



## **Assessing Intangible Cultural and Community Value of a Bangkok Landmark**

**Sponsored by  
Association of Siamese Architects**

**Affiliations:  
APEX group  
Property Management Chulalongkorn University (PMCU)**

**An Interactive Science and Social Project Submitted as a requirement for  
the Bachelor of Science Degree in Applied Chemistry**

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## **Abstract**

With the continuously changing world, human beings have been adjusting their lifestyle unendingly. The cineplex, a cinema with multiple theatres, mostly located in malls, seems to be more popular and suits the present needs better than the standalone movie theatre. Resulting in the demolition of standalone movie theatres all over Thailand.

The goal of this project is to help the Association of Siamese Architects under Royal Patronage (ASA) to raise public awareness of and preserve a local landmark, which is the standalone Scala Apex movie theatre. After background research and interviews with architectural and historical experts, we found significant values of the Scala Apex Movie Theatre towards architecture, society, and history. By analysing public opinion, the team found that the public lacks awareness towards the values and knowledge of the Scala Apex Movie Theatre. We recommend the ASA to pursue social promotion and website, along with contacting a potential investor of the Scala Apex Movie Theatre.

## **Executive Summary**

### **Introduction and literature review:**

The Scala Apex Movie Theatre, Bangkok's last stand alone movie theatre, which contains beautiful architecture and has significant values, was closed down in 2020 due to its financial problem and the COVID-19 situation. The demolition of The Scala Apex Movie Theatre is still not confirmed, as well as the preservation of the building.

As a governmental organisation responsible for motivating architecture and architects in Thailand, The Association of Siamese Architects under Royal Patronage (ASA) seeks to help preserve the Scala Apex Movie Theatre and raise awareness of public towards values and knowledge related to the Scala Apex Movie Theatre, everyday landscapes, and modern architecture.

From the above situation, The ASA would like the team to help raise the awareness of the public, analyze public opinion, and prepare recommendations for potential investors. Therefore, to clearly understand the project, the team researched background information on the Scala Apex Movie Theatre, organisations and case studies related to the preservation of the Scala Apex Movie Theatre, and laws and regulations. (detailed in the literature review)

### **Methodology:**

#### **1. Clarifying significant values of the Scala Apex Movie Theatre:**

In order to understand the importance of the Scala Apex Movie Theatre and why it should be preserved, the team decided to meet our sponsor, the ASA, which the team received basic information about the aforementioned movie theatre. Later on, the team decided that there was more information to be understood about the Scala Apex Movie Theatre, therefore, a background research is necessary to be done. The information received from both ASA and background research was analyzed to determine the significant values of the Scala Apex Movie Theatre.



## **2. Understanding the lease agreement between the Property Management of Chulalongkorn University and Apex group:**

As one of the ways to preserve the Scala Apex Movie Theatre was to preserve it via laws and regulations by considering it as an ancient monument. However, the Scala Apex Movie Theatre was not considered an ancient monument by the Fine Arts Department. Hence, the team tried to find other alternatives, and for the team to further process, we must understand the lease agreement of the building. Therefore, the team decided to interview the Property Management of Chulalongkorn University (PMCU), the department responsible for managing the real estate of Chulalongkorn University.

## **3. Identifying barriers for the preservation of The Scala Apex Movie Theatre:**

For a better understanding of the barrier towards the preservation of the Scala Apex Movie Theatre, the team carried out more research on Thai laws and regulations relating to ancient monuments. From our research, public opinion and motivation are important factors to help preserve a heritage. Therefore, questionnaires were necessary to be conducted in order to collect data relating to viewpoints towards the Scala Apex Movie Theatre from four different generations of people.

## **4. Analysing public opinion related to The Scala Apex Movie Theatre:**

As mentioned, public opinion is important for this team's project, hence, two versions of questionnaires were designed to gather public opinion related to public awareness and knowledge before and after social promotion. Due to the current COVID-19 situation, questionnaires were meant to be distributed randomly through an online platform.

## **5. Designing suitable solutions for the conservation of The Scala Apex Movie Theatre:**

Raising public awareness towards the Scala Apex Movie Theatre and finding alternatives of preserving the mentioned movie theatre were 2 main aims of the team. Therefore, social promotion and making a documentary was brought up to this project, as information in an online platform can be spread quickly. As to find alternatives of the Scala Apex Movie Theatre preservation, interviews with architectural and historical experts were one of the important parts. In addition, case

studies related to the preservation of heritage were also observed. Finally, the team investigated the most appropriate investors for the Scala Apex Movie Theatre as one of the alternatives to preserve the Scala Apex Movie Theatre.

### **Findings:**

- 1. The Scala Apex Movie Theatre contains intangible values.** According to the research at the beginning of the project using online websites, textbooks and interviewing the two professors who have expertise in architectural conservation and modern Southeast Asian architecture, the team can conclude that the Scala Apex Movie Theatre contains architectural, sentimental, societal and historical values.
- 2. The Scala Apex Movie Theatre is not considered an ancient monument.** From a meeting with the ASA and further background research, the Fine Arts Department did not consider the Scala Apex Movie Theatre as an ancient monument because it is not old and historically important enough, even though it is useful in the field of arts.
- 3. Chulalongkorn University is currently responsible for the building structure and the land of the Scala Apex Movie Theatre, however, demolition depends on the next investors.** The team contacted PMCU for information relating to the lease agreement. We received the information stating that the building of the Scala Apex Movie Theatre currently belongs to the Chulalongkorn University. Additionally, the team found out that PMCU decided not to demolish the building of the Scala Apex Movie Theatre, however, the demolition of the Scala Apex Movie Theatre will depend on the next investor.
- 4. The Fox Theatre was preserved due to the public awareness of its values.** One of our case studies is the Fox Theatre which was previously closed down

because of the financial problem. However, it was later preserved due to the public awareness of the architectural, societal, and sentimental values, along with the help of the government.

- 5. The public is unaware of intangible values of the Scala Apex Movie Theatre.** From the distributed questionnaire, the analysed data showed that most of the respondents wanted to preserve the Scala Apex Movie Theatre, however, a number of them did not give a specific reason why the Scala Apex Movie Theatre should be preserved. Moreover, there were less than 5 percent of the respondents who knew the architectural style of the Scala Apex Movie Theatre. Therefore, we can conclude that the awareness of the public towards the values, especially architectural value of the Scala Apex Movie Theatre is not enough.
- 6. The team's social promotion is considered to be effective by the public.** After using social promotion to promote knowledge and awareness of the public towards the Scala Apex Movie Theatre, the public opinion was gathered and analysed to observe the effectiveness of the social promotion, resulting in our seventh finding, social promotion is considered to be beneficial by the public.
- 7. The public is unfamiliar with the adaptive reuse concept.** The data from the firstly-launched questionnaire also suggested that the public was not familiar with the adaptive reuse term, as the respondents had actually been asked whether they knew about the definition of adaptive reuse or not. Nearly half of the respondents did not know the mentioned term.
- 8. Most suitable ideas for adaptive reuse of the Scala Apex Movie Theatre.** From the secondly-launched questionnaire, the data collected from the public suggested that the most suitable ideas for adaptive reuse of the Scala Apex Movie Theatre are co-working space, 24-hour coffee shop, public library and learning space.

**9. Information sheets and data provided helped to attract potential investors.** Before contacting a potential investor, which was Starbucks Coffee (Thailand) CO., Ltd., the team prepared analysed data related to public opinion, information sheets, and conceptual floor plans of the Scala Apex Movie Theatre. The mentioned materials could attract the potential investor for the Scala Apex Movie Theatre.

**Recommendations to our sponsor:**

1. Contacting Starbucks Thailand and the Property Management of Chulalongkorn University
2. Continuation of social promotion
3. Continuation of the project's website

The first recommendation is to contact Starbucks Thailand and the PMCU, as Starbucks Thailand is one of the potential investors of the Scala Apex Movie Theatre and the PMCU is looking for the next investor. Starbucks Thailand is interested in preserving the Scala Apex Movie Theatre with the adaptive reuse concept as to preserve the building and make it to be more suitable for the present needs of society.

The second recommendation is to continue using social promotion as the data from our second questionnaire suggested. The respondents agreed that there should be a continuation of social promotion in order to promote knowledge and values of everyday landscapes and Modern architecture.

The third recommendation is to continue with the website, one of the team's derivatives, for future potential investors. The website includes the project information, documentary, information sheets, conceptual floor plans, and information about the ASA.

## บทสรุป

### คำนำและการทบทวนวรรณกรรม

โรงพยาบาลรามาธิบดี คือโรงพยาบาลตั้งเดี่ยวแห่งสุดท้ายของกรุงเทพฯ เป็นโรงพยาบาลที่ประกอบด้วยสถาปัตยกรรมที่สวยงามและคุณค่าที่สำคัญมากมาย อย่างไรก็ตามโรงพยาบาลรามาธิบดีได้ถูกปิดตัวลงในปีพ.ศ. 2563 เนื่องจากปัญหาทางการเงินและการระบาดของโควิด-19 แม้โรงพยาบาลดังกล่าวได้ปิดตัวลงไปแล้ว แต่ยังไม่มีการยืนยันในเรื่องการรื้อถอนโครงสร้างของตัวโรงพยาบาล ดังนั้นสมาคมสถาปนิกสยาม ในพระบรมราชูปถัมภ์ ซึ่งเป็นองค์กรในภาครัฐบาล โดยมีจุดมุ่งหมายในการส่งเสริมสถาปัตยกรรมและวิชาชีพสถาปนิกในประเทศไทย ได้เล็งเห็นความสำคัญและคุณค่าของโรงพยาบาลรามาธิบดี และต้องการช่วยอนุรักษ์โรงพยาบาลรามาธิบดี ประกอบกับการส่งเสริมความรู้และความเข้าใจของสังคมต่อคุณค่าของโรงพยาบาลรามาธิบดี สถาปัตยกรรมในชีวิตประจำวัน และ สถาปัตยกรรมสมัยใหม่ ดังนั้นทางสมาคมสถาปนิกสยาม ในพระบรมราชูปถัมภ์จึงต้องการให้ทางพวกเราช่วยส่งเสริมความรู้ความเข้าใจของสังคมต่อโรงพยาบาลรามาธิบดีและคุณค่าของโรงพยาบาลดังกล่าว วิเคราะห์ความคิดเห็นของสังคม และเตรียมคำแนะนำที่เหมาะสมและมีประโยชน์แก่ทางสมาคมสถาปนิกสยาม ในพระบรมราชูปถัมภ์ ดังนั้นทางเราจึงได้ทำการค้นคว้าข้อมูลเกี่ยวกับโรงพยาบาลรามาธิบดี องค์กร กรณีศึกษา และ กฎหมายที่เกี่ยวข้องกับการอนุรักษ์โรงพยาบาลรามาธิบดีเพื่อให้ทางเราได้มีความเข้าใจในโครงการนี้ได้ดียิ่งขึ้น

### วิธีการ

#### 1. ศึกษาคุณค่าที่สำคัญของโรงพยาบาลรามาธิบดี

เพื่อที่จะเข้าใจความสำคัญและเหตุผลในการอนุรักษ์โรงพยาบาลรามาธิบดีนั้น พวกเราจึงได้ตัดสินใจพูดคุยกับทางสมาคมสถาปนิกสยาม ในพระบรมราชูปถัมภ์ ผู้สนับสนุนโครงการและได้ค้นคว้าหาข้อมูลเบื้องต้นเพิ่มเติม ซึ่งพวกเราได้รับข้อมูลที่เป็นประโยชน์อย่างมากเกี่ยวกับโรงพยาบาลรามาธิบดีและข้อมูลเหล่านี้ได้ถูกนำไปวิเคราะห์ต่อเพื่อพิจารณาคุณค่าที่สำคัญของโรงพยาบาลรามาธิบดี

#### 2. ทำความเข้าใจถึงสัญญาเช่าระหว่างสำนักงานจัดการทรัพย์สิน จุฬาลงกรณ์มหาวิทยาลัย

หนึ่งในวิธีการอนุรักษ์โรงพยาบาลรามาธิบดีคือการอนุรักษ์ไว้โดยกฎหมายหรือข้อบังคับ กล่าวคือให้พิจารณาโรงพยาบาลรามาธิบดีเป็นโบราณสถาน อย่างไรก็ตามกรมศิลปากรไม่ได้รับการพิจารณาโรงพยาบาลรามาธิบดีให้เป็นโบราณสถาน พวกเราจึงได้พยายามค้นหาทางเลือกอื่นในการอนุรักษ์โรงพยาบาลรามาธิบดี นอกเหนือจากการอนุรักษ์โดยใช้กฎหมาย ดังนั้นพวกเราจึงจำเป็นต้องเข้าใจสัญญาเช่าของตัวอาคาร ด้วยเหตุนี้พวกเราจึงตัดสินใจเข้าสัมภาษณ์สำนักงานจัดการ

ทรัพย์สิน จุฬาลงกรณ์มหาวิทยาลัย (PMCU) ซึ่งเป็นหน่วยงานที่รับผิดชอบการจัดการ  
อสังหาริมทรัพย์ของจุฬาลงกรณ์มหาวิทยาลัย

### 3. การระบุอุปสรรคต่อการอนุรักษ์โรงพยาบาลรศกาลาเอเพ็กซ์

เนื่องจากโรงพยาบาลรศกาลาเอเพ็กซ์ไม่ได้ถูกแต่งตั้งเป็นโบราณสถาน พวกเราจึงทำการ  
ค้นคว้าหาข้อมูลเพิ่มเติมเกี่ยวกับกฎหมายและข้อบังคับไทยที่เกี่ยวข้องกับโบราณสถานเพื่อความ  
เข้าใจที่ลึกซึ้งขึ้นเกี่ยวกับการอนุรักษ์โรงพยาบาลรศกาลาเอเพ็กซ์ ยิ่งไปกว่านั้นจากการค้นคว้า  
เบื้องต้นพวกเราได้พบว่าความคิดเห็นและการเคลื่อนไหวของผู้นในสังคมมีความสำคัญอย่างมาก  
ในการอนุรักษ์โรงพยาบาลรศกาลาดังกล่าว ดังนั้นพวกเราจึงได้มีการจัดทำและแจกจ่ายแบบสอบถามเพื่อ  
เก็บรวบรวมความคิดเห็นของผู้นในสังคมที่มีต่อโรงพยาบาลรศกาลาดังกล่าว โดยได้มีการวิเคราะห์แบ่ง  
เป็นช่วงอายุตามรุ่นต่างๆ

### 4. วิเคราะห์ความคิดเห็นของสังคมที่มีต่อโรงพยาบาลรศกาลาเอเพ็กซ์

จากข้อมูลข้างต้นความคิดเห็นของสังคมมีความสำคัญอย่างมากต่อโครงการ ดังนั้น  
แบบสอบถามทั้งสองฉบับจึงออกแบบมาเพื่อที่จะรวบรวมความคิดเห็นและความรู้ของสาธารณชนทั้ง  
ก่อนและหลังการเสริมสร้างความรู้และความเข้าใจผ่านทางสื่อออนไลน์ และเนื่องจากสถานการณ์  
การระบาดของโควิด-19 แบบสอบถามทั้งสองฉบับจึงได้ถูกส่งโดยการสุ่มผ่านช่องทางออนไลน์

### 5. การหาทางออกที่สร้างสรรค์ในการอนุรักษ์โรงพยาบาลรศกาลาเอเพ็กซ์

ส่งเสริมความรู้ความเข้าใจของสังคมต่อคุณค่าของโรงพยาบาลรศกาลาและการ  
ค้นหาทางเลือกอื่นในการอนุรักษ์โรงพยาบาลรศกาลาคือ 2 เป้าหมายหลักของพวกเรา  
ดังนั้น การเพิ่มความรู้ความเข้าใจผ่านสื่อออนไลน์และสารคดีได้ถูกนำมาประยุกต์ใช้ เนื่องจาก  
สามารถเผยแพร่ได้อย่างรวดเร็ว เพื่อที่จะค้นหาทางเลือกอื่นๆในการอนุรักษ์โรงพยาบาลรศกาลา  
การสัมภาษณ์ผู้เชี่ยวชาญด้านสถาปัตยกรรมและประวัติศาสตร์จึงเป็นส่วนสำคัญในการทำโครงการนี้  
นอกจากนี้ยังได้มีการค้นคว้ากรณีศึกษาที่เกี่ยวข้องกับการอนุรักษ์โบราณสถานอีกด้วย ท้ายที่สุด  
พวกเราได้ค้นหาผู้ลงทุนที่เหมาะสมสำหรับโรงพยาบาลรศกาลาเพื่อเป็นหนึ่งในทางเลือกของการ  
อนุรักษ์โรงพยาบาลรศกาลา

#### การค้นพบ:

1. โรงพยาบาลรศกาลาเอเพ็กซ์มีคุณค่าเชิงนามธรรม เนื่องจากโครงการได้เริ่มต้น  
การค้นคว้าหาข้อมูลจากทางอินเทอร์เน็ตและหนังสือ อีกทั้งยังสัมภาษณ์ศาสตราจารย์ 2 ท่าน

ที่มีความเชี่ยวชาญด้านการอนุรักษ์สถาปัตยกรรมและสถาปัตยกรรมสมัยใหม่ของเอเชียตะวันออกเฉียงใต้ จากข้อมูลที่ได้รับจึงสามารถสรุปได้ว่าโรงพยาบาลนตร์สกาลามีคุณค่าทางสถาปัตยกรรม คุณค่าทางจิตใจ และคุณค่าทางสังคม

## **2. โรงพยาบาลนตร์สกาลาเอเพ็กซ์ไม่ถูกพิจารณาเป็นโบราณสถาน**

จากการค้นคว้าหาข้อมูลต่างๆกรมศิลปากรไม่พิจารณาโรงพยาบาลนตร์สกาลา-เอเพ็กซ์เป็นโบราณสถานโดยระบุว่าโรงพยาบาลนตร์สกาลาเอเพ็กซ์มีอายุและความสำคัญไม่เพียงพอถึงแม้ว่าโรงพยาบาลนตร์สกาลาเอเพ็กซ์จะมีความสำคัญทางด้านศิลปะก็ตาม

## **3. ในขณะนี้จุฬาลงกรณ์มหาวิทยาลัยเป็นผู้รับผิดชอบอาคารและพื้นที่ของโรงพยาบาลนตร์สกาลาเอเพ็กซ์ อย่างไรก็ตามการรื้อถอนของโรงพยาบาลนตร์สกาลาจะขึ้นอยู่กับผู้ลงทุนรายถัดไป**

จากการติดต่อสำนักงานจัดการทรัพย์สิน จุฬาลงกรณ์มหาวิทยาลัยเพื่อสอบถามข้อมูลที่เกี่ยวข้องกับสัญญาเช่าที่ดิน ทางเราได้รับข้อมูลว่าจุฬาลงกรณ์มหาวิทยาลัยเป็นเจ้าของว่าตึกและอาคารของโรงพยาบาลนตร์สกาลาเอเพ็กซ์

ทางสำนักงานจัดการทรัพย์สิน จุฬาลงกรณ์มหาวิทยาลัยไม่ได้ตัดสินใจทำการรื้อถอนโรงพยาบาลนตร์สกาลาเอเพ็กซ์แห่งนี้ แต่อย่างไรก็ตามการรื้อถอนของโรงพยาบาลนตร์สกาลาเอเพ็กซ์อาจขึ้นอยู่กับผู้ลงทุนคนต่อไป

## **4. โรงละครฟ็อกซ์ถูกอนุรักษ์ไว้เนื่องจากความตระหนักทางด้านคุณค่าจากสาธารณะ**

จากหนึ่งในกรณีศึกษาที่ได้แก่ โรงละครฟ็อกซ์ ซึ่งเป็นโรงละครที่ถูกปิดตัวลงก่อนหน้านี้เนื่องจากปัญหาทางการเงิน อย่างไรก็ตามเนื่องจากความตระหนักถึงคุณค่าด้านสถาปัตยกรรม สังคม และจิตใจของสาธารณชน พร้อมกับความช่วยเหลือของรัฐบาล ในเวลาต่อมาโรงละครนี้จึงได้รับการอนุรักษ์ไว้

## **5. คนในชุมชนขาดการคำนึงถึงคุณค่าเชิงนามธรรมของโรงพยาบาลนตร์สกาลาเอเพ็กซ์**

จากการรวบรวมผลข้อมูลจากแบบสอบถามและวิเคราะห์พบว่าผู้ตอบแบบสอบถามส่วนใหญ่ต้องการที่จะอนุรักษ์โรงพยาบาลนตร์สกาลาเอเพ็กซ์ไว้แต่ยังมีกลุ่มคนบางกลุ่มที่ไม่สามารถให้เหตุผลที่เจาะจงว่าเหตุใดจึงควรเก็บรักษาโรงพยาบาลนตร์สกาลาเอเพ็กซ์ไว้ นอกจากนี้ผู้ทำแบบสอบถามจำนวนน้อยกว่า 5 เปอร์เซ็นต์ที่ทราบรูปแบบสถาปัตยกรรมของโรงพยาบาลนตร์สกาลา ดังนั้นพวกเราสามารถสรุปได้ว่าผู้คนยังขาดความตระหนักถึงโดยเฉพาะ คุณค่าทางด้านสถาปัตยกรรมของโรงพยาบาลนตร์สกาลาเอเพ็กซ์

6. **จากการใช้โซเชียลมีเดียเพื่อให้ความรู้และกระตุ้นคนในชุมชนให้มีความตระหนักถึงโรงภาพยนตร์สกาลาเอเพ็กซ์** พวกเราจึงได้รวบรวมความคิดเห็นของคนในชุมชนเพื่อตรวจสอบประสิทธิภาพของการใช้โซเชียลมีเดีย จากความคิดเห็นของคนในชุมชนดังกล่าวสามารถสรุปได้ว่าการเสริมสร้างความรู้และความเข้าใจผ่านสื่อออนไลน์มีประโยชน์ต่อคนในชุมชน
7. **ผู้คนยังไม่คุ้นเคยกับแนวคิดกระบวนการปรับเปลี่ยนการใช้สอย**  
จากแบบสอบถามครั้งแรกได้ข้อสรุปว่าผู้คนส่วนใหญ่ยังไม่คุ้นเคยกับกระบวนการปรับเปลี่ยนการใช้สอยซึ่งเห็นได้จากครึ่งหนึ่งของผู้ตอบแบบสอบถามไม่รู้จักคำนิยามของกระบวนการนี้
8. **แนวคิดกระบวนการปรับเปลี่ยนการใช้สอยที่เหมาะสมที่สุดสำหรับโรงภาพยนตร์สกาลาเอเพ็กซ์** ข้อมูลที่ได้รับมาจากแบบสอบถามครั้งที่สองมาบ่งชี้ว่าแนวคิดกระบวนการปรับเปลี่ยนการใช้สอยที่เหมาะสมที่สุดสำหรับโรงภาพยนตร์สกาลาเอเพ็กซ์คือการปรับเปลี่ยนไปเป็นพื้นที่ทำงานร่วมกัน (Co-working space) ร้านกาแฟเปิดบริการ 24 ชั่วโมง ห้องสมุด และ พื้นที่การเรียนรู้
9. **แผนสรุปข้อมูลและข้อมูลที่เตรียมไว้มีศักยภาพในการดึงดูดผู้ลงทุน**  
ก่อนที่จะทางเราจะติดต่อผู้ลงทุนได้แก่บริษัท คอฟฟี่ คอนเซ็ปต์ รีเทล จำกัด (ร้านกาแฟสตาร์บัคส์) ทางเราได้เตรียมข้อมูลที่สำคัญจากแบบสอบถามที่เกี่ยวกับความคิดเห็นของสังคม แผนสรุปข้อมูล และ แผนผังของโรงภาพยนตร์ ซึ่งคาดว่าข้อมูลต่างๆที่กล่าวมานั้นสามารถดึงดูดผู้ลงทุนให้มีความสนใจในการลงทุน พื้นที่บริเวณโรงภาพยนตร์สกาลาเอเพ็กซ์ได้

### **ข้อเสนอแนะสำหรับผู้สนับสนุน**

1. ติดต่อสตาร์บัคประเทศไทยและสำนักงานจัดการทรัพย์สิน จุฬาลงกรณ์มหาวิทยาลัย
2. ดำเนินการต่อต้านการส่งเสริมความรู้และความเข้าใจผ่านสื่อออนไลน์
3. ดำเนินการต่อต้านการทำเว็บไซต์

คำแนะนำที่หนึ่งคือการติดต่อสตาร์บัคประเทศไทยและสำนักงานจัดการ ทรัพย์สิน จุฬาลงกรณ์มหาวิทยาลัย เนื่องจากสตาร์บัคประเทศไทยเป็นหนึ่งในผู้ที่มีโอกาสที่จะลงทุนเช่าโรง



ภาพยนตร์สกาลาเอเพ็กซ์และ

สำนักงานจัดการทรัพยากรสิ่งแวดล้อมมหาวิทยาลัยกำลังดำเนินการหาผู้ลงทุนในส่วนนี้ ซึ่งสตาร์บัคประเทศไทยมีความสนใจในการนำกระบวนการปรับเปลี่ยนการใช้สอยมาประยุกต์ใช้ซึ่งมีส่วนช่วยสำคัญในการอนุรักษ์อาคารและเป็นที่ต้องการของสังคมปัจจุบัน

คำแนะนำที่สองคือประสานงานต่อการส่งเสริมความรู้และความเข้าใจผ่านสื่อออนไลน์ตามข้อมูลที่คุณทำแบบสอบถามเสนอซึ่งมีความเห็นตรงกันว่า การดำเนินการต่อการส่งเสริมความรู้และความเข้าใจผ่านสื่อออนไลน์เป็นสิ่งที่สำคัญสำหรับการนำเสนอความรู้และคุณค่าของสถาปัตยกรรมในชีวิตประจำวันและสถาปัตยกรรมสมัยใหม่

คำแนะนำที่สามคือประสานงานต่อการทำเว็บไซต์ซึ่งเป็นหนึ่งในสิ่งที่แนบไปกับการส่งมอบโครงการ ในเว็บไซต์จะมีข้อมูลเกี่ยวกับโปรเจกต์ วิดีทัศน์ แผ่นข้อมูล แผนงาน และ ข้อมูลที่เกี่ยวข้องกับสมาคมสถาปนิกสยาม ในพระบรมราชูปถัมภ์

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## **Chapter 1: Introduction**

Historic sites embody our civic, state, national, and universal identity (Rocchi, 2015). However, many of them are being overlooked, leading to their destruction, which is a great loss of cultural, community, and architectural values. Bangkok, Thailand, which is one of the world’s most popular tourist attractions, contains many beautiful architectures that include Thai culture, history, and various values in them. For instance, the famous architectures in Thailand would include buildings like Temples and Palaces. However, some of the

architectures might be overlooked and misvalued, and one of them is the Scala Apex Movie Theatre.

The Scala Apex Movie Theatre, also known as the last standalone movie theatre in Bangkok, contains an outstanding architecture and various unseen values in its building. The Scala Apex Movie Theatre had been opened for over fifty years since 1969, however, due to a financial problem and the COVID-19 situation, the Scala Apex Movie Theatre was permanently closed down on July 5, 2020 before its lease agreement with the landowner ended after that date. According to the uniqueness and values which the Scala Apex Movie Theatre contains, the Association of Siamese Architects under Royal Patronage (ASA), a governmental organisation aiming to develop architectural profession and promote architectural value in Thailand, decided to help preserve the aforementioned movie theatre.

Previously, in 2012, the Scala Apex Movie Theatre was awarded “ASA Architectural Conservation Award” by the ASA. The award was given in recognition of the efforts of the architectural preservation of both the public and private sectors. Therefore, the ASA wanted to preserve The Scala Apex Movie Theatre, along with the claim from the organisation that the mentioned movie theatre contains values, especially architectural value, which can hardly be found anywhere else in Thailand. However, the Scala Apex Movie Theatre was not considered as an ancient monument by the Fine Arts Department, an organisation under the Ministry of Culture, which is responsible for conversation, maintenance, improvement, promotion, creation, dissemination of information, organization of study, research, development, and passing on art and cultural heritage of the country and to preserve national values and identity leading to sustainable development of Thai society and national security.

Despite help from the ASA and other organisations, there was still no confirmation of the preservation of the Scala Apex Movie Theatre. The ASA claimed that the Scala Apex Movie Theatre is valuable enough to be preserved and considered as an ancient monument. Therefore, assessing intangible values of the Scala Apex Movie Theatre is the main focus of this Interactive Qualifying Project and Interactive Science and Social Project (IQP-ISSP) team project.

In our efforts to assess the intangible values of the Scala Apex Movie Theatre, the team developed the goal of this team project, which is to aim at disseminating values and



information about the Scala Apex Movie Theatre to the public in order to raise the public's understanding and awareness of Bangkok's last standalone theatre. We collected and analyzed public opinion and prepared promotional tools and creative recommendations to assist ASA on its conservation mission. In this report, we explain the background and history of the Scala Apex Movie Theatre and related organisations, justify the methods we used to accomplish these goals, describe our findings and present the recommendation given to the Association of Siamese Architects under Royal Patronage.

## **Chapter 2: Literature review**

The goals of this project aims at disseminating the values and information of the Scala Apex Movie Theatre in order to raise the public's understanding and awareness of the last standalone movie theatre in Bangkok. Therefore, to achieve this specific goal, the first, second, and third objectives, which are clarifying the significance of the Scala Apex Movie Theatre, understanding the lease agreement between the PMCU and Apex group and identifying barriers for the preservation of the Scala Apex Movie Theatre, respectively, must

be accomplished by doing a background research. After finishing this chapter, readers should be able to gain a better understanding of the background in this project.

## 2.1 The Scala Apex Movie Theatre



*Figure 2A: Photo of the Scala Apex Movie Theatre*

Source: Photo by Veerapol Singhanoi

### 2.1.1 Background and History

The Scala Apex Movie Theatre was the last standalone movie theatre in Bangkok, as seen in **Figure 2A**. It was built in 1969 and was named after Milan's Teatro Alla Scala in Italy. The four standalone theaters, which are Sala Chalermtai theatre, Siam theatre, and Lido Multiplex, and the Scala Apex Movie theatre, were owned by the Apex group. Further, three of these standalone movie theaters, which are Siam theatre, Lido Multiplex, and the Scala Apex Movie Theatre, are located in

the Siam Square area, surrounded by many modern shopping malls and entertainment centers. Originally, the land on which the Scala Apex theater is located belongs to the Chulalongkorn University and was going to be used to develop an ice skating rink. However, there were some problems while trying to construct the rink. As a result, the plan of constructing an ice skating rink was replaced with the new plan of constructing a movie theater by the Apex Group (Nainapat, 2017).

The Scala Apex Movie Theatre was designed by a prominent Thai architect, Colonel Chira Silpakanok in the style of modernism. The Scala Apex Movie Theatre opened with a screening of *The Unbeaten* on 31 December 1969. After 50 years of movie screening, the Scala Apex Movie Theatre was officially closed down with a farewell event from July 3 - 5, 2020.

### **2.1.2 The closedown of the Scala Apex Movie Theatre**



***Figure 2B: Photo of the close down of the Scala Apex theatre***

Source: Photo by Chawakit Intrapook

On July 5, 2020, the Scala Apex Movie Theatre was officially closed as shown in **Figure 2B**. There were some rumors about the demolition of the Scala Apex Movie Theatre before the official announcement. According to Tatat Bunnag (2020), Bangkok Post reporter, the president of Apex Group, Nanta Tansatcha, admitted that the problems during the COVID-19 pandemic and rent contract with the property management of Chulalongkorn University had led the Apex Group to make the melancholy decision. In the present time, a lot of people preferred to go to cineplexes more than standalone movie theatres, indicating a change in customer behavior. Moreover, to keep the Scala Apex Movie Theatre open during the COVID-19 situation was considered to be difficult for the Apex Group, due to the “New Normal” situation, people tended to go out less resulting in the decline of the Scala Apex Movie Theatre’s income. Additionally, the lease agreement with the Property Management of Chulalongkorn University ended in June of 2020 but as of October 2020, there were no plans of demolishing the building yet. However, the interior of the Scala Apex Movie Theatre was removed, leaving questions to the public on the plans of the Property Management of Chulalongkorn University.

## **2.2 Stakeholders of the preservation of the Scala Apex Movie Theatre**

### **2.2.1 Property Management of Chulalongkorn University (PMCU)**

According to the PMCU website (n.d.), <https://pmcu.co.th/>, in 1939 Chulalongkorn University received its land ownership from King Rama VI or King Vajiravudh as an honor to King Rama V or King Chulalongkorn. Property Management of Chulalongkorn University, which is an administrative department of the Chulalongkorn University, is responsible for managing its real estate portfolio and those mentioned lands. In 1964, the first land development project took place, which was the Siam Square development project. PMCU created the contract with Wangmai Company Limited, for building construction. Due to this project, there was a major change in that particular area as originally, the area was full of slums. However, due to this project, the land was changed to what it is known nowadays as one of the largest open-shopping centers in Bangkok, which was named Pathumwan Square and

subsequently changed to Siam Square later on, which is where the Scala Apex Movie Theatre is located.

Currently, the PMCU owns many business units, for instance, Siam Square, Siam Square One, Chamchuri Square, CU IHOUSE, Siamkit, and Samyan market. It also owns a lot of rental spaces, including the land on which the Scala Apex Movie Theatre stands.

The PMCU started offering rental space to individual organizations or companies in 1962, then, Mr. Pisit Tansacha, the founder of Apex group started building standalone movie theatres on Siam Square land, which were Siam movie theatre, Lido movie theatre, and the Scala Apex Movie Theatre, respectively.

### **2.2.2 Association of Siamese Architects under Royal Patronage (ASA)**

ASA is an organization that has many objectives such as to support and propagate the innovation of architecture, preserve the civilization of architecture, and cooperate with the government to develop the vocation of architects. Due to the significant values, ASA became the sponsor of this project and its goal is to preserve the Scala Apex Movie Theatre and to maintain its unique architectural style.

In 1933, a number of Thai architects who graduated from universities in various countries decided to establish the Association of Siamese Architect, with the aim to exchange knowledge amongst each other as well as to help promote architecture to be better known in Thailand. Therefore, on April 18th, 1934, the first conference of the Association was held in order to choose 7 founders to become Managing Directors. Pra Sarot Sukkhayang as the President, Luang Burakamkovit as the secretary, and Mr. Nart Photiprasart, M.C. Ittitepsan, M.C.Samaichalerm

Kridakorn, M.C.Votayakorn Voravan, and Mr. Sivawong Kunchon as committee members. In the first era of The Association of Siamese Architects under Royal Patronage, there were 33 members in total and the office was located in the Fine Arts Department. Firstly, the founding committees cooperated to draft regulations and rules for the association. Those rules and regulations were made to provide ease in the operation and management of the system, which consisted of the administration, financial bank, city plan, and its committees. In addition, the committee of the association wrote annals to propagate knowledge from those in the architecture vocation and for it to be a mediator between committees and members.

Afterward in 1941, the operation of the association had to be stopped implicitly, because of Thailand's severe situation or crisis. During that period, Thailand was in the Indochina dispute of World War II. Additionally, the death of Ittithepsan Kridakorn who played an important role in the management of the association made it harder to further continue with the organization further. For those reasons, the Association of Siamese Architects had to close down for a while.

In 1945, the crisis was over, World War II ended, and a group of architects consisting of Mr. Thanu Phongpaitoon, Mr. Sawang Sethabutr, and Mr. Chalerm Rattanasthia, considered the restoration of the Association of Siamese Architects. In the following year, they held a meeting and agreed that the committee should be restored in order to plan the project and consider the draft regulations of the association to be rebuilt while using the old policy of the association, such as retaining the original name of the association without changing the word "Siam" to "Thai" (The Association of Siamese Architects under Royal Patronage, n.d.).

### **2.2.3 The Fine Arts Department**

The Fine Arts Department is a governmental organization that is the most important organization for preserving Thai wisdom. It has five main objectives. Firstly, it aims to preserve tradition, royal ceremony, and municipal ceremony in Thailand. Secondly, propagation of art and culture. The third objective is to alter and manage the system of art and culture. Fourthly, to develop art and culture to be the learning centres and tourist attractions. The last objective is to inherit and sustain the

development (Fine Arts Department, n.d.). Normally, the Fine Arts Department considers whether the place will be a historic site or not via stated laws and regulations.

In this case, the Fine Arts Department is significantly related to the Scala Apex Movie Theatre since the Scala Apex Movie Theatre can be considered “old” but it was not considered as a historic site by the Fine Arts Department. As the Fine Arts Department stated, the age and the history of the construction do not meet the requirements as a historic site, although, The Fine Arts department stated that its architecture might be a benefit in terms of Arts (The Fine Arts Department, 2010).

#### **2.2.4 SaveScala Facebook group**

The SaveScala Facebook group is a public group established on July 5, 2020. The purpose of the group is to provide updated news about the demolition of the Scala Apex Movie Theatre and to find a way to preserve the building of the movie theatre. There are currently around 3.9K members in the public group. Presently, Facebook users have been discussing and communicating about the value and demolition of the Scala Apex Movie Theatre. A lot of information has been shared throughout the Facebook group, however, not everyone is allowed to see the information as it is a closed group. Therefore useful information might not be expressed fully to the public.

### **2.3 Construction and Architecture of the Scala Apex Movie Theatre**

#### **2.3.1 Architect of the Scala Apex Movie Theatre**



***Figure 2C:** Portrait of Colonel Chira Silpakanok*

Source: photo by ASA

Colonel Chira Silpakanok (see in **Figure 2C**) was a notable Thai architect during the post-world war two periods and the President of the Association of Siamese Architects, who had designed many buildings with unique architecture, including the Scala Apex Movie Theatre, Santi Maitri building, Indra Hotel, and Rincham Hotel.

According to Assistant Professor Pirasri Povatong, one of the interviewees, from the Faculty of Architecture, Chulalongkorn University, Colonel Chira Silpakanok was born on May 7, 1928. For his education, he joined the Faculty of Architecture, Chulalongkorn University, where its instructional style at that time was Beaux-Arts Architecture mixed with Modern Architecture that focused on the functionalism of the building. After he graduated from Chulalongkorn University, he served in the government, in the military service, for six years before he decided to continue his education at the University of California, Berkeley, whereby he was the very first architect that received a governmental scholarship and had a chance to study in the United States of America. At the University of California, Colonel Chira Silpakanok had a chance to study a modern style instructional, focusing on the quality of space, usage of local material, and reflection of the local environment of Bay Area Regional Style. After his graduation from the University of Berkeley, he returned to Thailand and continued to serve in the Thai government until 1976, he decided to quit the military service and open his own architectural studio, called, “Chira Silpakanok and Friends”.





**Figure 2D:** *Photo of Indra Hotel building*

Source: photo by Sereechai Puttes



**Figure 2E:** *Photo of Tinsoolanon Library in Vachirawut School*

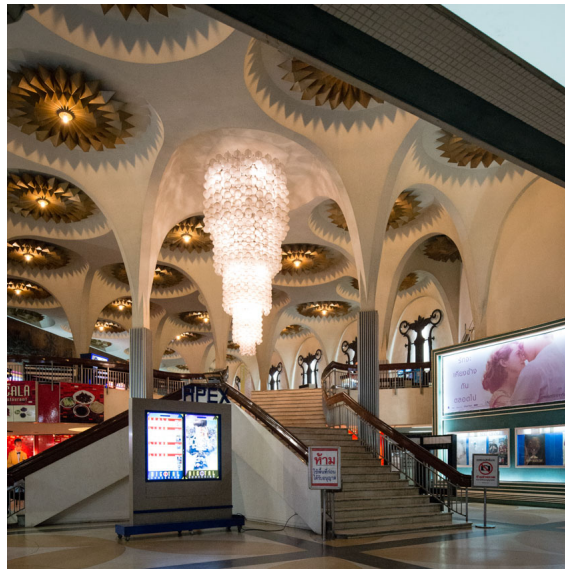
Source: photo by Foto\_momo

There were many buildings designed by Colonel Chira Silpakanok, however, the one that made him well known was Indra Hotel in 1971(see in **Figure 2D**), in which their style was Modern. Another interesting work of architecture designed by Colonel Chira Silpakanok was Cultural architecture, both Thai and Classic (Western) style, for example, a Sukhothai style pavilion at Indra Hotel. There were also some of his Neoclassical works, for instance, Tinsoolanon Library in Vachirawut School, Songkla province (see in **Figure 2E**). However, his important designed building, related to this project, is the Scala Apex Movie Theatre.

After 40 years of his dedication to an architectural career, Colonel Chira Silpakanok decided to close down his “Chira Silpakanok and Friends” company. However, he still continued to do his work as an architect, in which most of his designs were dedicated to temple and Buddhism religion-related building without any fee charged. Colonel Chira Silpakanok passed away on January 20, 2013, at the age of 85 years.

### **2.3.2 Architecture of the Scala Apex Movie Theatre**

Common misunderstanding made by the public which the team found is most of them considered the architectural style as Art Deco style or a mixture between Art Deco and Modern style. However, according to the interview of Colonel Chira Silpakanok, by Professor Emerita Pussadee Tiptus on April 25, 1992, the architectural style of the Scala Apex Movie Theatre is the Modern style (see in **Figure 2F**).



**Figure 2F:** *Photo of Entrance hall of the Scala Apex Movie Theatre*

Source: Photo by Veerapol Singhanoi

According to Tim Benton (2006), the modern style buildings which started to appear between 1923 to 1928, which can be seen as typically white with undecorated geometric forms characterized by flat roofs, block-like compositions, striking projections, and overhangs interspersed with large expanses of glass. The purpose of modern style building is mainly functionality and practicality, not a formality, therefore, what is missing in this style of architecture is ornamentation and decoration, which were seen as a sign of degeneracy at that time. There were many factors influenced and related to the modern style of building such as politics, fashion, health, science and innovation, for instance, in the aspect of fashion and health, people in the modern time thought that they should live in a well-fit, easy to clean space supplied, with usable and modern furnishing, equipped with technology, and accommodations that would bring personal and community health. This influenced modern houses and buildings to look cleaner (fewer ornaments), allow more space for outdoor activities

and allow more light to come through the buildings. The part of the building which receives most exposure from the sun is highly maximized and its colour tends to be white, similar to the color of a hospital or dentist's clinic.

However, in later time, the idea of Postmodernism arrived around the 1960s to



1970s, in contrast with the Modern style, the Postmodern style is about complexity and contradiction (Hohenadel K., 2020). The characteristics of the Postmodern style include the usage of classical ornamental details taken from past architectural periods, often mixed and matched in unconventional ways, usage of sculpture, and usage of the abstract. The purpose of the Postmodern style was to bring back humanity to the architecture, other than the rigidity and simplicity of the Modern style.

**Figure 2G:** *Photo of the Scala Apex Movie Theatre ceiling*

Source: Photo by Veerapol Singhanoi

Even though the Scala Apex Movie Theatre uses a Modern style architecture but with decorations from many past architectural movements, we could instantly assume that it is Postmodern style architecture, along with the fact that the movie theatre was built in the 1960s. Conforming to the aforementioned interview by Prof. Pussadee, the Scala Apex Movie Theatre is a Modern style building with a very “touching” architecture of Colonel Chira Silpakanok. The theatre expresses a great deal of shapes and space. Moreover, as the theatre is located in a curve-shaped area of Siam Square, therefore, Colonel Chira decided to create a spacious two-storey entrance hall with an obtuse angle shape, purposely to create a feeling of encircling

the people at the hall. The front stairs are firstly separated into two sides and meet each other at the center landing before leading up to the second story. Along with the front stairs are the columns with wide bases and tapering peaks, continuously leading up to many arches connected with a ceiling to support a shallow dome containing a light bulb surrounded by a folded steel artificial star (see in **Figure 2G**). Therefore, the overall entrance hall illustrated the “feeling and expression” tone for people there before watching the movie.



***Figure 2H:** Photo of large chandelier with 5-story*

Source: photo by Kajornsiri Auimanachai

For the decorations, according to the interview with Prof. Pussadee Tiptus, the well-known masterpiece of the Scala Apex Movie Theatre was the large 5-storey high chandelier at the landing of the front stairways (see in **Figure 2H**). The chandelier was made with patterned circle-shaped glass, hanging down to the landing beautifully. The whole theatre was designed based on this chandelier. There was a bas-relief of Asian entertainment including Thai, Japanese, and Indian musical instruments which is called “Asia Holiday” (see in **Figure 2I**), designed by Philippine artist Vergikio Ver Manipol and created by Fed R Tagala. This bas-relief is Art Deco ornamentation usually found on the facades of the movie theatres from the early 1920s into the late 1940s. Art Deco sculpture allows architects to express timelessness and modernity in an extraordinary way, designers utilize a blend of pared-down classicism and decor to convey trust, longevity, and experience.





**Figure 2I:** Photo of “Asian holiday” bas-relief in the Scala Apex Movie Theatre

Source: photo by Niki9

The overall architecture of Colonel Chira Silpakanok was assumed to be inspired by Minoru Yamasaki (see in **Figure 2J**) and Edward Durell Stone (see in **Figure 2K**), who were both very famous in Modern style. They were inspired by past architecture styles such as Gothic and Mughal architecture. Even with the Modern style, both Stone and Yamasaki, also filled their architectures with feeling and expression of human beings, which was mostly lost in the Modern style.



**Figure 2J:** Photo of Minoru Yamasaki

Source: photo by The WSU



**Figure 2K:** Photo of Edward Durell Stone

Source: photo by Edward durell stone

## 2.4 Case study related to the public opinion and Adaptive reuse

### 2.4.1 Public opinion on the Fox Theatre



**Figure 2L:** Photo of the Fox Theatre

Source: Photo by Kevin C. Rose

On December 25, 1929, the Fox Theatre (see in **Figure 2L**), designed by Yaarab Shriners, opened to the public. The future of the theaters in Atlanta, nearly from its beginning, was questionable. Just two months after the worst stock market collapse in U.S. history, the Fox Theatre was reported bankrupt and ended up being auctioned for \$75,000 on the courthouse steps (Eldredge,2019).

In 1974, due to falling ticket sales, lack of maintenance, and a developing city environment, the survival of the Fox Theatre was endangered. The "Save the Fox" movement was launched, with concerts by Lynyrd Skynyrd and the Allman Brothers Band from Southern Rock Mainstays helping to bring attention to the cause. In order to rebuild the landmark location, people collected \$1.85 million. Moreover, Southern Bell's phone network was targeting the location (the Fox Theatre) for a new skyscraper but Atlantans helped build the Fox Theatre campaign and finally raised \$3 million to sustain the treasured theatre.

In 1975, the Fox Theatre was spared death. The house was listed on the National Register of Historical landmarks in 1976. The theatre was legally "saved" in 1978 after the debt was paid off by Atlanta Landmarks. Some of the funds collected went to pay up the debt, and others to repair it. Over the past five years, the Fox Theatre landmarks have invested more than \$1 million annually into restoration and preservation.

From the above information, the Fox Theatre's circumstances are similar to the Scala Apex Movie Theatre as they both had the financial issues and the land the two theatres stand on could be a potential area for high-rise building. Nevertheless, for the Fox Theatre, the Atlanta public was aware of its values and managed to preserve it from demolition by creating a funding campaign. Nowadays, the Fox Theatre is still used for regular or private events such as any entertainment shows, weddings, parties, education for the public and students, and dining.

#### **2.4.2 Adaptive reuse of Heritage in Melbourne, Australia**

Melbourne city, located in Australia, was ranked to be the most livable city in the world for 7 consecutive years since 2010 and consistently ranked as one of the world's top three most livable cities ever since the ranking was started. This is because the city has always been developing to create a better living standard and more sustainable residence for its people. Significantly considering its cultural heritage is one of the pathways of the city's development. Many cultural heritages located in Melbourne were conserved and developed at the same time by adapting the idea of adaptive reuse, which is taking old buildings, mostly the ones with rich histories and related to historic preservation, and reusing them for new purposes other than what they were originally built for. This affects the development of the city in terms of society and economy by bringing old buildings, which might be a source of conspiracy where crimes could happen, leading to the decrease in population of the city, and adapting them to suit the present economic needs, creating sustainable development from deserted places. Using this method, the area will have more residency and occupation, and not waste all the economically potential places. Moreover, this leads the community to a better chance of communicating and exchanging ideas with each other as the area or building can be used as a learning or co-working space.



**Figure 2M:** *Photo of 1 FENNEL STREET*

Source: Photo by Lisbeth Grosmann

One of the many places which adopted the idea of adaptive reuse by the Heritage Council of Victoria was 1 Fennell Street (see in **Figure 2M**), which was originally



used as the Red Tulip Easter egg chocolate factory by a well-known company, named ‘Cadbury Chocolate’, since 1950. Subsequently, the building was changed into storage and later was left deserted. The building was still in good structural condition but was not considered as a heritage by law. The Globe International is a company that designs and distributes skateboards and skating gear. The company later purchased the building purposely to be its office, showroom, warehousing, and skate ramp, and then developed it further to also be a creative hub for the society. Some parts of the building were refurbished such as the roofing was replaced and the ceilings were removed, however, the significance of the building remains, and some parts were left in their original state, for example, the fabric-brick walls, steel-frame windows, and the timber floors. Additionally, some objects were creatively reused, for instance, the chocolate vendor cart was reused as a food, snack, and drink vendor cart for the cafe inside.

There are a lot of old places or buildings in Melbourne that adopt the idea of adaptive reuse such as River Studios and the Meat Market. Additionally, many cities around the world have been using adaptive reuse variously, for example in Sydney, the strategy of adaptive reuse was used on the Customs House; in Auckland, New Zealand, the strategy was used with the MA studio, and in the United Kingdom, for the Quarry Theatre at St. Luke’s. However, there might be some issues that arise with adaptive reuse, and the biggest concern will be about the building code, a set of rules that illustrate the standard of the building construction. Other concerns may include safety and accessibility. Moreover, hidden costs may arise during the refurbishment. Therefore, a strong analysis of the specific location and/ or building should be meticulously reviewed. Preconstruction services with contractors, architects, and engineers will identify constructability and issues before further purchase or reconstruction.

### **2.4.3 Adaptive Reuse of old buildings in Bangkok, Thailand**

#### **2.4.3.1 Thailand Creative and Design Center at Bangrak General Post Office**



***Figure 2N: Photo of Bangrak General Post Office***

Source: Photo by Hommesthailand

Thailand Creative and Design Center or TCDC is created by Thailand's government agency whose mission is to encourage society and stimulate the economy of the country. TCDC relocated its new location to the side and back wing of the General Post office or Grand Postal building (see in **Figure 2N**) on May 5, 2017. The main concept of this new location is "think, make and produce". The space architecture is designed for the new intervention to have a dialogue with the old building and, at the same time, to respond to the project of TCDC to be the innovative incubator of the country.

The original building, which was a British Consul that is still kept was constructed in a rectangular box shape, in a modern neoclassical style consisting of five floors. The building was designed by Sarrot Sukkhyang and Miu Abaivonsga. The interior structure was made of concrete and reinforced steel for each floor while the exterior structure was made of marble render that is grooved into a brick-like shape. The Grand Postal building was 70 years before renovating the interior.

The new TCDC (see in **Figure 2O**) was designed by award-winning design firm, Department of Architecture Co. The income sources of TCDC are divided into 5 groups including membership fee, sponsor, corporate customer, rental space for activities, and business development consulting. In terms of the atmosphere, the resource center was designed to encourage conversations in an environment much like a cafe or a co-working space. According to the adaptive reuse method, the new was inserted as objects inside the traditional building. Therefore, the new and the old ended up interestingly contrasting, reinforcing, and complementing one another. TCDC provides both knowledge and inspiration through their translucent architectural system around their facility. Books, magazines, material samples, digital media, mini-exhibitions, brainstorm boards, announcements, and many more are contained in the designed facility, encompassing creative spaces and running through inspiration.



**Figure 20:** Photo of Thailand Creative and Design Center

*Source: Photo by edtguide*

TCDC aims to ensure that the new facilities will contain the vital strategies which are being architectural learning space and creativity hub for designers and creative entrepreneurship for the manufacturing sector to increase product value in the Charoenkrung area via the cooperation of governmental organisations, private organisations, and the public.

From the above information, TCDC used an “Adaptive reuse” concept with the General Post office for the building to be more useful as a co-working space and public library. Additionally, in this case, the building construction was kept the same,

therefore, all of the architectural value remains. Nevertheless, its current purposes suit the present needs better than its original purposes. Therefore, the team decided that TCDC would be very beneficial as one of our case studies as it is a building with Modern architecture and important values such as architectural and historical values.

#### **2.4.4 Adaptive reuse with a 24-hour coffee shop**

##### **2.4.4.1 Kyoto Ninenzaka Yasaka Chaya Starbucks**



**Figure 2P:** *Photo of Kyoto Ninenzaka Yasaka Chaya Starbucks*

Source: Photo by F11photo/Dreamstime

From a single coffee shop in Seattle in 1971 (see in **Figure 2P**), nowadays, Starbucks is the world's largest coffeehouse chain in human history. The coffee shop has continuously been developing through time. On June 30, 2017, Starbucks decided to take another fascinating step when it opened a “one of a kind shop” in Tokyo Japan, called Kyoto Ninenzaka Yasaka Chaya shop (Kunihisa, 2017). The shop is located in Ninenzaka, Kyoto, Japan, near one of the most popular tourist attractions and the world heritage site in Kyoto, Kiyomizudera Temple. It is considered to be one of a kind shop because the shop contains both culture and history of the city. The concept of this franchise is to change a traditional house into a 24-hour coffee shop by

using the idea of adaptive reuse. The decorations inside the coffee shop were designed to blend in with the Kiyomizudera temple such as the tatami seats inside the shop. The whole reconstruction was not instantly completed as there are laws and regulations to be considered. However, with the help of the local government, this franchise had finally opened and is now one of the most popular Starbucks shops in Japan.

## **2.5 Thai laws and regulations**

According to the Act on Ancient Monuments, Antiques, Objects of Art and National Museums, B.E.2535, (section 4), Thailand defines an “ancient monument” as an immovable property which, by its age or historical evidence or architectural characteristics, is useful in the field of art, history or archaeology. Ancient monuments should include places that are archaeological sites, historic sites, and historic parks. Furthermore, the phrase, “object of Art” is defined as an object that is skillfully created by craftsmanship. It also needs to be highly valuable in the field of art (Adulyadej, 1992 p.13).

In section 5, the Act states that, in terms of issuance of a license under this Act, the Director-General may entrust a government official of the Department of Fine Arts in a position not lower than a Director or equivalent to act on his behalf. Moreover, the Changwat Governors can also act on his behalf (Adulyadej, 1992 p.13).

In section 10 of the Act, it is highlighted that “No one shall repair, modify, alter, demolish, add to or destroy any ancient monument except by order of the Director-General (Adulyadej, 1992 p.14)”. According to section 13, the registered ancient monuments are allowed to charge an amount of admission fee in order to support the fund for preserving the condition, safety, cleanliness, and tidiness of the monument. Nevertheless, the person who acquires ownership of a registered ancient monument shall inform the Director-General of such acquisition before the action (Adulyadej, 1992 p.15).

To conclude, in order for a place to become an ancient monument, it should be old, historically important and useful in the field of art, history or archaeology according to section 4 of the Act on Ancient Monuments, Antiques, Objects of Art

and National Museums. The Fine Arts Department is currently in charge of studying and managing ancient monuments in Thailand under the legal framework of Thai laws.

## **Chapter 3: Methodology**

The Scala Apex Movie Theatre is the last standalone movie theatre in Bangkok. Since the Scala Apex Movie Theatre contains a valuable and unique architectural style, the Association of Siamese Architects under Royal Patronage (ASA) aims to preserve the theater. The background research in the previous chapter provided us with enough background information before starting to interview the public. We have planned a methodology that has been subdivided into 4 objectives as follow:

1. Clarifying significant values of the Scala Apex Movie Theatre
2. Understanding the lease agreement between Property Management of Chulalongkorn University and Apex group
3. Identifying barrier for the preservation of the Scala Apex Movie Theatre
4. Analyzing public opinion related to the Scala Apex Movie Theatre
5. Designing a creative solution for conservation of the Scala Apex Movie Theatre

### **3.1 Objective Number 1: Clarifying the significance values of the Scala Apex Movie Theatre**

#### **3.1.1 Meeting with the Association of Siamese Architects under Royal Patronage**

To understand better about the goal and objectives of this project, information from the Association of Siamese Architects under Royal Patronage is necessary. Therefore, the team made an appointment with Dr. Vasu Poshyananda, who was the



representative of the ASA, in order to find out the purpose and to exchange knowledge related to the architectural value of the Scala Apex Movie Theatre.

### **3.1.2 Understanding the significance through background research**

To understand more about the values that the Scala Apex Movie Theatre contains, the team decided to do background research via credible online websites and textbooks. The team also went to Thailand Creative and Design Center which is a public library, including many useful sources about Modern architecture which is the style of the Scala Apex Movie Theatre as for more understanding of its architectural value. Other values, which are societal and sentimental values, were gained by online websites, news, and interviews related to the Scala Apex Movie Theatre.

## **3.2 Objective Number 2: Understanding the lease agreement between Property Management of Chulalongkorn University and Apex group**

### **3.2.1 Interview Property Management of Chulalongkorn University to understand the lease agreement and gather important information**

In this project, Chulalongkorn University is the landowner and the Apex group is the owner of the Scala Apex Movie Theatre. Due to the fact that The Apex group has already returned the land to Property Management of Chulalongkorn University, the team wanted to know more about the lease agreement, in order to identify the owner of the Scala Apex Movie Theatre building to better understand what can be further done in this project. Therefore, the team decided to ask for an interview with the director of the PMCU or the staff who are responsible for the Scala Apex Movie Theatre. We expected that the interview with the PMCU would provide clarification about the rent contract of land and building which can be used in further processes in order to succeed in the objective of this project proposal.

### **3.3 Objective Number 3: Identifying barriers blocking the preservation of the Scala Apex Movie Theatre**

#### **3.3.1 Understanding laws and/ or regulations related to the Scala Apex Movie Theatre**

Knowledge about laws and regulations is crucial for the team, in order for the team to be able to analyze the preservation barrier of the Scala Apex Movie Theatre. Hence, clarification in laws and regulations are needed to further understand the reasons causing the Scala Apex Movie Theatre to not be considered an ancient monument in accordance with the Act of Historic Site from the Fine Arts Department. Therefore, the team found more information on The Act on Ancient Monument, Antiques, Objects of Art and National Museums, B.E.2535 and the formal rejection letter from the Fine Arts Department.

#### **3.3.2 Gathering and analysing viewpoints of the public in each generation towards the values of the Scala Apex Movie Theatre**

The Standalone Scala Apex Movie Theatre has always been considered a very memorable place. However, as time passed, people might perceive less of the values of the Scala Apex Movie Theatre less. Therefore, observing the trend of the viewpoints towards the Scala Apex Movie Theatre from the public is necessary. Doing a survey with random respondents with a prepared list of questions would help us to understand more of the public opinion. Due to the current COVID-19 situation in Thailand, the firstly-launched questionnaire was made as an online platform. The online questionnaire was created using google form and distributed through the official social media of this project. The minimum number of interviewees would be 25 people per age gap, including Baby boomers (1946 - 1964), Generation X (1965 -



1979), Generation Y (1980 - 1994), and Generation Z (1995 - 2015).

Data from the questionnaire were analysed using google sheets and its formula, and was used for social promotion as the team hoped to increase knowledge and awareness of the public related to the Scala Apex Movie Theatre. The questionnaire was separated into 6 parts, including introduction, basic knowledge, cultural and community value, architectural value, the value of the Scala Apex Movie Theatre, and adaptive reuse.

### **3.3.3 Understanding the case study related to the public opinion**

In order to understand the circumstance more thoroughly, the team decided to find more case studies. One of the case studies is from the Fox Theatre which is located in Atlanta. The Fox Theatre was first intended to be demolished because of financial issues, however, it was preserved mainly because the public was aware of the value and did not let it be demolished. This suggested that the barrier here is similar to the Scala Apex Movie Theatre. Therefore, the case study illustrated that public opinion is one of the important factors for the preservation of the Scala Apex Movie Theatre. Hence, the case study showed that raising the awareness of the public towards values of the Scala Apex Movie Theatre must be done.

As a result, we decided to do a social promotion. Social promotion, in this project, means the promotion of knowledge and values of the Scala Apex Movie Theatre via social media, since, in the present time, social media is one of the important ways to communicate with people. Moreover, due to the COVID-19 situation, communication through social media is the most suitable way for the team to promote knowledge and values of the Scala Apex Movie Theatre.

## **3.4 Objective Number 4: Analysing opinions related to the Scala Apex Movie Theatre**

### **3.4.1 Designing the questionnaire and analyzing the public opinion**

Public opinion is one of the influence factors leading to social change regarding the Scala Apex Movie Theatre, hence, the opinion of people towards the theatre is very important to the preservation of the Scala Apex Movie Theatre. The answers in questionnaires, which will be in an online form, will provide the best information that is needed in order to process further.

As mentioned earlier, the firstly-launched questionnaire was distributed to collect the perspective of the public towards the Scala Apex Movie Theatre to test the knowledge and awareness of the public towards the Scala Apex Movie Theatre and the knowledge of the public towards adaptive reuse.

The secondly-launched questionnaire was distributed after social promotion to collect the perspective of the public towards the Scala Apex Movie Theatre in the aspects of architectural, societal, sentimental values, preservation of the theatre, adaptive reuse, laws and regulations, and social promotion. The minimum number of the respondents was expected to be 400 respondents, as 400 respondents would keep the margin error at approximately five percent (the confidence level would be at ninety-five percent) (Krantz, n.d.). The main purpose of this questionnaire is for the team to test the effectiveness of social promotion by measured effectiveness from the interaction of people to the social promotion and to collect public opinion related to the adaptive reuse of the Scala Apex Movie Theatre, hence, the questionnaire was posted along with the documentary on the project's official Facebook account. Data from the questionnaire were analysed using google sheets and its formula.

### **3.5 Objective Number 5: Designing creative solutions for the conservation of the Scala Apex Movie Theatre**

#### **3.5.1 Raising awareness in the Scala Apex Movie Theatre by using social promotion and making a documentary**

It is undeniable that in the present time social media is one of the factors which most influence the public as it has been one of the most important and instant ways for people to communicate with each other. Hence, by using social and online

applications, information can be spread quickly. Therefore, the team decided to create social accounts and make a documentary for social promotion as we expected to raise awareness of the public towards knowledge and values of the Scala Apex Movie Theatre. The team decided to provide fun facts of the Scala Apex Movie Theatre via the project's official accounts. The facts posted were based on the analysed data of the firstly-launched questionnaire to promote the knowledge and information the public lacked.

For the documentary, the team decided to interview architectural, history, and conservation experts and people who are deeply related to the Scala Apex Movie Theatre, as to distribute knowledge and opinion of the Scala Apex Movie Theatre. The documentary was posted on the project's official Facebook, as it was one of the most interactive applications of all three: Facebook, Instagram, and Twitter.

The posts and documentary were also boosted to increase the reachability of the public, in order to gain more people who are interested in the Scala Apex Movie Theatre.

### **3.5.2 Interviewing architectural professors and people who had been deeply related to the Scala Apex Movie Theatre**

Interviewing architectural and historical experts and people who had been deeply related to the Scala Apex Movie Theatre is crucial for the team to understand better about the values of the Scala Apex Movie Theatre. Therefore, the team decided to interview two professors who are Prof. Dr. Chatri Prakitnonthakarn, Asst. Prof. Dr. Pirasri Povatong, who has expertise in architectural conservation and Modern Southeast Asian Architecture, respectively. They both gave us more perspective on the historical value of the Scala Apex Movie Theatre. Another interviewee was Mr. Nuttorn Kungwanklai, who was the very first member of the "SaveScala" Facebook group and once worked for the Scala Apex Movie Theatre as a subtitler. The interviews were both onsite and online depending on the convenience of the interviewees. The interviews were made into a documentary and were posted on the project's official Facebook

account in order to provide professional knowledge and perspectives to the public.

### **3.5.3 Understanding case studies related to adaptive reuse**

To find alternatives to the conservation of the Scala Apex Movie Theatre by laws and regulations, the team found more case studies related to the concept of “adaptive reuse”, of which there are three of them: 1 Fennell street, TCDC (at Bangrak General Post Office), and Kyoto Ninenzaka Yasaka Chaya Starbucks. The team studied the mentioned case studies and found out that the adaptive reuse idea could be used for the Scala Apex Movie Theatre. The case studies show that old buildings with significant values could be preserved and still be compatible with the present situation. The idea of adaptive reuse can also be used in the Scala Apex Movie Theatre case. The theatre can be changed into a studio, creative hub, a musical theatre, and many more that can be beneficial to not only the owner but also the community.

### **3.5.4 Finding potential investors**

From the case studies, the team decided that “Adaptive reuse” is the most suitable choice for the Scala Apex Movie Theatre. Therefore, the team decided to find potential investors to adopt the “Adaptive reuse” idea and have suitable qualifications for the Scala Apex Movie Theatre. Moreover, the team also made information sheets for presenting the advantages and disadvantages to the investors to support the interest.

In this case, the potential investors are TCDC and Starbucks which were chosen by suitable case studies and popular questionnaires. In order to understand their perspectives and interests in the Scala Apex Movie Theatre, the team tried to contact potential investors and persuade them by creating information sheets that contain the advantages and disadvantages in the aspects of economics and architecture, as to find out whether the organisations are interested in making a

deal with the PMCU, while preserving the the Scala Apex Movie Theatre or not.

## **Chapter 4: Result and Data Analysis**

This chapter of the report contains results from a meeting, interview, and questionnaire, for which the data will be used to analyse the situation at the Scala Apex

Movie Theatre, in order to find a suitable and creative solution for the sponsor, which is, the Association of Siamese Architects under Royal Patronage or ASA.

#### **4.1 Meeting with the Association of Siamese Architects under Royal Patronage**

The team had a meeting with one of the central committees of the ASA, Dr. Vasu Poshyanandana, at the Scala Apex Movie Theatre. Dr. Vasu gave more information about the Scala Apex Movie Theatre to the team and described its architecture and artistry further. Moreover, the team understood the purpose towards the preservation of the Scala Apex Movie theatre of the ASA better. Besides the fact that the Scala Apex Movie Theatre contains many unseen values, the aforementioned movie theatre was also awarded in 2012 by the ASA as one of the buildings which was preserved beautifully by both the government and private organisation.

#### **4.2 Contacting PMCU**

As for the further decision, the team decided to contact the Property Management of Chulalongkorn University for an interview with the director. Unfortunately, the director of the PMCU was unable to give us an interview. However, Ms. Supaporn Charoenpol, the assistant manager of the PMCU, who made a contact with the director for the team, had clarified that the Chulalongkorn University is currently responsible for the Scala Apex Movie Theatre's building. Moreover, the demolition of the building does not depend on PMCU, but depends on the next investors of the land where the Scala Apex Movie Theatre building stands currently.

#### **4.3 Values of the Scala Apex Movie Theatre**

Firstly, the team carried out a background research related to the Scala Apex Movie Theatre via online sources and textbooks in order to understand the Scala Apex Movie Theatre better. The online sources or websites provided the basic information of the Scala Apex Movie Theatre. Additionally, architectural, societal, and sentimental values were obtained from websites and online documentaries. Then, the team visited TCDC which contains a lot of textbooks related to the architecture of the

Scala Apex Movie Theatre, which is the Modern style. The information from textbooks illustrated the history of the Modern style and how it impacts and related to the lifestyle of the people in that time.

Secondly, the interview with architectural and conservation experts clarified the significance of the Scala Apex Movie Theatre in the aspects of the architectural and historical values. In the aspect of architectural value, both of the experts agreed that the entrance halls and stairs should be preserved as they greatly represented the Modern style. For historical value, the Scala Apex Movie Theatre demonstrated the story of Thai society after the Cold War, and how prosperous the city was in that time.

It is important to note the values that the Scala Apex Movie Theatre contains, to clarify how important this place is and why some people also want to preserve this place. In addition, the team will use this information to provide knowledge to those who may not be concerned about the Scala Apex Movie Theatre.

#### **4.4 The Scala Apex Movie Theatre is not considered an ancient monument**

As a part of background research, the team found more information on laws and regulations related to the conservation of ancient monuments. As mentioned before in Chapter 2: Literature review, the related regulation is The Act on Ancient Monument, Antiques, Objects of Art and National Museums, B.E.2535, (section 4). For ancient monuments, the act stated that Thailand defines an “ancient monument” as an immovable property which, by its age or historical evidence or architectural characteristics, is useful in the field of art, history, or archaeology. Ancient monuments should include places that are archaeological sites, historic sites, and historic parks. However, the Fine Arts Department stated that even though the Scala Apex Movie Theatre contains architectural characteristics and is useful in the field of arts, the Scala Apex Movie Theatre cannot be considered as an ancient monument since the theatre is not old and historically important enough according to the Act on Ancient Monument, Antiques, Objects of Arts and National Museums, B.E. 2535, (section 4).

#### **4.5 Gathering the case studies**

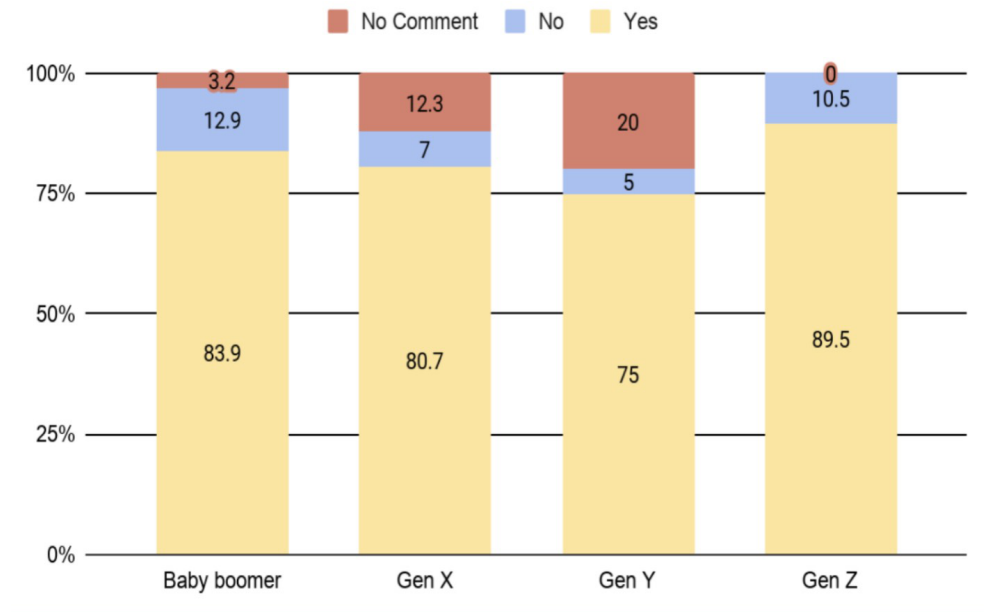
Many case studies were found in order to be used with the project. Fox theatre showed that public opinions towards old buildings or movie theatres have a strong influence on the conservation of those buildings. The public in Atlanta are concerned about the architectural, sentimental, and societal values. Therefore, the team decided to create questionnaires to observe the public opinion. Additionally, one of the case studies led us to the idea of using “Adaptive Reuse” with the Scala Apex Movie Theatre, which is the 1 Fennell Street, located in Melbourne, Australia. This information was also used to present to the potential investors.

#### **4.6 Firstly-launched questionnaire**

The team made the firstly-launched questionnaire to observe the public awareness and knowledge about the values of the Scala Apex Movie Theatre and the “Adaptive reuse” idea. Results of the testing of the public awareness can be seen in **Figure 4A**, **Figure 4B** and **Figure 4C**. From the question “Do you think the Scala Apex Movie Theatre should be saved?” In **Figure 4A**, more than 70 percent of the public in each generation wants to preserve the Scala. However, from the question “Why should we preserve the Scala Apex Movie Theatre?” in **Figure 4B**, the team analyzing the data shows that the public wants to preserve the Scala Apex Movie Theatre without any reason. Moreover, from the question “Which styles belong to the Scala Apex Movie Theatre’s architecture?” in **Figure 4C**, more than 20 percent of the respondents do not know the architecture style of the Scala Apex Movie Theatre. From all data, the team considered that the public is unaware of the intangible values of the Scala Apex Movie Theatre, especially its architectural value.

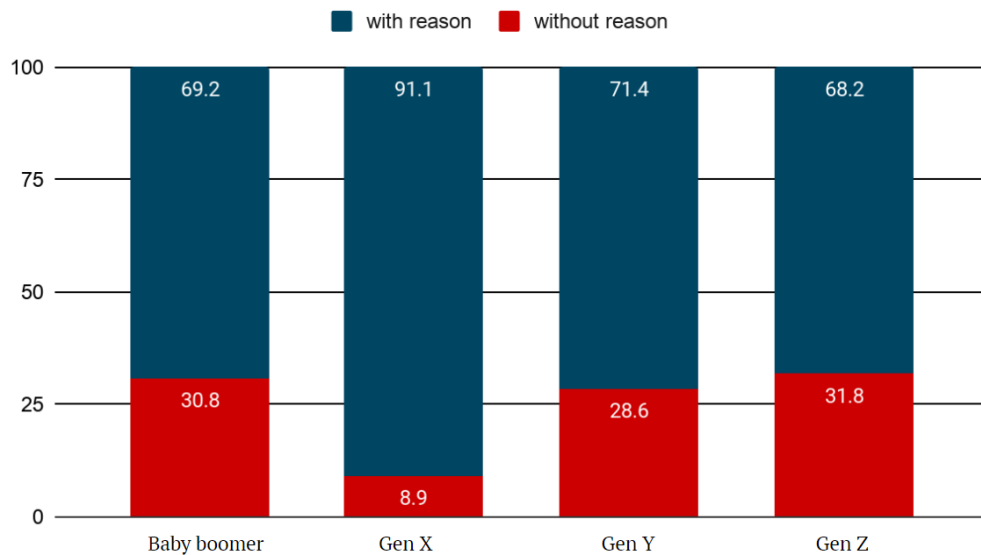


### "Do you think the Scala Apex Movie Theatre should be saved?"



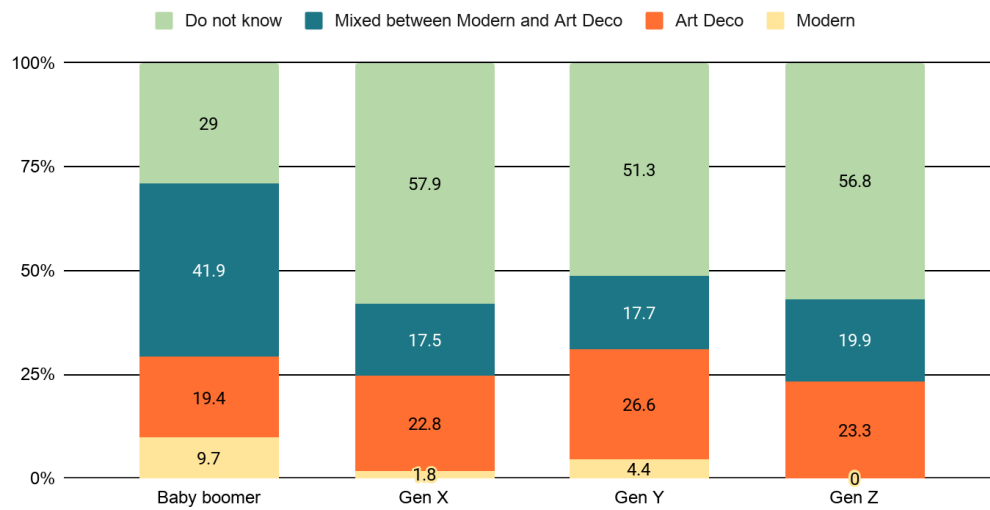
**Figure 4A:** Percentage of the public opinion in each generation towards the conservation of the Scala Apex Movie Theatre

### Why we should preserve the Scala Apex Movie Theatre?



**Figure 4B:** Percentage of the respondents in each generation agreeing with the preservation of the Scala Apex Movie Theatre with and without specific reason

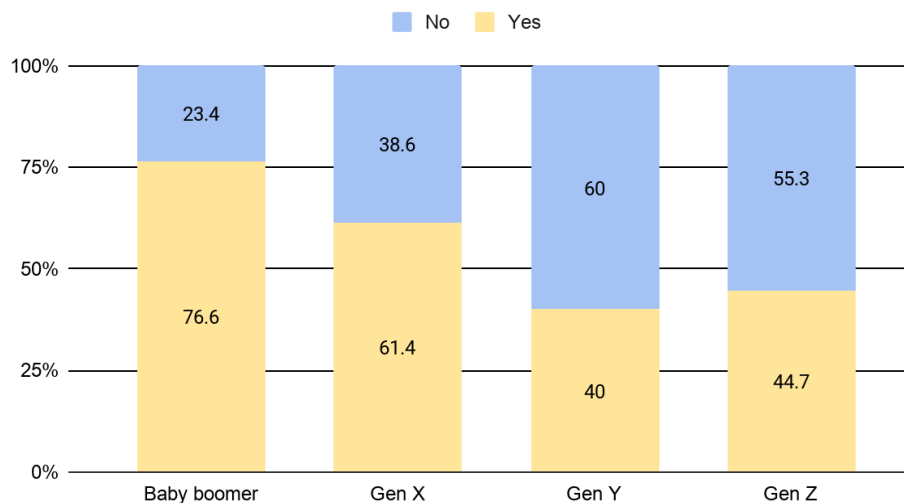
**"Which of the following styles belong to the Scala Apex Movie Theatre's architecture?"**



**Figure 4C:** Percentage of the public in each generation answering the architectural style of the Scala Apex Movie Theatre

Results of observing the public related to the “Adaptive reuse” idea are visible in **Figure 4D**. From the question “Do you know what adaptive reuse is?”, the public more than 20 percent in each generation do not know what Adaptive reuse is. From this information, it can be considered that the public is unfamiliar with the “Adaptive reuse” concept.

**" Do you know what adaptive reuse is? "**



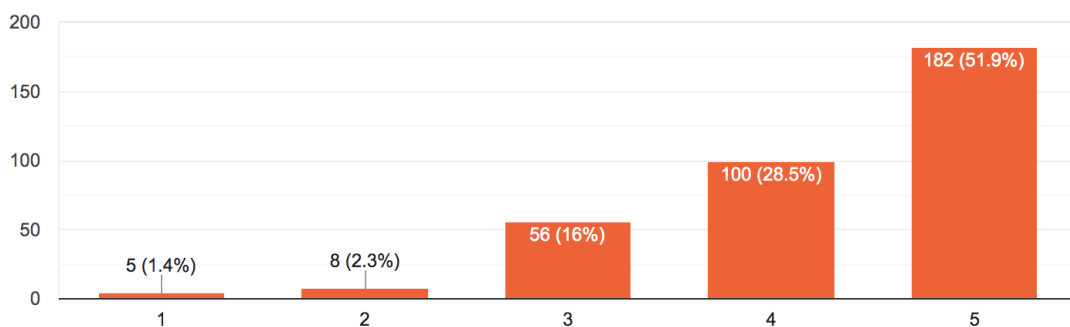
**Figure 4D:** Percentage of the public knowledge in each generation about the “Adaptive reuse” idea

#### 4.7 Secondly-launched questionnaire

The team made a secondly-launched questionnaire to observe the response of social promotion and observe the suitable function for the “Adaptive reuse” idea. Results of the public response to the social media are visible in **Figure 4E**. Our social promotion is considered to be effective by the public. It indicates that more than 50 percent of the respondents feel that social media is an extremely useful platform to share information.

In your opinion, how useful of social media is as a platform to share information and facts about everyday landscape and Modern architecture? (1 = least useful and 5 = extremely useful) คุณคิดว่าการใช้โซเชียลมีเดียเพื่อกระจายข่าวสารเกี่ยวกับสถาปัตยกรรมในชีวิตประจำวัน และสถาปัตยกรรมสไตล์โมเดิร์น มีประโยชน์มากน้อยเพียงใด (1 = เป็นประโยชน์น้อยที่สุด และ 5 = เป็นประโยชน์มากที่สุด)

คำตอบ 351 ข้อ



**Figure 4E:** Percentage of the opinion on how social media is useful on sharing information and facts about landscape and modern architecture

According to the data collected from the second launched questionnaire in pie charts visible in **Figure 4F**, from the question, “If the Scala Apex Movie Theatre was changed into something else based on the idea of "Adaptive Reuse", which of these would you rather go to the most?”, more than 20 percent of the respondents suggested that the top three suitable functions for adaptive reuse ideas for the public is Co-working space followed by 24-hour coffee shop, public library. This data also led the team towards our potential investors in order to satisfy the public needs.

If the Scala Apex Movie Theatre was changed into something else based on the idea of "Adaptive Reuse", which of these would you rather go to the most?

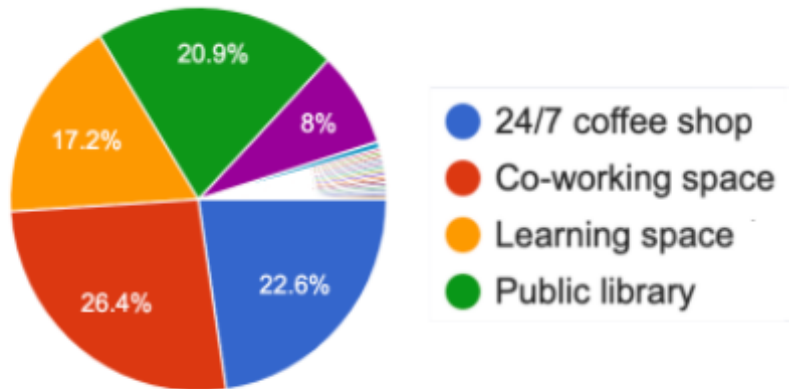
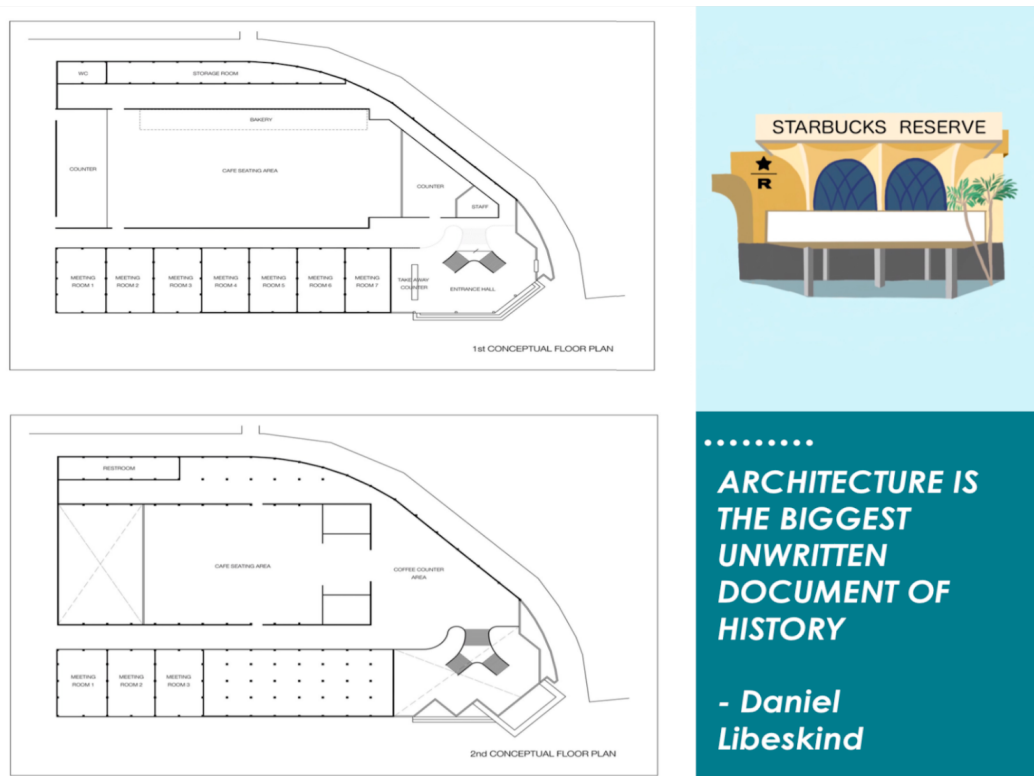


Figure 4F: Percentage of the public opinion about suitable function for adaptive reuse idea

#### 4.8 Information sheets

<p><b>Adaptive reuse</b> .....</p> <p>Adaptive reuse is a process of taking old buildings and reuse them for new purposes to suit the present needs, which there might be a reconstruction to some parts of the buildings. However, the significant parts that show the characteristic of the building will be kept the same in order to preserve its value. Moreover, this is also an environmental conservation, as less material will be used with the reconstruction. Additionally, this also helps saving the building's expenditure.</p>	<p><b>Advantage</b> ..... <u>Economic</u></p> <ul style="list-style-type: none"> <li>After transformed into an attraction site tourist attraction will increase. This will increase the sales in the business of both ThaiBeverage group and TCC Group in the area since there is a synergy towards each other.</li> <li>It also will be implied by the people that Starbucks has a moral value in architectural conservation. By transforming into an attraction site, brand image and new target consumer might appear in the results. The building is located in the Siam Square shopping area which is in the center of the city</li> <li>The Scala is located in the Siam square (the center of the city) surrounded by many teenagers and office workers, and easily to accessed by many public transportation, hence customer will be increased.</li> </ul>	<p><u>Architecture</u></p> <ul style="list-style-type: none"> <li>The Scala has many rooms along the black box theatre area which can be used for many objectives such as office, meeting room, room for exhibition, storage, pop-up stores, or even be an area for elevator.</li> <li>Other than the front stairway at the entrance hall, there is another stairway located in the back of the black box theatre which could be used for staff or just for customer. There is also an emergency exit with a stairway in the front of the black box.</li> <li>Large windows in the front of the Scala that let the natural light in which could lessen the price of extra light installation.</li> </ul>
<p>Case study adaptive reuse, Kyoto</p> <p>Case study adaptive reuse, Taiwan</p> <p><b>Xinfeng</b> 新竹新豐</p> 	<p><b>Disadvantage</b> ..... <u>Economic</u></p> <ul style="list-style-type: none"> <li>From our interview, the rental fee is not determined by the PMCU, therefore, Starbucks will have to directly contact the PMCU again</li> <li>It might affect other Starbucks' franchises</li> </ul> <p><u>Architecture</u></p> <ul style="list-style-type: none"> <li>The demolition of the decoration have destroyed some parts of the Scala, especially the ceiling which the stars were located and were already taken out. The building age is more than 50 years could be a problem since hidden costs may arise during the refurbishment. Therefore, a strong analysis of the specific location of the building should be meticulously reviewed</li> </ul>	

Figure 4G: The front of the information sheet for Starbucks



**Figure 4H:** The back of the information sheet for Starbucks

The team made information sheets that contain advantages and disadvantages of the Scala Apex Movie Theatre in terms of both economics and architecture. There is also information relating to adaptive reuse. Besides, there are sketches of the team's idea on remodeling the Scala Apex Movie Theatre for potential investors. The sketch includes some changes to the inside of the Scala Apex Movie Theatre to suit the new function. All the data in the information sheets are used to attract potential investors as well as to promote the conservation of everyday landscape using the idea of adaptive reuse. The information sheets shown in **Figure 4G** and **Figure 4H** are for Starbucks Thailand.

#### 4.9 Interview with experts

The team had a chance to interview architectural experts and people who had been deeply related to the Scala Apex Movie Theatre. The team obtained new and professional perspectives from each interviewee. They also suggested to the team about an appropriate way to preserve the Scala Apex Movie Theatre and gave useful information about the architecture of the theatre. Assistant Professor Doctor Pirasri Povatong, one of the interviewees, gave us more information about the architect of the Scala Apex Movie Theatre, Mr. Chira Silpakanok.

## **Chapter5: Recommendations**

This chapter includes all of the recommendations which the team had prepared for the Association of Siamese Architects under Royal Patronage (ASA) by using the information obtained from the literature review, methodology, and result and data analysis.

### **5.1 Contact Starbucks Thailand and the Property Management of Chulalongkorn University**

According to the team's case study and findings, Starbucks Reserve could be a potential investor for the Scala Apex Movie Theatre, as the business development director was interested in preserving the building of the Scala Apex Movie Theatre by using the idea of adaptive reuse, which will not destroy the significant values of the Scala Apex Movie Theatre. Additionally, the Starbucks Reserve will not only be a new tourist attraction in Bangkok, but also a learning space and co-working space for students and office workers, as the Scala Apex Movie Theatre is surrounded by many schools, offices, malls, and university: Chulalongkorn University. Hence, another possible way to preserve the Scala Apex Movie Theatre is for a credible governmental organisation such as the Association of Siamese Architects under Royal Patronage to make a contact with both the potential investor and the landowner, regarding a further business agreement for both Starbucks (Thailand) and the PMCU.

### **5.2 Social Promotion should be continued**

In order to continue raising the public's awareness, social promotion should be continued. As reported from the analysed data of the questionnaire, the majority of the respondents still were not aware of the values of Scala Apex Movie Theatre. Additionally, some other data from the questionnaire illustrated that a lot of respondents agreed that social promotion was useful. If possible, campaigns and exhibitions about everyday landscapes should also be introduced as another source of information for the public.

### **5.3 Created Website should be pursued**

There might be other potential investors for the Scala Apex Movie Theatre, however, with the shortage of time in this project, the team could only contact a few potential investors. Therefore, the team had developed a website for the ASA which described the essentials of this project, the values of the Scala Apex Movie Theatre, and determined the importance of the Scala Apex Movie Theatre, along with the prepared fact sheets and conceptual floor plans for potential investors to look at. We recommend the ASA to develop the website further if the organisation wants to use it for other buildings as well.

### **5.4 Conclusion**

From the analysed data from both questionnaires, the public still was not aware of the values and knowledge of the Scala Apex Movie Theatre, therefore, the promotion of the values and knowledge should be pursued. The team had given three recommendations to the ASA, which include contacting potential investors and the PMCU, pursuing social promotion, and continuation of the website. With these recommendations, the team hoped that the ASA will be able to raise the awareness of the public towards the Scala Apex Movie Theatre, along with finding a possible solution to preserve the Scala Apex Movie Theatre.

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## Appendices

### Appendix 1: Firstly launched questionnaire form

#### ISSP Team 4 questionnaire

This form was created for the Interactive Science and Social Project course by students from Bachelor of Science in Applied Chemistry at Chulalongkorn University. The main purpose of this form is to collect public opinions towards the Scala Apex Movie Theatre in order to carry out further social promotion.

#### **Basic Information**

1. Please choose your birth year range

- ☐ 1946 - 1964
- ☐ 1965 - 1979
- ☐ 1980 - 1994
- ☐ 1995 - 2015

2. Do you know the Scala Apex Movie Theatre?

- ☐ Yes
- ☐ No

#### **Basic Knowledge**

3. Do you know that the theatre was the last standalone movie theatre in Bangkok?

- ☐ Yes
- ☐ No

4. Have you ever visited the Scala Apex Movie Theatre?

- ☐ Yes
- ☐ No

5. Which of the following values does the Scala Apex Movie Theatre represent? (more than 1 choice can be chosen)

- ☐ Cultural
- ☐ Community
- ☐ Architectural

### **Cultural and Community values**

6. Do you know that Siam Square was a slum before the Scala Apex Movie Theatre was established?

- ☐ Yes
- ☐ No

7. Do you know "the man in the yellow suit" of the Scala Apex Movie Theatre or not?

- ☐ Yes
- ☐ No

8. According to the question before, do you know what his job is?

- ☐ Yes
- ☐ No

9. Do you think that the Scala Apex Movie Theatre is important to people in the aspect of sentimental value or not?

- ☐ Yes
- ☐ No

### **Architectural value**

10. Which of the following styles belong to the Scala Apex Movie Theatre's architecture?

- ☐ Modern
- ☐ Art Deco
- ☐ Mixture between Modern and Art Deco
- ☐ You do not know about the architectural style of the Scala Apex Movie Theatre

11. Do you think the chandelier is the main masterpiece of the theatre?

☐ Yes

☐ No

12. In your opinion, does the Scala Apex Movie Theatre have other architectural masterpieces, besides the chandelier? for instance the front staircases and the bas-relief in front of the cinema on the upper part of the wall, please clarify your answer (If the answer is no, you can input “-” instead of your answer)

☐ .....

### **Values of the Scala Apex Movie Theatre**

13. Please rate how important the Scala Apex Movie Theatre is to you? ( 1 = least important and 5 = extremely important)

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

14. Do you think the Scala Apex Movie Theatre should be saved? Please give us the reason

☐ .....

### **Adaptive reuse**

15. Do you know what adaptive reuse is?

☐ Yes

☐ No

16. Which of these following places would you most likely visit if the Scala Apex Movie Theatre was changed into one of them?

☐ Co-working space

☐ Cafe

- ☐ Restaurant
- ☐ Public library
- ☐ Learning space
- ☐ Others

## Appendix 2: Action plan

Task name	Start date	End date	Duration (Day)
Analyzing the problems between the sponsor (ASA) and the Fine Arts Department	29/9/2020	27/10/2020	29
Meeting with sponsor	1/11/2020	1/11/2020	1
Understand the strategies through a case study	14/12/2020	19/12/2020	6
Design questionnaire	23/1/2021	25/1/2021	3
Observe the trend of the viewpoint	26/1/2021	27/1/2021	2
Creating social promotion and documentary	26/1/2021	25/2/2021	31
Interview CU property	26/1/2021	25/2/2021	31
Interview professors	26/1/2021	25/2/2021	31
Observe of the public opinion	29/1/2021	25/2/2021	28
Data analysis	25/2/2021	5/3/2021	9

## Appendix 3: Secondly launched questionnaire form

This form was created for the Interactive Science and Social Project center course by students from Bachelor of Science in Applied Chemistry at Chulalongkorn University. The main purpose of this form is to collect public opinions towards the Scala Apex Movie Theatre in order to help preserve the Scala Apex Movie Theatre. This is an anonymous questionnaire.

### **Basic Information**

1. Please choose your birth year range

- ☐ 1946 - 1964
- ☐ 1965 - 1979
- ☐ 1980 - 1994
- ☐ 1995 - 2015

### **Basic Knowledge**

2. Province that you are living in

- ☐ Bangkok
- ☐ Other provinces

3. Occupation

- ☐ High school student
- ☐ College student
- ☐ Office worker/ employee
- ☐ Entrepreneur
- ☐ Freelance
- ☐ Government officer
- ☐ Others

4. Income per month

- ☐ lower than 10,000 baht
- ☐ 10,000 - 30,000 baht
- ☐ 30,000 - 60,000 baht
- ☐ 60,000 -100,000 baht
- ☐ more than 100,000 baht

5. Do you know the Scala Apex Movie Theatre?

- ☐ Yes
- ☐ No

### **Value of the Scala Apex Movie Theatre**

6. Which of the following values do the Scala Apex Movie Theatre represent?

- ☐ Architectural value
- ☐ Society and community value
- ☐ Sentimental value



7. Please rate how important the Scala Apex Movie Theatre is to you? ( 1 = least important and 5 = extremely important)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

8. Do you think the Scala Apex Movie Theatre should be saved? \

- ☐ Yes
- ☐ No

9. Please give us the reason why we should preserve the Scala Apex Movie Theatre?

- ☐ Beautiful
- ☐ Has Architectural value
- ☐ Has Society and community value
- ☐ Has sentimental value
- ☐ Unique
- ☐ Last standalone movie theatre
- ☐ Others

10. Please give us the reason why we should not preserve the Scala Apex Movie Theatre?

- ☐ Invaluable
- ☐ No emotional linkage
- ☐ The area will be more beneficial without the building
- ☐ Others

### **Adaptive Reuse**

Adaptive Reuse is a process of taking old buildings, mostly the ones with rich histories and/or values, related to historic preservation, and reuse them for new purposes other than what they were originally built for, which some parts of the building might be reconstructed, however, the significant parts will be kept the same.

## Adaptive reuse

(Cr photo:<https://schmidt-arch.com/why-adaptive-reuse-important-todays-world/>)



11. If the Scala Apex Movie Theatre was changed into something else based on the idea of "Adaptive Reuse", which of these would you rather go to the most?

- ☐ 24/7 coffee shop
- ☐ Co-working space
- ☐ Learning space
- ☐ Public library
- ☐ High - rise building with the preserved part in the front
- ☐ Others

12. How often would you go there?

- ☐ More than 2-3 times per week
- ☐ 2-3 times per week
- ☐ Once a week
- ☐ Once a month
- ☐ Never

13. What activities will you be doing at the place?

- ☐ Drink beverage/eat snack
- ☐ Read books/work
- ☐ Meeting
- ☐ Take pictures
- ☐ Others

### **Laws and regulations**

14. Do you think the Scala Apex Movie Theatre should be an ancient monument or not?

- ☐ Yes
- ☐ No

15. Do you agree that there should be an encouragement of laws and regulations to include everyday landscapes such as the Scala Apex Movie Theatre?

- ☐ Yes
- ☐ No

### **Social promotion**

16. In your opinion, how useful is social media as a platform to share information and facts about everyday landscape and Modern architecture? (1 = least useful and 5 = extremely useful)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

17. If there is a social media sharing knowledge about everyday landscape, will you be interested in following those accounts?

- ☐ Yes
- ☐ No