



Capella announces opening in the heart of the Bangkok's riverside revival

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CAPELLA HOTELS AND RESORTS ABOUT TO UNVEIL THEIR FIRST THAI PROPERTY IN BANGKOK

Bangkok, January 10th, 2019 – The eastern bank of the Chao Phraya River has been the lifeblood of Bangkok since its inception in 1782. The first bricks of what many years later would become the world's most-visited city were laid on its banks. Thailand's first paved road, Charoenkrung, soon emerged alongside the mighty waterway, revered locally as the 'River of Kings', and with it came a boom in commerce, culture and cuisine that has defined the city for centuries and paved the way for countless tales to be told.

In 2019, the neighbourhood is once again undergoing a major transformation. From the rise of a local arts scene to the revival of the local culinary landscape and a reconnection with the riverside lifestyle, a contemporary stage is being set for this rich history to be rediscovered and for new stories to be crafted in Bangkok's oldest neighbourhood.

"The revival of the riverside has been happening organically for some years now and it's incredible to experience the enthusiasm everybody has for a return to the city's original roots," says John Blanco, General Manager of Capella Bangkok, which is set to open in the second quarter of 2019. "It's reminiscent of the redevelopment of historic – and often artistic – waterfront locales in other major metropolises such as the Meatpacking District in Manhattan and Belém in Lisbon and I have every confidence that it will have the same uplifting effect on the city as a whole."

CRAFTING HOSPITALITY IN THE HEART OF THE CITY'S RIVERSIDE RENAISSANCE

It is in fact the emergence of Bangkok's first official Creative District that has been one of the main catalysts in the next chapter of the Chao Phraya and Charoenkrung story.

Spearheaded initially by a group of local and expatriate artists and entrepreneurs who launched a series of independent art galleries, multi-use spaces, bars and restaurants – often in regenerated heritage buildings – the District is now official and regarded as the Thai capital's hippest neighbourhood. The Bangkok Art Biennale 2018, the first and largest event of its kind to be held in the Thai capital, was held almost exclusively in the diverse array of spaces that

have cropped along Charoenkrung and the riverside in recent years, such as Speedy Grandma, and Soy Sauce Factory – both the handiwork of French national Thomas Menard, who moved to the area in 2012.

Yet it is not only the array of fashionable new eateries that is helping to shift Bangkok's celebrated food scene back to its roots. There is also the appeal of the area's diverse street food stalls, riverfront seafood markets and decades-old shophouse restaurants, such as the legendary Thip Volcanic Fried Mussel & Oyster, that have stood the test of time and still offer unique culinary insights into Bangkok's bygone days.

“One of the biggest highlights of Charoenkrung and the river is that there are lots of traditional restaurants and local cuisine remains one of the area's biggest attractions,” says Jakkavat ‘Uncle Thong’ Jira-arpakul, who has been behind the wok at Thip Volcanic Fried Mussel & Oyster since he opened the restaurant in 1970. “Even though the area has changed a lot during this time, we still have customers who have been coming here since they were children!”

Charoenkrung and the Chao Phraya have inevitably moved with the times, but unlike many districts throughout the sprawling metropolis, Bangkok's birthplace retains a strong sense of identity and community. “It's all the communities that live on the river that make this area special and living among them very special,” says Menard. “You can see how their lifestyle is deeply connected with the river and the activities along it.”

It takes only a short walk down the banks of the Chao Phraya to appreciate what he means. As the sun rises, daybreak joggers dart past groups of all ages performing tai chi and yoga along the river, while in the early evening even the smallest patches of green space are utilised for ad hoc games badminton, volleyball and takraw. It could be said that it is the proximity to the river that empowers these fitness, sport and wellness enthusiasts, emitting an energy that isn't usually found in the high-rise heart of the city.

“I've been coming down to the park next to the river whenever I have free time for more than forty years,” says Sunchai “Gong” Neungsitkorn, an avid player of takraw, a hugely-popular southeast Asian sport. “It's really green and there's a great community spirit.” It is not only stalwart locals and long-term expatriates who are in on the Chao Phraya-Charoenkrung secret, however.

Capella Hotel Group, known for creating and curating the finest hotels and resorts in some of the world's most exceptional destinations, will open the doors of its first Thailand property on the banks of the Chao Phraya River in the second quarter of 2019. Inspired by the stories — both old and new — of riverfront life and the brand's personal philosophy of ‘preserving tradition’, ‘heightening discovery’ and ‘celebrating individuality’, the Capella Hotel Bangkok is positioned on the Chao Phraya's east bank, the ultimate perch from which to witness a river in renaissance.

The 101-accommodation urban resort, which includes suites and the city's first riverfront villas, is located within the highly-anticipated Chao Phraya Estate, a more-than-14-acre prime waterfront land development that boasts unprecedented accessibility and 350 metres of riverfront real estate.

Designed to evoke the feeling of a personal pied-à-terre with unobstructed views of the river from every room, sophisticated amenities at the Capella Bangkok include the signature

restaurant featuring a concept and menus by celebrated Michelin-starred chef Mauro Colagreco, Auriga Wellness and The Living Room, a light-filled, river-facing lounge that will play host to local artisans, music and culinary delights, will reflect the neighbourhood's passion for food, wellness and culture.

Crafted local experiences, meanwhile, provided by the Capella Personal Assistant, will ensure that guests can savour first-hand the memorable moments that enliven local luminaries like Thomas, Uncle Thong and Gong — and inspire them to start creating their own memories and sharing personal stories about the city's most intriguing enclave and, of course, the Capella Bangkok.

For more information on Capella Bangkok, please visit www.capellabangkok.com

About Capella Hotel Group

Capella Hotel Group, headquartered in Singapore with offices in China, Europe and USA, offers global hospitality management services through two distinct brands. Capella Hotels and Resorts is an ultra-luxury hotel, resort and residential concept designed for the most discerning travellers and offering personalized attention with locations in Düsseldorf, Shanghai, Singapore, Sanya and Ubud as well as hotels planned for Bangkok, Maldives and Sydney.

Solis Hotels and Resorts, is an exclusive collection of resorts, hotels and residences designed for travellers and meeting planners who seek an environment with a global palette of cosmopolitan comfort, inspiring cuisine, world-class spas with locations in Donegal, Ireland, Nanjing, China and Atlanta, USA along with hotels planned for Bali and Guangzhou.

Learn more at www.capellahotelgroup.com

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About Chao Phraya Estate

The Chao Phraya Estate enjoys a prime waterfront location in Bangkok's heritage quarter on an unprecedented 14.2 acres of land. The project is valued at approximately USD 1 billion and development features 3 unique properties – Four Seasons Private Residences Bangkok, Four Seasons Hotel Bangkok and Capella Hotel Bangkok. Construction started in Q3 2014 with expected completion in Q4 2018. The masterplan and design is by Hamiltons International with architecture by Dhevanand Architects Co., Ltd. and interior design by BAMO Inc. and PIA Interior Co., Ltd. The Landscape Designer is P Landscape Co., Ltd.

Learn more at www.chaophrayaestate.com

About Country Group Development

Country Group Development (CGD) is the Thailand-based, international real estate development and investment arm of Country Group. With a proven track record of delivering bold and complex asset transformations including Four Seasons Private Residences Bangkok,

Four Seasons Hotel Bangkok and Capella Hotel Bangkok; the company is a unique player in the market with a competitive edge from its diversified real estate strategy and ability to leverage from the Country Group affiliate network of companies.

Learn more at www.cgd.co.th

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