



INVESTMENT SERVICES CENTER
THE BOARD OF INVESTMENT
MINISTRY OF INDUSTRY

555 Vipavadee Rangsit Road, Chatuchuck, Bangkok 10900 Tel. 0 2537- 8111, 0 2537- 8155 Fax. 0 2537-8177 www.boi.go.th

PRESS RELEASE

NO. 166/2011 (O. 80)
December 28, 2011

“Sala Satthasom” Royal Pavilion unveiled HM the King’s works celebrated using sand animation

BOI Fair 2011 has unveiled plans for the “Sala Satthasom”, the special pavilion housing an exhibition on the works of His Majesty in celebration of his 84th birthday and the completion of his seventh twelve-year cycle. His Majesty’s initiatives and achievements will be presented through multimedia exhibition and the remarkable technique and performance of a leading sand artist from Ukraine.

Industry Minister Wannarat Channukul said one of the highlights at the BOI Fair 2011, scheduled for 5-20 January 2012, will be Sala Satthasom, or the Royal Pavilion, which has been created to celebrate His Majesty King Bhumibol Adulyadej’s seventh cycle birthday anniversary. The first two BOI Fairs were also held as part of nationwide celebrations of auspicious events in His Majesty’s life. In 1995, the first BOI Fair was held when the country celebrated the 50th anniversary of His Majesty’s accession to the throne, while in 2000 it was held to celebrate His Majesty’s 60th birthday.

The name of the Royal Pavilion, “Sala Satthasom”, means “*Center of Passionate Commitment*” in Thai. It will exhibit His Majesty’s royal initiatives and principles that have guided his work for more than 60 years for the betterment of his people.

The exhibitions at the Royal Pavilion will allow visitors to experience directly and learn from His Majesty’s work so that they will become aware of their own responsibilities in carrying out His Majesty’s initiatives to help support sustainable development of the country.

As the country has just recovered from a massive flood crisis, the Royal Pavilion will also present relevant information about water and His Majesty’s water management projects concerned with drought, floods and waste water.

“The BOI Fair 2011 will not be devoted exclusively to technology and innovation, nor will it be a conventional trade fair where specially-priced goods are sold. It will be an exhibition that shares valuable knowledge from His Majesty the King with the Thai people, knowledge that people can acquire and follow for the betterment of the country and an improved quality of life,” said the Industry Minister.

Ms. Atchaka Sibunruang, the Secretary General of the Board of Investment, further explained that the Royal Pavilion was built in the shape of the Suphannahong royal barge. Painted in gold, the pavilion will stand gracefully on the bank of the lake at Muang Thong Thani. Covering more than 2,000 square meters, it will feature indoor and outdoor exhibitions, and products from His Majesty's royal projects will be sold.

"The Royal Pavilion will offer an overview of His Majesty's thought and initiatives in various areas, especially those related to the environment and natural conservation. This information will be presented in exciting ways that visitors will find engaging and moving. We hope that the presentation at the Royal Pavilion will inspire people to be aware of their responsibility and encourage them to follow His Majesty's footsteps," said Ms. Sibunruang.

Ms. Buranee Ratchaiboon, Managing Director of Ovation Studio Co Ltd, which designed, built and decorated the Royal Pavilion, added that various special presentation techniques will be used to communicate information effectively. By experiencing the King's ideas directly, visitors will find it easy to understand and fun to learn, and will be impressed with what they see and hear.

The pavilion will include three exhibition zones. Zone A will highlight royal initiatives in alleviating problems for the people, the basis of many of today's royal projects and activities. It is divided into seven sections: A1 – Where Water Comes From; A2 - "Know, Understand and Live with Water"; A3 – "Forest; A4 "Soil"; A5 – Water Management; A6 - "People"; and A7 - "Rain and the Stream of Life".

The last section, "Rain and the Stream of Life", will be presented through sand animation by world's leading sand artist, Kseniva Simonova from Ukraine.

In Zone B, a big educational area will be set up for staging outdoor exhibition and activities. Among them will be an exhibition devoted to rice, with activities including rice measurement, an exhibition on the use of clean water to eliminate waste water, and various performances. From this area visitors will also have a spectacular view of the BOI Fair 2011 landmark, which is built in the shape of a drop of water and represents His Majesty's hard labor and dedication to the betterment of the people.

Zone C will feature goods displayed and sold in the style of a farmers' market. Products sold in this zone will be those from the Royal Project Foundation, the Royal Chitralada Project, the Phufa Shops, The Foundation For the Promotion of Supplementary Occupations and Related Techniques under the Royal Patronage of Her Majesty the Queen, the Mae Fah Luang Foundation, the Sai Jai Thai Foundation, the Chitralada Shop and the Patpat Shops. This will be the first time that all of the shops related to His Majesty's projects and royal initiatives have been collected in the same place.

BOI Fair 2011 will be held at IMPACT, Muang Thong Thani, and around the lake, from 5-20 January 2012. The exhibitions in the Challenger Hall will be held from 5-13 January 2012.
