Go Company, a travel agency based in Bangkok. Through his platforms, Suwannapong shares his passion for travel, culture and the global connections that shape modern experiences.

“In 2024, Suwannapong gained international recognition by winning the Best View World Creator Festival, an award presented at the World Creator Festival in Busan, South Korea. The accolade highlighted his ability to capture and share compelling travel narratives that resonate with audiences worldwide.”

In 2024, Suwannapong gained international recognition by winning the Best View World Creator Festival, an award presented at the World Creator Festival in Busan, South Korea. The accolade highlighted his ability to capture and share compelling travel narratives that resonate with audiences worldwide. His content often features scenic landscapes, cultural insights and personal reflections, offering followers a window into diverse destinations.

Beyond his digital presence, Suwannapong's role at Check-In Go Company underscores his commitment to the travel industry. The agency focuses on providing tailored travel experiences reflecting his dedication to promoting cultural exchange and enriching journeys for travellers. Through both his creative endeavours and professional undertakings, Suwannapong continues to influence and inspire the travel community.

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@loi_story



“Twelve Apostles” Courtesy of Loi Story



“Tokyo Sakura” Courtesy of Loi Story



Jirarot Pojanavaraphan

MANAGING DIRECTOR,
SC GRAND & CIRCULAR

237

A visionary in the fashion and textile industry, Jirarot Pojanavaraphan is committed to creating sustainable solutions through his company, SC GRAND. Since 2019, he and his brother have transformed their business into a centre for sustainable textiles and recycling, embracing a circular economy model. They have launched a sustainable fabric under the SC GRAND brand, made from 100% recycled materials, including textile waste from weaving and garment factories, as well as old clothes that might otherwise be discarded. Jirarot has also registered a trademark for his apparel line, CIRCULAR, aiming to educate the market about the versatility of recycled fabrics and encouraging designs that consume fewer natural resources. His efforts inspire the fashion industry to embrace sustainability for the future. His commitment is focused on creating sustainable livelihoods by utilising local resources in Thai villages.

“They have launched a sustainable fabric under the SC GRAND brand, made from 100% recycled materials, including textile waste from weaving and garment factories, as well as old clothes that might otherwise be discarded.”

Through CIRCULAR and SC GRAND, Jirarot aims to address textile waste issues and raise awareness about how innovation in recycling can positively impact the environment.



Courtesy of Jirarot Pojanavaraphan

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Jirarot@sc-grand.com



[Wat Jirarot](#)



<https://www.sc-grand.com/>



Courtesy of Jirarot Pojanavaraphan



Courtesy of Jirarot Pojanavaraphan



Kamonnart "Ong" Ongwandee

ACTIVIST (tbc), FASHION REVOLUTION TH

241

Seeing first-hand the excess of unsold clothing and the challenges faced by artisans in rural Thailand led Kamonnart Ongwandee to reflect on the ethical and environmental impact of the fashion industry. Her time studying fashion design at Chulalongkorn University and later textiles at the Royal College of Art in London deepened her awareness of the industry's tendency toward excess and inequality.

"Her mission is to spark awareness and create space for a new cultural narrative around fashion in Thailand."

She joined Fashion Revolution, a global movement advocating for a more transparent and equitable fashion industry, and now leads its Thailand chapter. Kamonnart and her team organise film screenings, panel talks, and community-driven initiatives such as clothes swap events that promote conscious consumerism. Her mission is to spark awareness and create space for a new cultural narrative around fashion in Thailand. Kamonnart has also served as a trainer and programme manager for CIRCO's circular design programme, empowering companies in Thailand to explore sustainable business models and unlock value through circular innovation.



Courtesy of Kamonnart Ongwandee

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@kamonnart



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Courtesy of Kamonnart Ongwandee



Pattaraporn "Nat" Salirathavibhaga

CO-FOUNDER & CEO, HOMELAND GROCER

245

Pattaraporn “Nat” Salirathavibhaga is the co-founder and CEO of HOMELAND, a “conscious” F&B company running a farm-to-table online grocery store and two brunch cafés in Bangkok. HOMELAND is rooted in the belief that farmers are the backbone of Thailand and that food can help nourish not just us, but also local communities and our homeland. Pattaraporn observed that many issues in Thailand’s society are connected to our food system. When she returned home from her graduate studies abroad, Pattaraporn decided to use her background in the nonprofit sector to found HOMELAND in 2021.

Through HOMELAND’s unique approach of “conscious purchasing” that understands small-scale, regenerative and organic farmers, fisherfolk groups and local makers, the company prioritises working transparently and directly with its network of 30+ individual partners.

“Each of HOMELAND’s café branches focuses on celebrating the very people who bring food to our table through translating their harvests and products into everyday wholesome eats.”

Each of HOMELAND's café branches focuses on celebrating the very people who bring food to our table through translating their harvests and products into everyday wholesome eats. Under Pattaraporn's leadership, HOMELAND's operation is dedicated to fostering responsible production and consumption for a better food system in Thailand. Ultimately, her goal is to prove that a for-profit business can create positive multiplier effects on the local community and make a difference everyday.

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@homeland.bkk



homelandgrocer.com



Courtesy of Homeland - Café & Grocer



Courtesy of Homeland - Café & Grocer



Pattree "Cherry" Bhakdibutr

FOUNDER & MANAGING DIRECTOR, ERB

249

Pattree Bhakdibutr has reshaped Thailand's luxury spa and skincare landscape through her brand, Erb, infusing it with a sense of Thainess. Rooted in the traditional Siamese beauty rituals and enriched with the healing power of Thai herbs, Erb was born from a vision to create skincare that feels both timeless and local. Her vision for the brand is to mix native herbs with international ingredients to achieve a balance of both.

"Rooted in the traditional Siamese beauty rituals and enriched with the healing power of Thai herbs, Erb was born from a vision to create skincare that feels both timeless and local."

Erb's products are thoughtfully formulated to deliver real results, targeting specific wellness needs while offering a sensory experience rooted in Thai tradition. Pattree's vision of "daily bliss for your body and soul" captures the essence of Erb, offering a refreshing and enriching experience in skincare. Erb is recognised as one of the leaders in the industry, celebrated for its holistic approach and distinctive design. With her previous career in the fashion industry, Pattree gained valuable experience in entrepreneurship and cost management. With this knowledge, she shifted her focus to launching her own brand, driven by a goal to pursue a more genuine reflection of her identity by creating a brand that authentically represents her personal values and Thai heritage.

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Pattree Bhakdibutr



@cherrypattree



erbwellness.co.th



Courtesy of Erb



Courtesy of Erb



Pimnara Sintaveevonge

CO-FOUNDER, WAMP.CO

253

With a background in Industrial Design from the School of Architecture and Design, Pimnara Sintaveevonge envisioned an environment where individuals can experiment, collaborate, and relax, which led her to co-found the workshop space, Wamp Co. Growing up in a family business focused on leather goods, she developed a passion for design and craftsmanship that inspired her to create a space where people gather and craft together. Wamp Co. serves as a venue for various creative activities, offering workshops that range from crafting and painting to flower arranging and film screenings. Pimnara assists in planning events, collaborating with artists to align with their personalities and allowing them to express themselves fully. She also supports public relations efforts and ensures accessibility for all participants.

"Beyond being a creative space, Wamp Co. hosts a warm and relaxed book club and a group for the unoccupied, where people can gather to discuss various topics such as LGBTQ+ issues, adulthood, and personal stories."

Beyond being a creative space, Wamp Co. hosts a warm and relaxed book club and a group for the unoccupied, where people can gather to discuss various topics such as LGBTQ+ issues, adulthood, and personal stories. She ensures that Wamp Co. remains a safe platform for everyone to be themselves.

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Pimnara Sintaveevonge



Wamp Co.



Pimnara Sintaveevonge



wamp.co



Courtesy of Wamp



Courtesy of Wamp



Sand Assakul

CO-FOUNDER & DIRECTOR,
BAAN TROK TUA NGORK

257

Sand Assakul, along with her three brothers, is one of the founders of Baan Trok Tua Ngork, a cultural space located in the heart of Bangkok's Chinatown. Once the ancestral home and gathering place of the Assakul family for over a century, the house has been reimagined by the founders to honour its history while introducing new ideas in food, drink, and culture space. The project emerges as an alternative to the fast-paced, insensitive development in Chinatown, aiming to celebrate and preserve the character of heritage buildings that are often overlooked or altered. Sand's vision celebrates the coexistence of past and future—honoring the architectural integrity and history of what once stood, while integrating contemporary ideas, offerings, and programming.

"Sand's vision celebrates the coexistence of past and future—honoring the architectural integrity and history of what once stood, while integrating contemporary ideas, offerings, and programming."

Situated in Chinatown, a neighbourhood with a deep culinary history, Sand and her team made a conscious decision not to emulate or overlap with existing offerings. Instead, they created a space that welcomes individuals with eclectic, original ideas in every aspect of lifestyle– concepts not yet seen in the area. Under her guidance, Baan Trok Tua Ngork has served as a living platform for people to discover, connect, and share their values, creativity, and stories.



Courtesy of Baan Trok Tua Ngork

Click to connect 



sandyassakul@gmail.com



Sandy Assakul



@baantrok



baantrok.com



Courtesy of Baan Trok Tua Ngork



Courtesy of Baan Trok Tua Ngork



Wannasiri "Boy" Kongman

CO-FOUNDER, BOYY

261

As co-founder and Creative Director of BOYY, Wannasiri “Boy” Kongman turned a personal passion into a global brand. Driven by a sharp creative instinct, she has developed a design approach that balances clean, structured forms with subtle, unexpected details. The name BOYY, drawn from her nickname with an added “Y,” represents the creative synergy between Wannasiri and her partner, Jesse Dorsey.

“Driven by a sharp creative instinct, she has developed a design approach that balances clean, structured forms with subtle, unexpected details.”

Raised in Bangkok and shaped by a love of Western pop culture, Wannasiri studied journalism before relocating to New York City in 2003, where the city's energy – and its fashion, inspired her. After meeting Jesse in 2004, the pair created their first bags using materials from NYC's garment district. Their signature big-buckle bags soon earned global attention, carried by icons like Sarah Jessica Parker, a Hollywood actress. Today, BOYY boasts boutiques in Bangkok and a Milan flagship redesigned by Danish artist FOS. As a Thai creative working on a global scale, Wannasiri remains a pioneering force, shaping contemporary luxury through instinct, poetry, and personal vision.

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boyy.com



“BOYY Duple Bag” Courtesy of BOYY



“BOYY Twill Stripe Style” Courtesy of BOYY



Courtesy of BOYY



Sarawit “Kong” Subun

DOCTOR

267

Sarawit “Kong” Subun is known both for his success in Thailand’s entertainment industry and his work in medicine. After gaining public attention through the Male Star Challenge, Kong signed with Channel 3, where he became an actor and a television host. Despite his growing fame, he has always been clear about where his true calling lies: as a medical doctor.

“Whether in a hospital or on screen, Kong brings dedication, empathy, and integrity to all he does.”

A graduate of Phramongkutklo College of Medicine, Kong serves as a general practitioner under the Ministry of Defence. Previously stationed at Jakkapong military camp hospital in Prachinburi, he worked under the Office of the Permanent Secretary for Defence in Bangkok. His role as a military doctor reflects his commitment to public service and his long-standing passion for healthcare. Kong has described his work in entertainment as a hobby, saying that being a doctor is his dream, something he chose for himself, and supporting others is something he is truly proud of. His ability to balance two demanding paths, medicine and media, has made him a respected figure and a role model. Whether in a hospital or on screen, Kong brings dedication, empathy, and integrity to all he does.

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kongsarawitfans



@kong_sarawit



@Travelwithfriendddd





Sujitra “Bume” Phinprapas

LAWYER, Phinprapas Law Firm

271

Sujitra “Bume” Phinprapas is a lawyer who works with deaf clients in court and trains both deaf communities and sign language interpreters in legal rights. To support this work, Bume earned two degrees: Law at Ramkhamhaeng University and Deaf Studies at Ratchasuda College, Mahidol University, an institution known for disability education and research across ASEAN.

“With her combined legal and cultural knowledge, Sujitra works to make the justice system more inclusive.”

Bume communicates directly with clients, making legal conversations more clear and efficient. She also volunteers as a legal advisor through the Lawyers Council of Thailand, interprets for Channel 7HD, and shares legal knowledge via her Facebook page, Samnak-ngan Phinprapas Thanaikhwam (Phinprapas Law Office). Her goal is to help deaf people understand and use their rights and to visit deaf associations across Thailand to raise awareness that legal help is accessible and available. With her combined legal and cultural knowledge, Sujitra works to make the justice system more inclusive. She continues to create space for deaf people to be heard, seen, and supported, ensuring that the law is a tool they can use to improve their lives.

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Science

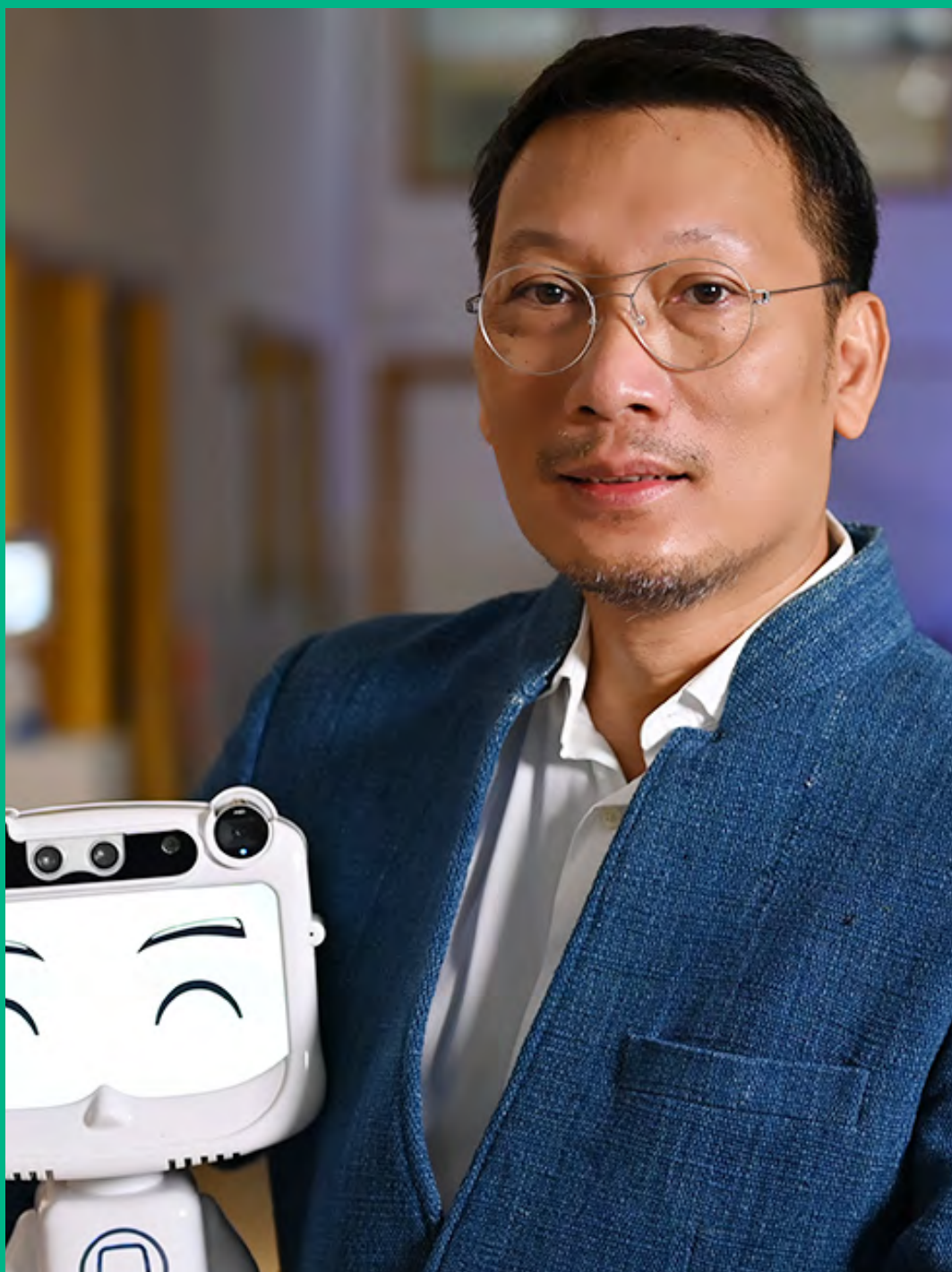
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Chalermpon Punnotok

CEO, CT ASIA ROBOTICS

277

The CEO of CT Asia Robotics, Chalermpon Punnotok, is the creator of the Dinsaw robot, designed to assist older adults in maintaining their health and well-being. With a concern for the challenges posed by Thailand's ageing population, he developed Dinsaw as an intelligent, compassionate solution that can actively assist seniors in their daily lives, promoting independence and improving quality of life. To enhance elderly care, Chalermpon aims to assist caregivers in monitoring their loved ones at home. The robot is designed to prompt users to listen to music, remind them to take their medication, and interact in a more lifelike way, all made possible by advancements in AI. As of now, the Pencil Robot is available in four different models.

“The robot is designed to prompt users to listen to music, remind them to take their medication, and interact in a more lifelike way, all made possible by advancements in AI.”

The Pencil Robot was first developed with Japan's elderly care market in mind, where the cultural familiarity with robotics creates a welcoming environment for such innovations.

Chalermpon envisions the Pencil Robot becoming a trusted companion for the ageing population, helping to build positive perceptions around its use. His broader goal is to elevate the standard of elderly care in Thailand and globally, using technology to make a meaningful impact on the lives of seniors everywhere.

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<https://www.dinsaw.com>





Nonglak Meethong

DIRECTOR, BATTERY AND NEW ENERGY
FACTORY; LEADING ENERGY STORAGE EXPERT

281

Associate Professor Dr Nonglak Meethong is a distinguished physicist and a leading authority in energy storage technologies, currently serving as the Director of the Battery and New Energy Factory at Khon Kaen University (KKU) in Thailand. Her academic journey began with a B.Sc. in Ceramic Engineering from Alfred University, USA followed by a Ph.D. in Materials Science and Engineering from the Massachusetts Institute of Technology (MIT). Since joining KKU, Dr Meethong has been at the forefront of research in battery materials, particularly focusing on lithium-ion and sodium-ion batteries.

"This innovation not only offers a cost-effective alternative to lithium-ion batteries but also leverages Thailand's abundant natural resources."

Under her leadership, the Battery and New Energy Factory has developed the UVOLT brand, producing certified lithium-ion and sodium-ion batteries for various applications including electric vehicles, medical devices and renewable energy storage systems. Notably, her team achieved a significant milestone by producing sodium-ion batteries from rock salt, making it the first such development in ASEAN. This innovation not only offers a cost-effective alternative to lithium-ion batteries but also leverages Thailand's abundant natural resources.

Dr Meethong has spearheaded several strategic collaborations including partnerships with Infineon Technologies and Banpu NEXT to advance battery energy storage systems. Her work aligns with Thailand's national goal of achieving Net Zero emissions by 2065 and transitioning to a sustainable energy future. She continues to drive innovation in clean energy solutions, positioning KKU as a key player in the global energy transition.

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Nonglak Meethong



Courtesy of UVOLT brand



Courtesy of UVOLT brand



Pairat Tangpornprasert

PROFESSOR, CHULALONGKORN UNIVERSITY

285

Assoc. Prof. Pairat Tangpornprasert, Ph.D., leads a team of Thai engineers in developing the MUTHA dynamic prosthetic feet, which provide quality similar to international products at a much lower cost—about three to five times less. This new generation of prosthetic feet, known as “dynamic prosthetic feet,” is designed to be flexible and mimic natural movement. His design focuses on creating lightweight prosthetic feet that can bend and provide propulsion, allowing individuals with disabilities to walk, run, and feel normal again. The dynamic prosthetic foot is now covered under the Universal Health Coverage scheme provided by the National Health Security Office (NHSO).

“His design focuses on creating lightweight prosthetic feet that can bend and provide propulsion, allowing individuals with disabilities to walk, run, and feel normal again.”

Beyond developing prosthetics, Dr. Pairat is focused on improving the overall quality of life for Thai people and exploring the country's potential for further innovation. He believes that by overcoming existing challenges, Thailand can make significant strides in medical technology and healthcare solutions. His work helps individuals while also aiming to enhance accessibility and quality of life for people with disabilities in Thailand. Under his leadership, the future of prosthetic technology looks hopeful, affordable and inclusive.

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pairat.t@chula.ac.th



<https://mutha.co.th/>



Courtesy of MUTHA



Courtesy of MUTHA



Pongsakorn "Tum" Kanjanaboos

HEAD OF ADVANCED TECHNOLOGIES FOR
ENERGY AND SUSTAINABILITY LAB, MAHIDOL
UNIVERSITY, FOUNDER AT PASSI-COOL CO.,LTD.

Assoc. Prof. Dr. Pongsakorn Kanjanaboos is a leader in materials science with a Ph.D. from the University of Chicago. As the head of the Advanced Technologies for Energy and Sustainability Lab at Mahidol University, he heads research in next-generation energy solutions, focusing on cutting-edge developments in perovskite solar cells and radiative cooling materials that have the potential to transform sustainable energy systems. These technologies aim to reduce energy consumption in urban environments and offer sustainable cooling solutions for buildings and agriculture.

“These technologies aim to reduce energy consumption in urban environments and offer sustainable cooling solutions for buildings and agriculture.”

With a portfolio of over 100 publications, 7,500 citations, and 15 patent applications, Dr. Kanjanaboos stands at the front of energy innovation. Collaborating closely with government and industry sectors, he is turning the vision of sustainable energy into practical solutions. His research holds the potential to shape the future of renewable energy and environmental stewardship for future generations.

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pongsakorn.kan@mahidol.edu



KanjanaboosLab



Pongsakorn Kanjanaboos



@pkanjano



Courtesy of Kanjanaboos Lab



Sombat Traisrisilp

FOUNDER,
PANYA THAI TRADITIONAL MEDICINE CLINIC

293

Panya Thai Traditional Medicine Clinic specialises in authentic Thai massage treatments that combine local herbal remedies with time-honoured healing techniques. Founded by Sombat Traisrisilp, the clinic is part of a broader mission that includes the Panya Thai Development School, an educational institution dedicated to preserving and passing on the knowledge of traditional Thai medicine through courses in general medicine, pharmacy, midwifery, and massage.

"To achieve this, he employs diverse research methods and spearheaded the development of "Five Roots Medicine," a local herbal remedy selected for in-depth study."

His goal is to build trust in traditional practices, showing that they can be understood scientifically. To achieve this, he employs diverse research methods and spearheaded the development of “Five Roots Medicine,” a local herbal remedy selected for in-depth study. This initiative led to Thailand’s first spray-dried herbal extract, officially certified by the Food and Drug Administration. Through these efforts, he is advancing the credibility of traditional Thai medicine and promoting its global recognition, supporting individual well-being while encouraging broader acceptance and understanding of holistic healing traditions.

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Sombat Traisrisilp



Panya Thai Clinic



<https://idithaimassages.com/>



Courtesy of Sombat Trairisilp



Courtesy of Sombat Trairisilp

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Adulaya "Kim" Hoontrakul

DIRECTOR, BANGKOK ART AND
CULTURE CENTRE (BACC)

299

A strong advocate for collaborative thinking and cross-disciplinary engagement, Adulya “Kim” Hoontrakul brings a research-driven approach to her role at the Bangkok Art and Culture Centre (BACC). Her work focuses on expanding opportunities for communities that use art as a means of communication, historicisation, and education. Kim sees art as a cerebral investment and treats it as a space for investigating perception capacity. Her curatorial practice aims to position art spaces as platforms for inquiry and collective learning, rather than solely for display. Through this lens, she works to foster deeper, more inclusive dialogues between artists, institutions, and the public. Guided by her background in art history and curatorial practice, Kim is committed to supporting underrepresented voices and encouraging experimental practices that challenge conventional narratives. She believes that by nurturing these dialogues, art can remain a vital force in both local and global contexts.

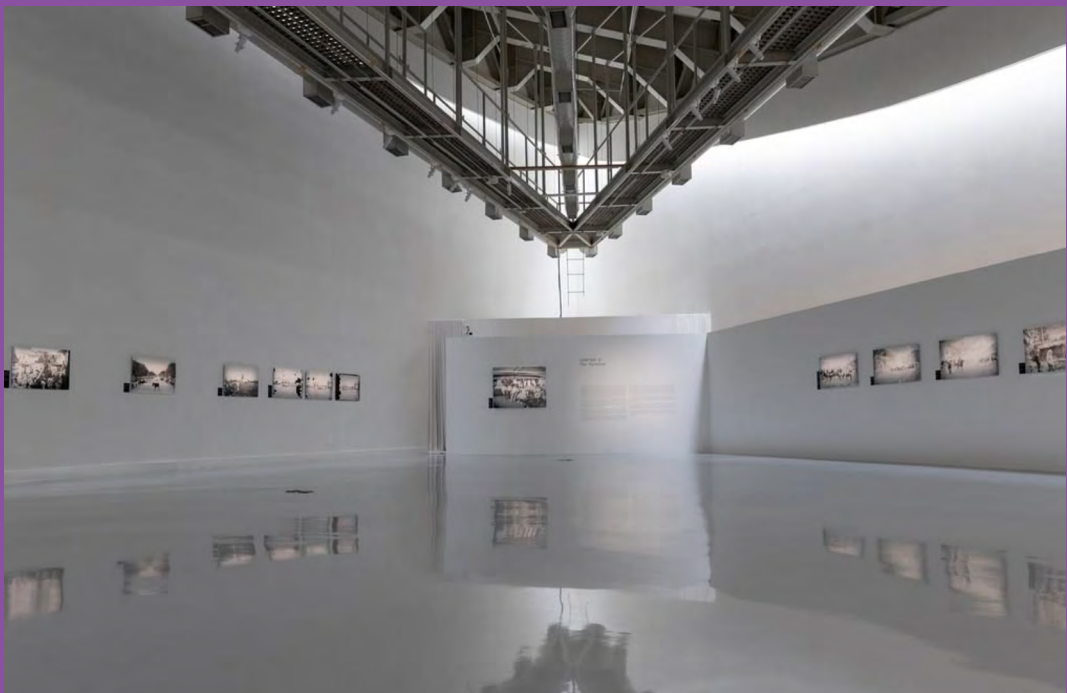
“Kim sees art as a cerebral investment and treats it as a space for investigating perception capacity. Her curatorial practice aims to position art spaces as platforms for inquiry and collective learning, rather than solely for display.”

Looking forward, Kim hopes to see Thailand emerge as a dynamic hub for young practitioners in the visual and performing arts—where creativity is matched by critical engagement, and where local art spaces serve as catalysts for global conversation and cultural exchange.

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Courtesy of BACC



Courtesy of BACC



Anya "Yale" Muangkote

DESIGNER

303

Anya Muangkote is a multidisciplinary designer whose work centres on sustainability, using circular design and biodesign principles to rethink how we produce and consume. Her concept store, Spirulina Society, grew out of her university research, reflecting a desire to bring academic exploration into real-world application. Through this platform, Anya advocates for local sourcing and creates a design-driven community that embraces conscious living and sustainable practices.

Graduated in Architecture from Chulalongkorn University and Design Products from the Royal College of Art (RCA) in the UK, her expertise lies in digital fabrication, with a focus on using biodegradable materials derived from renewable resources such as plants and agricultural waste, to create eco-conscious, energy-efficient lifestyle products. Her multidisciplinary interests span algaculture, mycelium-based composites, biomaterials, accessible design, distributed systems, public engagement, future food systems, and renewable energy.

"Her expertise lies in digital fabrication, with a focus on using biodegradable materials derived from renewable resources such as plants and agricultural waste, to create eco-conscious, energy-efficient lifestyle products."

One of Anya's most notable initiatives is Regen Districts, a project that brings together artists and designers to craft works using biodegradable materials made from household food waste. Central to the project is a network map that connects individuals interested in collecting and repurposing organic waste for creative use. Through this work, Anya champions a vision of sustainability that is both approachable and visually compelling. Her practice highlights the potential of everyday kitchen scraps including eggshells, seashells, and coffee grounds by transforming them into high-quality, ready-to-use materials that merge ecological responsibility with thoughtful design.



"Third Eye" Courtesy of Anya Muangkote

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Anya Muangkote



Anya Muangkote



@anyamuangkote



<https://anyamuangkote.info/about>



“BioScreen” Courtesy of Anya Muangkote



“-30” Courtesy of Anya Muangkote



Athalie de Koning

CO-FOUNDER & PRESIDENT, ACCREDITED
COUNSELORS OF THAILAND (ACT);
JAZZ VOCALIST & EDUCATOR

307

Athalie de Koning is a Dutch-born, Bangkok-based musician, educator, and mental health advocate who serves as Co-Founder & President of the Accredited Counselors of Thailand (ACT) and works as a Jazz Vocalist and Educator, having made significant contributions to both the arts and counseling communities in Thailand.

Her musical journey began in her early years, growing up in a family known for harmonious singing earning them the nickname “the Von Trapp Family,” and leading her to pursue formal education with a Bachelor of Education in Music and a Master of Arts in Education specialising in Voice and Interdisciplinary Improvisation from Utrecht Conservatory in the Netherlands. Her passion for music led her to form two bands: Jazziam, focusing on classic jazz, and Chilla Nova, which blends jazz with steel drum influences, performing at various Bangkok venues including the St. Regis and Sheraton Grande Sukhumvit, and participating in international projects such as recording a tribute song for the late King Bhumibol the Great of Thailand.

“In 2024, she co-founded the Accredited Counselors of Thailand (ACT), a non-profit organisation aimed at standardising counseling practices in Thailand.”

'In 2024, she co-founded the Accredited Counselors of Thailand (ACT), a non-profit organisation aimed at standardising counseling practices in Thailand by offering accreditation to counselors based on international standards, dedicated to improving counselling quality, ensuring accountability, and providing support to both local and international counsellors while working towards regional recognition and acknowledging that local laws and licensing rules still apply. Her connection to Thailand began in infancy when her parents worked with Hmong refugees in Loei province, spending her early years in Thailand before moving between the Netherlands, England and Malaysia, and ultimately returning in 2010 with her husband to make Bangkok her home.

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Athalie de Koning



@athaliedekoning



Courtesy of Accredited Counselors Of Thailand (ACT)



Courtesy of Accredited Counselors Of Thailand (ACT)



Charannatan Tanachoteporamat

BANGKOK-BASED ABSTRACT ARTIST
FOCUSING ON LIGHT AND EMOTION

311

Charannatan Tanachoteporamat, known professionally as just Char, is a Bangkok-based abstract artist whose work delves into the nuanced interplay of light, texture, and emotion. She holds a Bachelor of Fine Arts with First Class Honours in Visual Arts from Chulalongkorn University and has furthered her studies in Fine Arts and Design at Birmingham City University in the UK.

Char's artistic practice is characterised by her exploration of natural landscapes and human interactions, often drawing inspiration from her travels across Europe. Her collections, such as *Flâneur* and *Place Attachment*, reflect her observations of urban environments and architectural forms, capturing the essence of cities like Milan, Budapest, and Vienna through abstract compositions.

"She continues to engage audiences with her thought-provoking art, inviting them to experience the unseen energies of everyday life."

In 2023, Char presented Evince, a collection that marked a personal revelation, embracing authenticity and self-acceptance in her creative process. This was followed by OVOID in 2025, showcased at the Grand Hyatt Erawan Bangkok, where she introduced twenty oval-shaped oil paintings and an immersive project mapping display titled “Right Over,” created in collaboration with design studio XD49 Limited.

Her work has been featured in prominent publications and she has participated in notable exhibitions, including the 14th Art Exhibition of the International Visual Artists Association of Thailand. She continues to engage audiences with her thought-provoking art, inviting them to experience the unseen energies of everyday life.



Courtesy of Charannatan Tanachoteporamat

Click to connect 



charannatan@gmail.com



[@char.t_](https://www.instagram.com/char.t_)



<https://www.charannatan.com/>



Courtesy of Charannatan Tanachoteporamat



Courtesy of Charannatan Tanachoteporamat



Chatdaroon "May" Narkphanit

FOUNDER AND BRAND DIRECTOR,
KAOI; MULTIDISCIPLINARY DESIGNER AND
ENTREPRENEUR

315

Chatdaroon “May” Narkphanit is a multidisciplinary designer and entrepreneur who specialises in communication design, practical art design and experience-driven spaces. As the Founder and Brand Director of KAOI, Narkphanit leads a studio dedicated to creating furniture and objects that balance functionality with a playful approach, inviting personal interaction and engagement.

KAOI is recognised for its distinctive and thoughtfully crafted pieces. Notable works include the BJORN Button Stools, inspired by the shape of a button and featured in publications such as Interior Design Magazine and Design Milk; the HED Marble Lamp, made from pure marble with striking striped patterns, which received recognition as the “Top Pick Lamp of the Month” in collaboration with It’s Nice That; and the WALS Collection, a modular wall system integrating five different functions guided by the principle of “function follows form.” The MELT Candles series further explores conceptual design through four characters and scents intended to evoke specific moods.

“Director of KAOI, Narkphanit leads a studio dedicated to creating furniture and objects that balance functionality with a playful approach, inviting personal interaction and engagement.”

The EBBA Chair Series, KAOI's first release, emphasises inclusivity and limitless possibility, reinforcing the belief that design should be accessible to all. This collection achieved significant acclaim, featuring in Architectural Digest and Design Milk and was sold at the MoMA Design Store in New York, marking an important milestone for the brand.

In addition to product design, Narkphanit works as a brand designer collaborating with individuals and businesses to develop fresh innovative aesthetics and strategic storytelling that create memorable and impactful brands.

Narkphanit's work has positively influenced Thailand's design landscape by pushing creative boundaries and promoting Thai design on the international stage. Through KAOI and her branding projects she continues to advance Thai creativity, demonstrating that it can compete globally while inspiring meaningful engagement and thoughtful design practices.

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chatdaroon.n@gmail.com



Chatdaroon Narkphanit



@kaoiproduct



Courtesy of Chatdaroon “May” Narkphanit



Courtesy of Chatdaroon “May” Narkphanit



Courtesy of Chatdaroon “May” Narkphanit



Khamkwan "Jean" Duangmanee

BANGKOK-BASED FILMMAKER FUSING
FASHION AND CINEMATIC STORYTELLING

319

Khamkwan “Jean” Duangmanee is a Bangkok-based filmmaker renowned for her distinctive fusion of fashion and cinematic storytelling. A graduate in Fashion Design from Chulalongkorn University in 2015, Duangmanee transitioned from the fashion industry to filmmaking, bringing her design sensibilities into the realm of visual storytelling. She began her career by shooting and editing videos for Thai magazines, laying the groundwork for her future endeavours.

In 2016, Duangmanee directed her first fashion film, *This is not sa Stone*, which garnered attention from commercial agencies and marked the beginning of her professional journey. She continued to build her portfolio with notable projects, including directing fashion films for brands like Sretsis and GUESS as well as music videos for artists such as Tahiti80's *Hurts*, Phum Viphurit's *Lover Boy* and Stamp Apiwat's *Don't You Go*.

“Her music video for Lover Boy exemplifies her ability to transform ordinary locations into visually captivating scenes, turning Pattaya's beaches into settings reminiscent of Miami.”

Duangmanee's work is characterised by a retro pop aesthetic, often drawing inspiration from French cinema. Her music video for Lover Boy has amassed over 65 million views, exemplifies her ability to transform ordinary locations into visually captivating scenes, turning Pattaya's beaches into settings reminiscent of Miami. This project significantly elevated her profile in the industry.

In 2019, expanded her international reach by directing a campaign film for Calvin Klein Hong Kong in celebration of International Women's Day. She has also collaborated with international celebrities, directing commercials featuring Jackson Wang, Mark Tuan and Bambam from GOT7, as well as Jisoo from BLACKPINK for Cartier Thailand.

Duangmanee's work continues to resonate within the industry, establishing her as a prominent figure in contemporary filmmaking.

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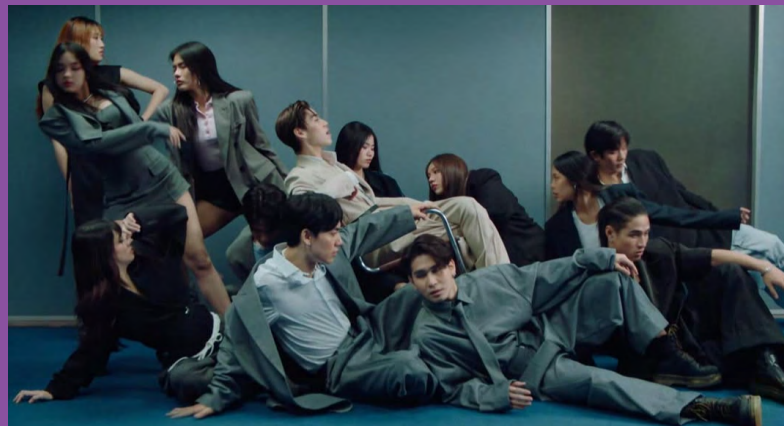
@khamkwan



“Too Good For You” Courtesy of Jean Khamkwan



“Mark Tuan X Shu Daxia” Courtesy of Jean Khamkwan



“Oopsy Daisy” Courtesy of Jean Khamkwan



Linda Cheng

MANAGING DIRECTOR, RIVER CITY BANGKOK

323

Linda Cheng is the leader behind the creative resurgence of River City Bangkok. While others overlooked the ageing riverside complex, she saw the potential to reimagine it as a Thailand cultural destination. Since taking the helm as Managing Director, Linda has led a complete transformation of the space, introducing immersive exhibitions, contemporary art showcases, curated antiques, and international partnerships.

"She has shifted the business model from passive leasing to active cultural engagement, offering younger visitors access to emerging Thai artists and experimental installations."

River City Bangkok has moved far beyond its reputation as a crafts retail centre with a river view. Under Linda's leadership, it has become a key player in the city's art ecosystem, forming an important economic foundation. She has shifted the business model from passive leasing to active cultural engagement, offering younger visitors access to emerging Thai artists and experimental installations. She approaches the job with a curator's eye and a strategist's discipline, always thinking about how art can connect people and spark dialogue. River City now attracts seasoned collectors, curious tourists, and new-generation creatives. Through her vision and persistence, Linda Cheng has helped ensure that Bangkok's art scene has a strong and visible presence to inspire creativity, and boost the city's cultural standing.

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Linda Cheng



Linda Cheng



@_lindac7



Courtesy of River City Bangkok



Courtesy of River City Bangkok



Manvad "Mimi" Nakornthap

CREATIVE DIRECTOR AND DESIGN CURATOR,
FASHION AND LIFESTYLE

327

Manvad “Mimi” Nakornthap is a Thai creative professional specialising in fashion and design. As the daughter of Preeraya Bunnag, an art collector and founder of The Provence, a French-inspired countryside retreat in Thailand, Nakornthap was exposed to aesthetics from an early age. She and her mother collaborated closely in curating the venue, personally selecting furniture during trips to France.

“Her work often involves integrating traditional aesthetics with contemporary design principles, aiming to create spaces and experiences that resonate with diverse audiences.”

Nakornthap has cultivated a distinctive presence in Thailand's fashion scene. She is recognised for her sartorial choices and has been featured in Thai media for her fashion-forward ensembles. Her approach to fashion reflects a blend of Thai cultural elements and international influences, contributing to the evolving landscape of Thai lifestyle culture.

Beyond her personal style, Nakornthap engages in various creative projects that intersect with art and design. Her work often involves integrating traditional aesthetics with contemporary design principles, aiming to create spaces and experiences that resonate with diverse audiences.

Nakornthap's contributions extend to collaborative efforts in the creative industry where she participates in initiatives that promote Thai design on both local and international platforms. Her involvement in these projects underscores her commitment to fostering a dynamic and inclusive creative community in Thailand.

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@mimimayah



Courtesy of Manvad Nakornthap



Courtesy of Manvad Nakornthap



Mo Jirachaisakul

THAI CERAMIC ARTIST FUSING TRADITIONAL
CRAFT WITH CONTEMPORARY DESIGN

331

Mo Jirachaisakul is a Thai ceramic artist renowned for integrating traditional Thai craftsmanship with contemporary design principles. Raised in a family-run furniture factory in Thailand, Jirachaisakul's early exposure to materials and production processes significantly influenced his artistic journey.

His work spans functional ceramics to sculptural pieces to tiles and cladding, unified by a concept he describes as “material fetish”, the experimental blending of diverse materials and techniques to achieve unexpected results. A notable example is his collaboration with HAY Thailand, where he introduced celadon-glazed tiles made using ash from local chicken grills. This innovative approach honours local heritage while offering a modern aesthetic. To the most recent of his work, tables for “Err” a Thai restaurant which he fused discarded beverage bottles to form a single sheet glass tabletop.

“A notable example is his collaboration with HAY Thailand, where he introduced celadon-glazed tiles made using ash from local chicken grills. This innovative approach honours local heritage while offering a modern aesthetic.”

Jirachaisakul's academic background includes a master's degree in Ceramics and Glass from the Royal College of Art in London. His research during this period led to the discovery that chicken grill ash could produce a celadon glaze reminiscent of ancient Chinese ceramics, the technique which has been passed onto Sukhothai craftsmen 700 years ago.

Beyond his studio practice, Jirachaisakul has participated in various exhibitions, such as "The Messenger Through The Twilights" at 333 Anywhere Gallery, showcasing his ability to merge cultural narratives with ceramic art.

Currently, Jirachaisakul operates his ceramic studio in Samut Sakhon Province, where he continues to explore and innovate within the field of ceramics.

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momomno@gmail.com



[@mjirachai](https://www.instagram.com/mjirachai)



<https://mojirachai.com/>



Courtesy of Mo Jirachaisakul



Courtesy of Mo Jirachaisakul



Mollika "Kam"

Ruangkritya

FOUNDER AND MANAGING DIRECTOR,
KLOSET

A marketing graduate from Bentley University in the United States, Mollika Ruangkritya has successfully guided her brand in the global fashion scene by redefining what it means to be a Thai designer. As the creative thinking behind Kloset, she's taking Thai culture and blending it with a modern, sophisticated edge. Her collections are a study in contrasts, elegant yet edgy, traditional yet daring. Mollika creates a fashion narrative that's illustrating her identity. Kloset's signature is through Mollika's preference with its unique prints and detailed embroidery and embellishments like sequins and gems. Its vintage-inspired styling allows for versatile matching with various outfits while maintaining a timeless appeal. Her ultimate goal is to make women feel confident in their own skin and style to match their preferences.

"Above all, Mollika's goal is to empower women to feel confident, beautiful, and entirely themselves through fashion that resonates with their individuality."

For nearly two decades, Kloset has captured the hearts of a younger generation with its playful prints and whimsical patterns. At the heart of Kloset's charm lies Mollika's aesthetic: signature prints, intricate embroidery, and detailed embellishments using sequins and gemstones.

Her vintage-inspired pieces are designed for versatility, offering effortless pairings while retaining a sense of timeless elegance. Above all, Mollika's goal is to empower women to feel confident, beautiful, and entirely themselves through fashion that resonates with their individuality. Today, Kloset remains celebrated for its signature blend of timeless elegance and contemporary edge, staying true to its core mission: empowering individuality and confidence through fashion.

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Kam Kloset



@mollika.ruangkritya



<https://klosetdesign.com/>



Courtesy of Kloset Design



Courtesy of Kloset Design



Naruebet "Boss" Kuno

DIRECTOR, LOOKE.WORLD

339

Naruebet “Boss” Kuno is a storyteller with a gift for crafting narratives that blend humour, romance, and social commentary. He first caught widespread attention with the acclaimed series *Side by Side* (2017), followed by *My Ambulance* (2019) and *I Told Sunset About You* (2020), which became a cultural milestone in Thai LGBTQ+ storytelling. His cinematic debut, *The Paradise of Thorns* (2024), was a box office hit. Though filmmaking has become his calling, Boss’s creative roots go back to visual art. For Boss, both film and painting are emotional mediums through which he expresses identity, especially within the LGBTQ+ community. He aims to normalise queer relationships on screen, presenting them as natural and valid, just like any other form of love.

“He aims to normalise queer relationships on screen, presenting them as natural and valid, just like any other form of love.”

Boss recently founded his own production company, LOOKE, to create content on his own terms. His debut project under the banner, GELBOYS (2025), is a coming-of-age series set against the backdrop of Siam Square, celebrating the culture and energy of the space. The series explores themes of growth, identity, and queerness, portraying the nuances of coming out, friendship, and romance. Filmed entirely through a phone camera, GELBOYS brings a contemporary lens to storytelling, reflecting the way today's youth experience. His work has inspired many teenagers navigating questions around their gender identity.

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Lookeworld



@bosskuno



@looke_world



@looke_world



Courtesy of Netflix



Courtesy of GDH



Nuttha "Tonaor" Charoenpanich

ARTIST, LITTLE BLUE STUDIO

343

Nuttha “Tonaor” Charoenpanich is a Thai glass artist whose work reflects a curiosity of fluid form from natural surroundings. She earned her bachelor’s degree in Jewellery Design from the Faculty of Decorative Arts at Silpakorn University, where she developed a strong foundation in craft. Driven to explore, Nuttha pursued a Master’s degree in Glass from the Faculty of Art, Design and Media at the University of Sunderland in the UK. During her time in the UK, she exhibited her work in two solo shows: Intangible (2013) at Bed’s World in Sunderland, and Tangible (2014) at the University of Sunderland’s Gallery.

“There, she honed her flameworking skills and engaged with global artists in a dynamic cultural exchange.”

In 2023, Nuttha was awarded a prestigious scholarship from BGC Glass Studio to attend the 34th Niiijima International Glass Art Festival in Japan. There, she honed her flameworking skills and engaged with global artists in a dynamic cultural exchange. Through opportunities like this, Nuttha brings her knowledge to teach children who want to explore this form of art. Today, Nuttha runs Little Blue Studio, her creative base for glass art, design, and craft practice. Her studio also hosts workshops in Hua Hin, where she shares her skills and passion for glassmaking with the public.

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Tonaor Charoenpanich

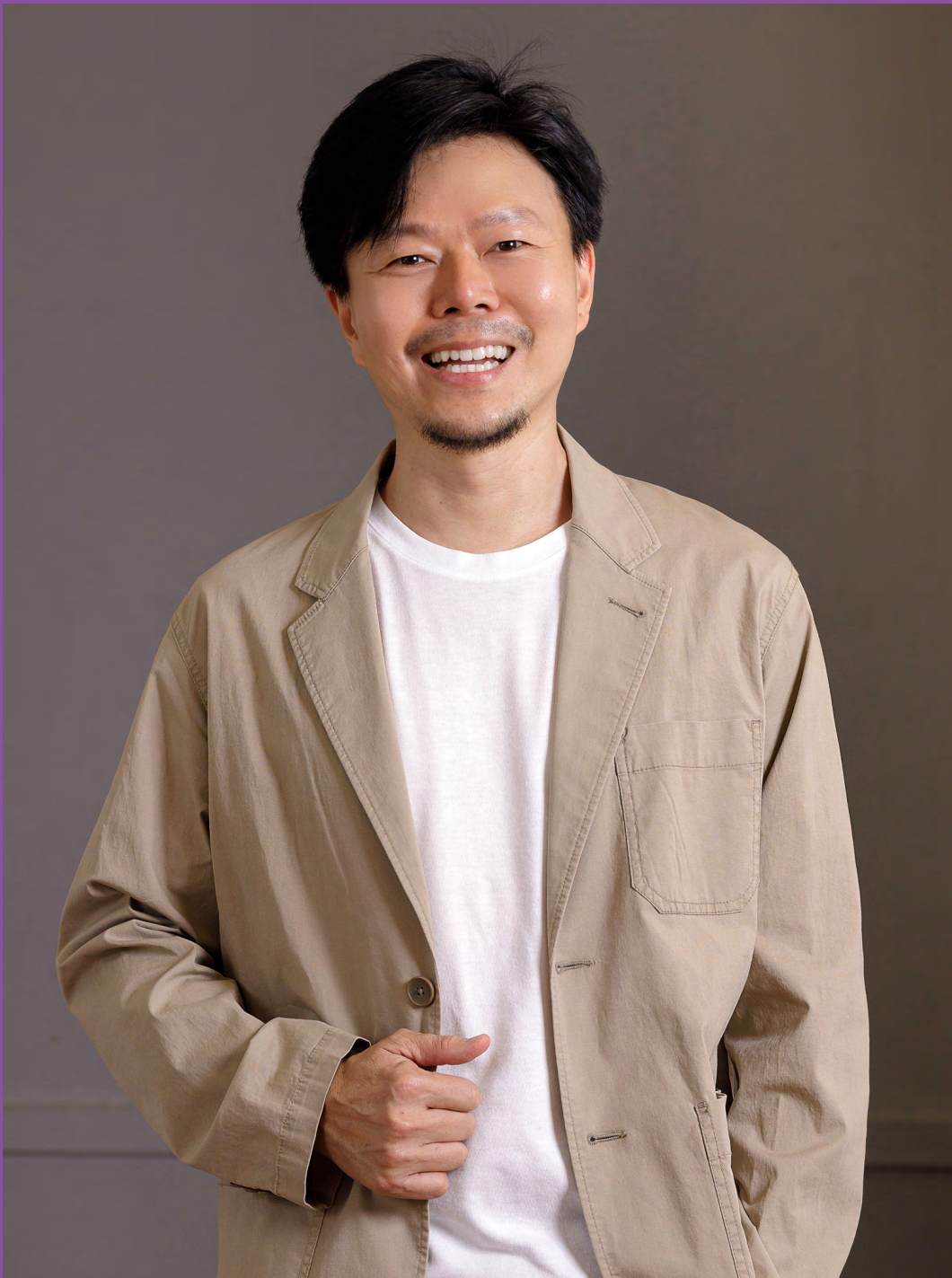


@tonaor_c



@ little_bluestudio





Pakorn "Aey" Rujiravilai

OWNER/DIRECTOR, A.E.Y. SPACE

347

Pakorn “Aey” Rujiravilai is what you’d call the master of Songkhla’s renaissance. Where most people saw a sleepy town, Aey saw potential and turned it into a bustling arts and culture hotspot. As the owner of a.e.y.space, the first art gallery in Songkhla’s Old Town, he’s single-handedly shaking up this local scene. Known for fusing modern art with the soul of the South, Aey is the visionary heartbeat of a city on the rise. Under his influence, Songkhla has gone from a hidden town to a vibrant arts district, hosting big-name events including Made in Songkhla, Singorama and Pakk Taii Design Week. Aey has helped put the city on the creative map. His work continues to shape Songkhla into a destination where art, design, and community thrive.

“Under his influence, Songkhla has gone from a hidden town to a vibrant arts district, hosting big-name events including Made in Songkhla, Singorama and Pakk Taii Design Week.”

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Aey Pakorn



@aey.pakorn



www.aeyspace.com



Courtesy of a.e.y. space



Courtesy of a.e.y. space



Patcha "Preaw" Kitchaicharoen

PHOTOGRAPHER SPECIALISING IN
CONCEPTUAL STILL LIFE AND FOOD

351

Patcha “Preaw” Kitchaicharoen is a Bangkok-born Los Angeles-based photographer specialising in conceptual still life and food photography. With over 15 years of professional experience, she has developed a distinctive visual language that transforms everyday objects into compelling narratives. Her work is characterised by a meticulous approach to composition, lighting and colour, often exploring themes of cultural identity and the intersection of tradition and modernity.

Kitchaicharoen holds a Bachelor of Arts in Decorative Arts from Silpakorn University and completed a one-year certificate programme in General Studies in Photography at the International Center of Photography (ICP) in New York. Her academic background has provided a solid foundation for her technical skills and artistic vision.

“she continues to influence the field of food and still-life photography, ensuring that Thai heritage is celebrated and preserved in the visual arts.”

Throughout her career, Kitchaicharoen has collaborated with a diverse range of clients including Louis Vuitton, Puma, Subway and KFC. Her work has been featured in international exhibitions such as Life Framer (New York, Milan, Tokyo) and MOCA Bangkok. Notably, she was awarded Second Prize in Life Framer's Open Call in 2017 for her intimate image of roast duck in a takeaway box — a quiet portrait of her family rooted in love, care and the meaning found in everyday rituals.

Beyond her commercial success, Kitchaicharoen has made significant contributions to the representation of Thai culture on the global stage. Her photography elevates Thai cuisine and traditions, presenting them through a contemporary lens that resonates with international audiences. By blending artistic expression with cultural storytelling, she continues to influence the field of food and still-life photography, ensuring that Thai heritage is celebrated and preserved in the visual arts.

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patcha.workspace@gmail.com



[@patcha221](https://www.instagram.com/patcha221)



Courtesy of Patcha Kitchaicharoen



Courtesy of Patcha Kitchaicharoen



Patnaree Boonmee

THAI CONTEMPORARY ARTIST FOCUSING ON
SOCIETAL AND PSYCHOLOGICAL THEMES

355

Phatnaree Boonmee is a Thai contemporary artist whose work critically examines societal issues through a distinctive visual language. Graduating from Silpakorn University, she has quickly established herself as a significant voice in the Thai art scene. In 2024, she was honoured with the Most Promising Artist award at the UOB Painting of the Year competition for her piece *The Hostile Society*, an oil and acrylic painting that delves into the detrimental effects of hate speech on mental health.

Boonmee's artistic practice is characterised by the use of contrasting colours, vibrant oranges against deep teals, to depict scenes of emotional and psychological turmoil. Her works often portray individuals in distressing situations such as verbal abuse or institutional betrayal, highlighting the vulnerability of her subjects. These narratives are drawn from both personal experiences and the stories of those close to her, reflecting a broader societal commentary.

"Boonmee continues to challenge audiences to reflect on the complexities of modern society and the often-overlooked emotional landscapes of its individuals."

Beyond her individual exhibitions, Boonmee's work was featured in the 2025 group show *Temper* at Chaloem La Art House, a venue known for showcasing emerging artists. This platform has further solidified her position among Thailand's promising young talents.

Through her art, Boonmee continues to challenge audiences to reflect on the complexities of modern society and the often-overlooked emotional landscapes of its individuals.

Click to connect 



patnareeboonmee4218@gmail.com



@bananaz_life2904



Courtesy of Patnaree Boonmee



Courtesy of Patnaree Boonmee



Phanlert "Eda" Sriprom

BERLIN-BASED THAI TRANS ARTIST AND
FASHION DESIGNER EXPLORING IDENTITY

359

Phanlert Sriprom, known artistically as Eda, is a Berlin-based Thai trans artist and fashion designer whose work critically examines identity, spirituality and the intersections of gender and culture. Born in Surin, Thailand, Sriprom holds a BA in Fashion and Textile Arts from Chulalongkorn University and an MA in Fashion Image from the Institut Français de la Mode in Paris.

Sriprom's art and fashion practice is deeply influenced by her Buddhist upbringing and her experiences as a trans woman in Thailand. She repurposes discarded Buddhist monk textiles to create sculptural garments and installations that challenge societal norms and explore themes of desexualisation, spirituality and inclusivity. Her works, such as Happy Buddha (2022), Sexting (2024) and Playboil (2024), have been exhibited internationally in venues like the Museum der Kulturen in Basel, the Schwules Museum in Berlin and the Bodhisattva LGBTQ+ Gallery in Bangkok.

"Sriprom's art and fashion practice is deeply influenced by her Buddhist upbringing and her experiences as a trans woman in Thailand."

Through her creations, Sriprom encourages open discourse around gender and embraces the beauty of diversity. Her work invites audiences to reflect on the complexities of identity and the transformative power of art and fashion.



Courtesy of Phanlert Sriprom

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@ladyboil



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Courtesy of Phanlert Sriprom



Courtesy of Phanlert Sriprom



Pipatchara "Petch" Kaeojinda

CO-FOUNDER & HEAD CREATIVE DIRECTOR,
PIPATCHARA

363

After studying at École de la Chambre Syndicale de la Couture Parisienne and working with renowned fashion houses including Ralph Lauren, Chloé, and Givenchy, Pipatchara Kaeojinda came back to Thailand to establish her own label called Pipatchara, with her sister Jittrinee. Her brand is known for its strong focus on sustainability and ethical fashion, offering well-made clothing and accessories with a clean, timeless style. One of her signature designs is paying homage to macramé, the knotting technique, crafted by artisans in northern Thai villages. Pipatchara's core principle is to give back to the community by sharing expertise and generating job opportunities. Her vision is dedicated to sustainability and supporting eco-friendly materials. Pipatchara sees through the problem of orphan plastics that take a long time to biodegrade and clothing which later can turn into waste. Another design from the brand is the Infinitude collection, with its use of recycled plastics, exemplifying her vision of reducing waste.

"Pipatchara's core principle is to give back to the community by sharing expertise and generating job opportunities."

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Pipatchara Kaeojinda



@pipa_____



<https://pipatchara.com/en/>



Courtesy of Pipatchara



Courtesy of Pipatchara



Pojai Akwatanakul

CURATOR

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Graduated with an MA in Visual Arts Administration (Curatorial Concentration and Non-profit Management) from New York University, Pojai Akkratanakul is a Bangkok-based curator committed to supporting and expanding Thailand's contemporary art scene.

Pojai was an assistant curator for the Bangkok Art Biennale in 2020 and 2022, and for a special exhibition in Venice, 'The Spirits of Maritime Crossing,' an official collateral event to the 60th La Biennale di Venezia. In 2024, she took on the role of curator of the Bangkok Art Biennale, becoming one of the key voices behind the contemporary art festival. She believes a curator's most important role is to generate knowledge alongside artists, translating ideas into forms and creating platforms for meaningful dialogue. With her background in management, she is also deeply invested in researching different models of art institutions, exhibition history, and the development of the Thai art ecosystem.

"In 2024, she took on the role of curator of the Bangkok Art Biennale, becoming one of the key voices behind the contemporary art festival."

Pojai's current goal is to collaborate more with emerging Southeast Asia-based artists to help grow and sustain the region's art community. Her independent curatorial projects include "Area 721,346" and "Footnotes on Institution" at Gallery VER, as well as "Almost Nature" at 3RD Fl alternative space. She also works in a curatorial collective called "Charoen Contemporaries," with whom she co-curated "Early Years Project #4: Praxis Makes Perfect" at Bangkok Art and Culture Centre and "PostScript" at Praisaneeyakarn. Pojai also teaches curatorial practice and contemporary art history at major Thai institutions, where she advocates for a new generation of curators.

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Pojai Akkratanakul



@apojai



Courtesy of Pojai Akratanakul



Courtesy of Pojai Akratanakul



Promrote "Ou" Vimolkul

FOUNDER, POONSOOK.CRAFT

371

Promrote “Ou” Vimolkul is turning waste into a starting point for meaningful change. Inspired by the waste management systems in Singapore and Australia, he’s driven to improve the environmental landscape of his home province, Phuket, by finding practical and creative ways to give new life to discarded materials.

During the pandemic, he noticed that the amount of plastic waste was increasing due to food delivery consumption. With the discussion with his wife, who works in the environmental field, and his knowledge over design, he decided to turn the items that consumers no longer want, particularly focusing on marine trash including bottle caps, food containers and milk cartons into functional, stylish products. The process involves cleaning, sorting, grinding, and moulding the materials into various shapes. By focusing on made-to-order items, the brand creates unique products while also educating the community on waste management and environmental conservation.

“He decided to turn the items that consumers no longer want, particularly focusing on marine trash including bottle caps, food containers and milk cartons into functional, stylish products.”

Promrote's work combines thoughtful design with environmental activism, with each piece telling a story about sustainability and the impact of creative solutions, turning the ordinary into the extraordinary. Beyond his upcycled creations, he leads educational workshops on waste segregation at his studio, part of his broader mission to raise awareness and address plastic pollution in Phuket. His approach is hands-on, hopeful and rooted in the belief that even small changes can lead to a cleaner, more conscious future.



"ANG-KU Bottle opener" Courtesy of Poon Soook Craft

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Poonsook Craft



@poonsookcraft



Courtesy of Poon Soook Craft



Courtesy of Poon Soook Craft



Ratchapon Tajaya

ARTISAN AND SCHOLAR,
TRADITIONAL THAI GLASS MOSAICS

375

Dr Ratchapon Tajaya is an artisan and scholar specialising in the traditional craft of thin glass mosaics, known locally as “kriab” glass. His work encompasses both the practical aspects of glass mosaic artistry and academic research into the historical and material dimensions of this art form.

As a practitioner, Dr Tajaya has been involved in the restoration and conservation of significant Thai heritage sites. His projects include the restoration of glass mosaics on the Buddha throne at Wat Suthat Thepwararam and the reclining Buddha at Wat Pho. Efforts that contribute to the preservation of Thailand’s cultural heritage.

In the academic realm, Dr Tajaya completed his doctoral thesis at Silpakorn University, focusing on the manufacturing techniques and conservation of ancient Thai mirror glass.

“As a practitioner, Dr Tajaya has been involved in the restoration and conservation of significant Thai heritage sites.”

His research involved analysing the chemical composition of traditional glass materials to understand their properties and inform conservation practices.

Dr Tajaya's work also extends to innovation in material science. He has developed methods to recreate traditional Thai glass using recycled scientific glassware and locally sourced minerals, that closely resemble historical examples. This approach supports both conservation efforts and the continuation of traditional glass-making techniques.

Recognised for his contributions to Thai craftsmanship, Dr Tajaya was featured in a 2022 profile by the Thailand Foundation highlighting his role in sustaining and evolving the art of thin glass mosaics.

In addition to his practical and research activities, Dr Tajaya is involved in education, sharing his knowledge and skills with students and artisans to ensure the transmission of traditional glass mosaic techniques to future generations.

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Ratchapon Tajaya



@ratchapontajaya



Courtesy of Ratchapon Tajaya



Courtesy of Ratchapon Tajaya



Ronnarong "Ong" Khampha

DANCER, KHAMPHA DANCE

379

Ronnarong “Ong” Khampha is a multidisciplinary artist known for his work in choreography, directing, and performance. As the founder of Khampha Dance, he explores the intersection of Lanna cultural heritage and contemporary movement. His acclaimed solo work, *Me*, is a deeply personal piece that reflects his life story and artistic vision.

“He used minimal visuals to convey emotional depth, highlighting his ability to transform personal identity into a universal experience through dance.”

Premiering in 2012 under the title *My Name is Ong* at the American Dance Festival in Colorado, the performance was striking in its simplicity. Ong took the stage dressed in a plain white t-shirt and shorts, surrounded only by white paper and delicate paper-cut sculptures. Accompanied by Lanna music and an English narration of his own story, he used minimal visuals to convey emotional depth, highlighting his ability to transform personal identity into a universal experience through dance. Ong's work shares a story that invites the audience to connect with his experiences and cultural background. He wants to connect traditional and modern dance, and create meaningful art that resonates with viewers. His efforts help raise awareness of Lanna culture, encouraging others to appreciate its significance and beauty.

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khamphadance@gmail.com



Ronnarong Khampha



Khampha dance



@khamphadance



<https://www.youtube.com/khamphadance>



Courtesy of Ronnarong Khampha



Courtesy of Ronnarong Khampha



Saran Yen Panya

FOUNDER AND CREATIVE DIRECTOR, 56TH
STUDIO, MULTIDISCIPLINARY DESIGN AGENCY

383

Saran Yen Panya is a Thai designer and art director whose work spans product design, visual storytelling and cultural commentary. He is the founder of 56th Studio, a multidisciplinary creative agency based in Bangkok known for blending industrial design with narrative-driven visual experiences. His projects often explore the communicative potential of objects, integrating elements from branding, interior design, animation and installation art.

Yen Panya holds a degree in industrial design from Chulalongkorn University and furthered his studies in storytelling at Konstfack University College of Arts, Crafts and Design in Stockholm. His time in Sweden influenced his appreciation for Thai aesthetics, leading him to embrace a style he describes as “organised chaos” which reflects the contradictions and contrasts inherent in Thai society.

One of his notable projects includes the “Cheap Ass Elites” furniture series which juxtaposes inexpensive plastic materials with high-end Victorian design elements, challenging perceptions of taste and value. He has also collaborated with international brands such as Dior where he incorporated traditional Thai craftsmanship into contemporary designs, including a functional tuk-tuk and bespoke chairs, highlighting local materials and techniques.

“Yen Panya continues to influence the design landscape by challenging norms and encouraging a dialogue between tradition and contemporary practice.”

Beyond commercial projects, Yen Panya is committed to social impact through his initiative Citizen of Nowhere. This platform supports underrepresented Thai artisans including those with autism by promoting their handcrafted textiles and integrating them into modern design contexts.

His work often delves into themes of cultural identity, sustainability and the reinterpretation of traditional motifs. For instance, he reimagined the traditional Thai Khon mask by incorporating elements inspired by pop culture, sparking discussions on the balance between preservation and innovation in cultural artefacts.

Yen Panya continues to influence the design landscape by challenging norms and encouraging a dialogue between tradition and contemporary practice. His multidisciplinary approach and commitment to storytelling through design make him a significant figure in both Thai and international creative communities.

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@saranyen



<https://www.56thstudio.com/>



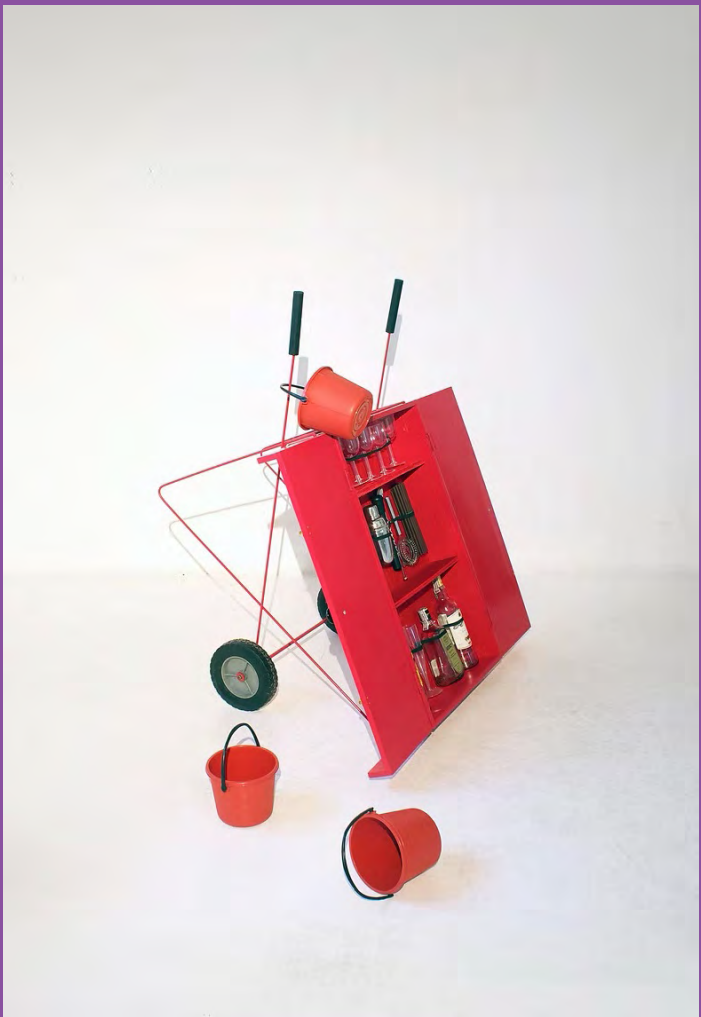
Courtesy of 56th Studio



Courtesy of 56th Studio



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Courtesy of 56th Studio



Sarran Youkongdee

FOUNDER, SARRAN

387

Raised by his mother, Sarran Youkongdee found his creative compass in the strength and grace of women. That personal history became the foundation of SARRAN, his jewellery studio devoted to honouring the essence of Asian femininity. Inspired by traditional Thai forms like the ma-lai (flower garland), each piece of his art-to-wear work weaves memory, culture, and identity into contemporary expression. In a society where women have long been marginalised, Sarran's designs push back against inherited inequalities by placing women at the centre of the story.

"In a society where women have long been marginalised, Sarran's designs push back against inherited inequalities by placing women at the centre of the story. "

Sarran's commitment to fine detail has earned him recognition in the world of contemporary jewellery. Guided by craftsmanship and cultural storytelling, SARRAN pieces reflect a synthesis of heritage and innovation. The studio's approach is personal, yet universally resonant: rooted in Thai tradition, yet shaped by a vision of global relevance. Every creation is a tribute to the woman who shaped him and a call to reimagine jewellery as a medium of empowerment. In his words, "every woman deserves elegance."



Courtesy of SARRAN

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Sarran Youkongdee



@sarranofficial



<https://sarranofficial.com/>



Courtesy of SARRAN



Courtesy of SARRAN



Seine Kongruangkit

SENIOR ART DIRECTOR
AND MULTIDISCIPLINARY ARTIST,
CULTURAL COMMENTARY

391

Seine Kongruangkit is a multidisciplinary artist and senior art director whose work spans advertising, conceptual art and cultural commentary. Born and raised in Bangkok, she is currently based in Chicago. Her creative journey began with a foundation in graphic design, which led her to pursue a career in commercial storytelling. Kongruangkit's work consistently challenges norms, amplifies underrepresented narratives and fosters inclusivity.

Her work has been exhibited internationally, including in Berlin, Aalborg, Bangkok Design Week and Miami Art Basel. She has been recognised by Applied Arts Magazine, Andy Awards, the Clios and ADC Germany. While much of her work is marked by humour and cultural wit, it also takes a critical lens, deconstructing consumerism, queerness and identity.

"As a Thai artist, she brings a deeply personal and global perspective to questions of representation, belonging, and social justice."

As a Thai artist, her work has helped reshape narratives on queerness and inclusivity both within Thailand and beyond. Kongruangkit's creative practice is deeply informed by her cultural heritage and personal experiences, which she channels into projects that engage with themes of identity, belonging and social justice. Through her art, she continues to contribute to the ongoing dialogue around representation and inclusivity in the global art scene.



Courtesy of Seine Kongruangkit

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<https://www.instagram.com/sseine/>



Courtesy of Seine Kongruangkit



Courtesy of Seine Kongruangkit



Sophirat Muangkum

ARTIST

395

Sophirat Muangkum is a self-taught artist whose work explores the complexities of human thought and the personal stories that shape identity. Drawing inspiration from people, nature, animals, subcultures, and social issues in Thai society, her art is grounded in a curiosity about how individuals see themselves and the world around them. Since joining an artist-in-residence programme in 2019, she has focused on community-based research, often collaborating with locals to better understand their relationships with their own bodies. Sophirat's approach to nude photography pushes beyond aesthetics, it's a study of posture, emotion, and identity, illuminated by her careful use of light and form.

"Sophirat's approach to nude photography pushes beyond aesthetics, it's a study of posture, emotion, and identity, illuminated by her careful use of light and form."

Her recent solo exhibition, *Decentralised Thainess*, presented at 333 Gallery in Warehouse 30, confronts long-held ideas about Thai identity, offering a more inclusive and diverse vision. Her works are part of prestigious collections, including the MAIIAM Contemporary Art Museum and MOCA Bangkok. Through her practice, Sophirat invites audiences to rethink identity and representation, encouraging a more honest and layered understanding of the self.



Courtesy of Sophirat Muangkum

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Sophirat Muangkum



@only_sophiee



“Nudist” Courtesy of Sophirat Muangkum, BACC



Supachai Klaewtanong

ARTIST

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Supachai Klaewtanong, an industrial design graduate from southern Thailand, returned to his hometown of Nakhon Si Thammarat to follow his passion for freelance design. His work stands out for its creative reinterpretation of local culture, most notably, his transformation of traditional birdcage designs into modern, functional lighting pieces.

Rather than simply preserving traditional craftsmanship, Supachai reimagines it. Through participating in workshops across the country and connecting with local artisans, he has developed an understanding of regional design practices. These encounters sparked his interest in the artistry of birdcage making, a craft rooted in southern Thai culture. His goal is to honour this heritage and to evolve it, merging old techniques with contemporary forms in a way that brings new life and relevance to a fading tradition.

“His work stands out for its creative reinterpretation of local culture, most notably, his transformation of traditional birdcage designs into modern, functional lighting pieces.”

Supachai observed that many factory-made products lack individuality, often feeling uniform and disconnected from their origins. In contrast, he highlights the value of local materials and traditional techniques, elements he believes bring authenticity and character to design. Beyond his own practice, Supachai is committed to nurturing young talent in the region. He encourages students to draw from local wisdom and cultural heritage, showing them how to create design work that is both meaningful and marketable. His goal is to inspire a new generation of designers who can honour their roots while engaging audiences both in Thailand and abroad.

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Supachai Klaewtanong



Courtesy of Supachai Klaewtanong



Courtesy of Supachai Klaewtanong



Tanitha "Toon" Vachira

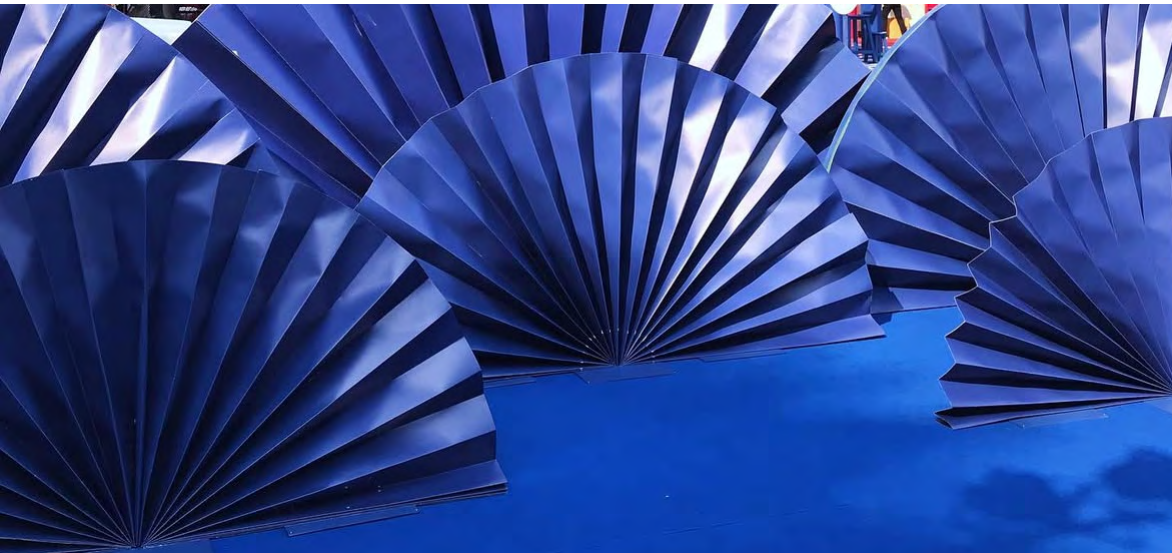
FOUNDER & DESIGNER, MOHO STUDIO

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Tanitha “Toon” Vachira is the founder of MOHo Studio, a design practice focused on reducing the significant waste generated by events and exhibitions. Drawing from his background in architecture and his family’s printing business, Tanitha found a connection with paper, using it as the core material in his work. Rather than treating it as disposable, he transforms paper into structural designs, packaging, and large-scale installation art using origami techniques.

“Rather than treating it as disposable, he transforms paper into structural designs, packaging, and large-scale installation art using origami techniques.”

MOHo Studio challenges conventional thinking by proving that paper can replace more resource-heavy materials like wood in installations, packaging, and temporary structures. Every sheet used in the studio is repurposed, reinforcing a circular approach to design. By creating large-scale, functional art that's entirely recyclable, Tanitha is showing that sustainable solutions don't have to compromise creativity or practicality. His work redefines the potential of paper and sets an example for designers looking to create with the planet in mind.



"King Power Mahanakhon Chinese New Year" Courtesy of MOHo Studio

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Moho Studio



<https://www.instagram.com/mohostudio/>



Courtesy of MOHo Studio



Courtesy of MOHo Studio



Tayida "Pat" Ounburanawan

FOUNDER, MARIONSIAM

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Founder of Marionsiam, Tayida “Pat” Ounburanawan blends traditional craftsmanship with modern sensibilities to create timeless, wearable art. Raised in a family that collected antique textiles and ran a tailoring business, Pat developed a connection to fabric from an early age. Her fascination with batik became the foundation of her creative journey.

“Her fascination with batik became the foundation of her creative journey. ”

Marionsiam, established in 2019, reinterprets batik using an approach known as the “Marionsiam style”—a hand-drawn wax technique that gives each piece a one-of-a-kind texture and charm. The name “Marion,” meaning “beloved” in French, reflects the care and emotional connection infused into every design. With a focus on modern craft, the brand creates garments that feel urban and understated while honouring the spirit of heritage textiles. Pat’s commitment to meaningful design has earned Marionsiam a place on global platforms, including Vienna Fashion Week, and recognition as runner-up in the 2020 Creative Textiles Award under the BCG Economy Model. For Pat, clothing is more than fashion—it’s a medium to preserve and celebrate cultural identity. Through Marionsiam, she invites wearers to rediscover Thai craftsmanship in a way that is personal, poetic, and contemporary.

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Tayida Ounburanawan



Tayida Ounburanawan



@tayidapatt



<https://www.marionsiam.com/>



Courtesy of Marionsiam



Courtesy of Marionsiam



Thirada "Tida" Kangwankiattichai

LAYOUT ARTIST, WALT DISNEY ANIMATION
STUDIOS; CONTRIBUTOR, MOANA 2

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Thirada “Tida” Kangwankiattichai is a Thai layout artist at Walt Disney Animation Studios, recognised for her contributions to the film Disney’s Moana 2. Born and raised in Bangkok, Kangwankiattichai developed an early passion for drawing and cinema, often collecting DVDs during her school years. Despite this interest, she initially pursued a degree in logistics engineering at Silpakorn University as animation was not a prominent career path in Thailand at the time.

In 2014, Kangwankiattichai moved to Vancouver, Canada to attend the Vancouver Film School where she studied 3D Animation and Visual Effects. This decision marked a turning point as she realised animation could be a viable profession. After completing her studies, she gained experience working on various projects including DC League of Super-Pets and Leo from Netflix. In 2023, she joined Disney as a layout artist, a role that involves determining camera angles, animating characters, arranging lighting and adding effects to convey the story effectively.

“Kangwankiattichai hopes her achievements inspire other Thai animators and creatives to pursue their passions in the animation industry.”

Her work on Moana 2 was particularly challenging due to tight deadlines and the high quality expected. Kangwankiattichai employed techniques like Enhance Depth to create balanced compositions and carefully planned camera movements to enhance storytelling. She views animation as a blend of art, technology and storytelling, aligning with her creative aspirations. Kangwankiattichai hopes her achievements inspire other Thai animators and creatives to pursue their passions in the animation industry.

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Thida Kangwankiattichai



Courtesy of Disney



Vassana Saima

FOUNDER, VASSANA

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As a lecturer in industrial design and founder of the brand Vassana, Assoc. Prof. Vassana Saima is redefining the image of traditional bamboo weaving. Her designs are far from the basic baskets or fish mobiles we grew up with. Instead, she turns bamboo into modern handbags, hanging garlands, and sculptural lamps shaped like coral or bird nests. What began as a research project became a community-driven brand, supporting over 20 groups of artisans across Northern Thailand.

“What began as a research project became a community-driven brand, supporting over 20 groups of artisans across Northern Thailand.”

Vassana's signature "striped weave" pattern, developed from studying bamboo in Phayao, helps improve both aesthetics and function. Her work creates steady income for locals, from elderly weavers to university students, who earn up to 500 baht a day making parts for Vassana's designs. Her bamboo pieces have reached global audiences, including a special collaboration with Dior. For the Lady Dior Café, she was commissioned to reinterpret the brand's iconic Cannage pattern using traditional Thai bamboo weaving techniques, enhanced with floral motifs inspired by local craftsmanship. Dozens of handcrafted bamboo bags adorned with Thai floral motifs, each a unique fusion of heritage and haute couture, now grace the café walls, showcasing the delicate beauty of Thai artisanship through a global lens. By blending old-world craft with contemporary design, Vassana proves that tradition still has a place in the modern world.

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<https://salahmade.com/en/artisan/vassana/>



Courtesy of Vassana, Dior



Courtesy of Vassana



Publisher

Nigel Oakins

Project Manager

Sirinart Panyasricharoen

Digital Graphic Designer

Bunticha Pluemchittikul

Kanokpat Punnahitananda

Methita Trakulpoonsub

Writer

Petchnamnung Honghirunkham

Premsee Maneesathein

Sarunrat Ardpruksa

Proofreader

Sarunrat Ardpruksa

