

**Press Release:**

**”ICONSIAM”, highlighted and celebrated by the ground-breaking “ICONSIAM’s Phenomenal Opening Event”, is inviting international VIP's and world’s icons to connect to Thailand's identity on the world stage.**

**A historic showcase of the most valued aspects of Thai culture and heritage that will put the whole world under its spell.**

With a grandeur that is worth waiting for, this year's sensational mega event will be the talk of the town, and even the entire world. The “**ICONSIAM’s Phenomenal Opening Event”** , a city of prosperity and a global landmark, is ready to open the doors on the bank of the Chao Phraya River, that is glamorously representing Thailand’s eternal and ever increasing prosperity. It will be the newest and also greatest achievement of collaboration of all Thai people in history, in which the united Thai hearts have created a ground-breaking new and sensational phenomenon on the Chao Phraya River. An event that will bring the whole world under its spell, by glorifying precious chronicles of pride, reflecting each dimension of Thainess, that can be found in the country, by presenting them in exciting ways, and blending them into the ultimate gracefulness of the unique Thai identity, put together and combined in one venue alongside the best of the world. A **‘Legendary Party’** theme reinforces ‘the Best of Thailand Meets the Best of the World’ concept, and the event will impress all visitors with a line-up of celebrities, famous artists from around Thailand and the world, at ICONSIAM, Charoen Nakhon Road, Thonburi, Bangkok on November 9th, 2018.

**Mrs. Chadatip Chutrakul, Director of ICONSIAM Co. Ltd.,** said: **“**ICONSIAM is a destination, born out of a great joint creative effort that has united the hearts of Thai people from many different walks of life. The people are capable and knowledgeable, and are from local communities from around the country, some from the government sector, some from business sector, and others from the public sector, together with experts from various disciplines and from many countries around the world, all sharing a love and passion for Thailand. A team of more than 1,000 people wants to contribute to a new symbol that can represent the vision of an era, and be something to make Thai people proud of being Thai. A symbol that helps preserving and presenting Thainess for the next generations, and that will impress visitors from around the world and make them fall in love with Thailand”

The gates of ICONSIAM are opened to the world to witness a new twist of how a great destination project is developed, and is based on the ‘Creating Shared Value’ and ‘Co-Creation’ concepts. We have brought it to life in a complete way and on a scale that has never been seen before anywhere in the world.”

**“**The main concept behind ICONSIAM, being ‘The best of Thailand meets the best of the world’, was used as the core idea when coming up with the “**ICONSIAM’s Phenomenal Opening Event”**, and which led to a historic collaboration of 7 national and international top event organizers in order to reinforce the concept of Co-Creation, world-famous international artists have teamed up with Thai professionals and volunteers, from different disciplines and from all around the country. In total, there are more than 1,000 people contributing to ICONSIAM’s Phenomenal Opening Event, and together, they will create a spectacular and historic masterpiece, based on a 'Legendary Party' theme.

The highlight of the show at the River Park on the bank of the Chao Phraya River, is called “Eternal Prosperity” – a combination of Thai traditional dance, Thai modern dance, International and Acrobatic dance.The Eternal Prosperity show will include the spectacular **“Sri Mahasamut”** sailing junks, gliding on the Chao Phraya River once again. Joining them will be a troop of 1,500 drones, the first big drone performance in Thailand, and the largest number of drones ever to be used in a show in Southeast Asia. They will maneuver and shine a light to project characteristic images of Siam. There will also be a concert of Alicia Keys, the world-renowned Grammy-award winning singer, musician and songwriter, who is also one of the world’s most successful actresses. She will perform together with more than 500 amateur performers. The outdoor performances will end with the longest river dance in Southeast Asia, which will take place together with a spectacular lighting show that will light up the two super luxurious residential buildings, the Magnolia Waterfront Residences and The Residences at the Mandarin Oriental Bangkok.

The event will impress all visitors with a line-up of international artists including **Choi Siwon, Kim Dong-jun, and F4**, as well as a surprise presentation of the world-renowned Hollywood star **Dan Stevens,** an English actor, who played [the Beast](https://en.wikipedia.org/wiki/Beast_(Disney)) in Disney's [live action remake adaptation](https://en.wikipedia.org/wiki/Beauty_and_the_Beast_(2017_film)) of the [Beauty and the Beast](https://en.wikipedia.org/wiki/Beauty_and_the_Beast_(1991_film)). Also, **Naomi Ellen Watts** will be presented, a successful English actress with roles in many movies such as Tank Girl, Children of the Corn IV: The Gathering and Dangerous Beauty. Many more Thai VIPs, superstars, artists and celebrities are invited to walk the red carpet, such as **Aum – Patcharapa Chaichua, Ann Thongprasom, James – Jirayu Tangsrisuk, Weir – Sukollawat Kanaros, 9x9, Sririta Jensen, Toni Rakkaen, Buakaw Banchamek, Metinee Kingpayom, Sonia Couling, Suquan Bulakool, The Face Men, The Face Winner and Miss Universe Thailand.**

Last but not least, enjoy the After Party concert with famous singers, such as **Burin Boonvisut, Non Thanon and ETC band** at ICONSIAM park.

**Mr. Supoj Chaiwatsirikul, Managing Director, ICONSIAM Co., Ltd., said:** “ICONSIAM is a city that is the centre of a vast array of wonders in art and culture. It offers the best in shopping and entertainment, made possible by a collaboration of big and small business organizations. A lot of individuals, from different professions, have teamed up, sharing a desire to build a venue where stories of Thai pride are told, and to create a place where all things good from all corners of the world are on full display. They came together to build a new icon, which will become a mega phenomenon, that will unite all stakeholders and spread prosperity to local communities, society and the nation. ICONSIAM has become a reality on a scale never seen before, with 7 precedent-setting attractions, that will be the first of their kind in Thailand, and which are called the Seven Wonders at ICONSIAM, proudly presented and described below.

**River Park** – A large community space that opens to the public everyday**.** A beautiful and enchanting site on the banks of the Chao Phraya River, covering over 10,000 square metres, that will not only benefit the surrounding communities, but also helps visitors to access and enjoy the landscape along the river, as never before.

**ICONIC Multimedia Water Feature** -A world class and iconic attraction, with multi-media water-and-fire feature, presenting a great spectacle along the stretch of the Chao Phraya River, the longest river in Southeast Asia. It will benefit Bangkok and Thailand's tourism industry, by creating a new world-class landmark in Bangkok.

**Sook Siam –** an extraordinary new Co-Creation Space, being a first in Thailand, and a place to present the best products, services and artistic creations from Thailand’s 77 provinces. Sook Siam creates a platform to help small enterprises, artisans, artists, and performers, local heroes from the 77 Thai provinces to access and reach global visibility. It is a platform that can be used to showcase their creations, and where they can integrate into a greater commercial ecosystem.

**TRUE ICON HALL** – Thailand‘s first world class auditorium, completed with the most modern innovations and technology in Asia, to promote world-class MICE and businesses, capable of supporting all kind of event arrangements, such as international conferences, world class performances, concerts and other global MICE events . TRUE ICON HALL is an international venue that reinforces Bangkok's position as one of the world's best cities to organize conferences, trade exhibitions or international events and performances. (True ICON HALL will be opened in July 2019)

**ICONSIAM Heritage Museum (River Museum Bangkok)** – Thailand's first world-class museum complex bringing together the historical and cultural heritage of the country in one place. A cultural space in commercial project, that will provide knowledge and give chance to people to be close to world-class art masterpieces and rotating art exhibitions. This sensational social art and cultural space will be opened in July 2019.

**Sky Train, Gold Line: the new line will** raise the quality and level of living standards of the people in the city. The Gold Line Monorail is being built to connect existing public transportation, rail and boats, and it is the first time in Thailand that the private sector supports and builds public transportation, aimed at reducing congestion problems. This development is common practice in other developed countries. ICONSIAM also comprises of 4 big boat piers, enabling ICONSIAM to be a hub of connectivity of all kinds of transportation, giving more choice and more convenience to the people, who are commuting around this riverside area.

**Thainess Through the World of Art** – masterpieces from more than 100 artists from all artistic disciplines. Local Thais, national artists, and many world-class artists have joined and created masterpieces, exclusively for ICONSIAM. Never organized before in Thailand in a commercial perceptive, and aimed at presenting the achievements of Thai artists on the international stage. Masterpieces such as: **An art pillar of the 4 regions** of Thailand, from 4 great local and regional artists **Songdej Thipthong, Meechai Suwannasarn, Anucha Oun-Chuang, Penthai Sawangsri**, using a fine painting art, that reflects the uniqueness and identity of the beautiful culture of each region. **Phi Ta Khon masks** by **Chira Chirapravati Na Ayudhya**, the famous artist and designer, with masterpieces reflecting the Northeast region (E-sarn) that are creative, full of joy, fun and colors. **Pra Teep Ton Pueng** – by artist **Krittapong Chamchan**, who received a trophy from Her Majesty Queen Sirikit, at a fresh flower arrangement competition. Pra Teep Ton Pueng is traditionally made as an offer to monks, representing the highest respect of the northern people.

**Nang Talung** – a shadow puppet show by **Vatee Sapsin,** son of national artist **Suchat Sapsin**, presenting the original character in a new twist together with **Professor Preecha Thaothong**, a Thai national artist in visual arts (painting). He created a spectacular paint masterpiece on the 4 pillars with a spectacular height of 16-meter. **Professor Thavorn Ko-udomvit**, the master artist who, for the 1st time, has created a masterpiece for a commercial space, comprising of 8 pillars of prosperity, and by using printing and silk screen techniques.

Also, national music artists have written a tantalizing song for ICONSIAM, and there will be a photo gallery, showcasing more than 400 photos from national artists. During this historical event, you can see and admire the largest number of Thai and international art pieces ever to be on display in Thailand.

Witness and be part of the ground-breaking “**ICONSIAM’s Phenomenal Opening Event”** on November 10-11th, 2018, at ICONSIAM, Charoen Nakhon Road, Thonburi, Bangkok. On Saturday 10th November, at 19.00 hrs, the general public is invited to witness the historic show and performances by **F4,** free of charge.

**For more information, please contact: Polyplus PR Co., Ltd. Tel.02–572–4444 # 172,347, 364, 345**

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