



## Crystal Design Center

### Background

Crystal Design Center or CDC, the greatest and most modern designing and lifestyle innovations in Asia that is completed with designing, constructing, and decorative products of the world's top brands under the concept of **The Most Comprehensive Lifestyle Design District** that consists of more than 10,000 brands of international standard furniture, decoration products, and products and services for daily use displayed in more than 500 showrooms such as home department store, indoor and outdoor furniture, lamps, kitchen wares, tiles, wooden tiles, sanitary wares, mirrors, curtains, carpets, home decoration products, home entertainments, etc... Moreover, CDC also provides international conference venue, function rooms, various style of restaurants, leading banks, and 24-hour supermarket to serve its customers.

### Project Information

Crystal Design Center is located on the space of 73 rais with more than 100,000 sqm. of sales area. The area is divided to 2 zones; the North Wing and the South Wing. It consists of 22 main buildings and more than 500 showrooms with more than 3,500 sqm. of activity area and 3,700 outdoor area. Crystal Design Center is located on a great location on Pradit Manutham Rd. (Ekkamai – Ramindra Rd.) with Ramindra-At Narong express way linking with major parts of the city providing convenience to its customers. From this location, the central business district can be reached within 15 minutes and it is only 20 minutes from Suvarnabhumi Airport.

### Main Features of the Project

Crystal Design Center is the first and the only design center in Thailand that consists of designing, constructing, and decorative products in all categories from around the world. In addition, it is the center of information and knowledge regarding design and decoration. The main feature of the project is the architecture, construction materials, and decoration of each building,

which is the work of Thai and foreign designers. The North Wing is decorated in modern and trendy style focusing on the use of polycarbonate to go along with lighting system to generate different color tone for each building. This technique is used for the first time in Thailand. Meanwhile, the South Wing is divided into 4 zones and decorated in 4 styles with the use of various materials such as steel, wood, plastic, and recycle materials, which provide different moods. The landscape has been perfectly design to go along with the buildings giving the atmosphere of outdoor terrace with the mix of natural beauty. Moreover, the sculpture park in the area also displays variety of sculptures such as Infinity Paradox and Dreamlike Beastlike using materials from around the project.

### Target groups

- Those who are interested in experiencing new and inspirational shopping.
- Architects, engineers, landscape designers, and designers in other fields
- The owner and developers of property projects such as hotel, resort, condominium, housing projects, offices, and other buildings.
- Students
- Those who are interested in designing
- Constructors
- Manufacturers, exporters, and importers

### Products available in the project

Crystal Design Center consists of the North Wing and the South Wing and the products are categorized as follow:

- **Home Department Stores**

**Crystal Maison:** Composed of trendy designed products with great functions such as dining table accessories and decorations, glassware, kitchenware, wine accessories, cooking ware, and home decoration items imported directly from Europe, America, and more than 30 countries around the world. **Le Reve** offers beddings, bed sheets, pillows, and mattress in all designs from the world's top brands while **Bathroom Living by Crystal Maison** puts together

bathroom accessories and equipments including cloth hangers, carpets, towels, and assortment of accessories in various designs.

- **World Top Brands Furniture:** The center of boutique style furniture brands including modern, classic, country, and contemporary style from world-renown designers from Italy, Germany, France, America unveil to Thai customers for the first time such as Fendi, Kenzo, Vitra, Driade, Magis, Cantori, Lauren Ralph Lauren, Henredon, Poggenpohl, Jesse, Acrila, etc...

- **Lighting:** Various designs of lamps and chandeliers from top quality brands such as Bellitas, Iverlight, Light Scape, Neo Neon, Mega Man, and many more.

- **Crystal Design Forum:** Top quality furniture brands for both indoor and outdoor including awarded products by Thai designers which were displayed at BIG and TIFF tradeshow such as Any room, Design & Object, Plato, Kenkoon, Deesawat, Shun Thai, popular brand from the Philippines such as Budji and many more.

- **Sanitary Ware (Bathroom Accessories & Sanitary Ware):** Experience variety of top quality sanitary ware products from Thailand and around the world such as Villeroy&Boch, Hansgrohe, Kohler, Visentin, Haco, American Standard, and many more.

- **Tile, Wood & Floor Covering:** The center of floor covering products with variety of brands including L-Thai, RCI, Siam Woodland, Kronotex, Angelo Tile, Grand Stone, On Square , Sonite, Quarella, and many more

- **Fabrics, carpets, wallpapers, and other accessories (textile & home accessories):** The center of home decoration products such as fabrics, carpets, laminates, wooden tiles, door and window frames, and other home decoration products at **Crystal Material Collection**

- **Electric appliance and electronic devices:** This is the center of world leading high-technology electronic brands such as Sony, Samsung, LG, Panasonic, and many more.

- **Leading banks and mortgage center:** This is the first time that 6 leading banks and a complete mortgage center gather together with modern technology to offer convenience to the customers such as Bangkok Bank, KBank, Siam Commercial Bank, Krungthai Bank, Thanachart Bank, and Kiatnakin Bank.

- **MaxValu:** A supermarket that opens 24 hours focusing on imported Japanese range and variety of ready to eat products for convenient lifestyle and complete shopping.

- **More than 40 trendy restaurants** such as Est.33 from Singha with the first Micro brewery in Asia made of crystal providing variety taste of beer by brew master from Germany, the

first Coffee Gallery in Thailand by the world-renowned chef “Ex-Martha Stewart”, Viva Café and By Kalpapruerk offering variety of fusion food menu, Bar Italia presenting not only Italian food by Gianni, Joke Club, a famous Chinese restaurant, Ruen Mallika authentic Thai cuisine, Momo Paradise and Nobu Shabu offering Japanese food, Korea Spoon and Jeong Won Crystal Café serving food cooked by chefs guaranteed by the Korean government, Aston Gastro Bar offering authentic western cuisine, and many more.

- **Partners:** The project also includes large flagship stores from 4 partners; **SCG Experience, SB Design Sqaure, Modernform, and Starmark**, Thailand’s leaders in construction materials, furniture, and home decoration, who gather together to create a complete designing center. Crystal Design Center is gorgeously designed in the modern style and is the center of knowledge and new collections.

### Services in the project

Crystal Design center is the center of designing conferences, knowledge, and information with the repletion of facilities and equipments. The services available at Crystal Design Center are as followed:

- Crystal Conference Center with 8 business meeting rooms (with 6-30 seats) inspired by the world-renowned designers from around the world and the Crystal Grand Ballroom with modern design on the space of 1,000 sqm. with adjustable sizes and seats based on the requirement.
- Crystal Design Library: A library with more than 4,000 selected designing books and magazines from around the world
- Personal Shopper Service
- Customized Product Service
- Designer Referral Service
- Project Business
- CDC Site Visit
- Logistics (both domestic and international)
- CDC Lounge for customers and designers

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