

201 AVENUE

EKAMAI | RAMA IX



201 AVENUE
EKAMATI RAMA

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UNEQUALLED ARRIVAL
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Sophisticated and elegant, our 201 AVENUE office residences will be the new architectural centerpiece of Ekamai-Rama IX neighborhood the most refined new central business district. This is the delicate development of eight exclusive six - storey office residences with the inspirational backdrop of Bangkok's dramatic cityscape. Every residence has been designed to provide the perfect living experience that is second to none. From the materiality and versatility to the layouts and views, every aspect is spectacular and steeped in excellence and artfulness.

201 AVENUE re-writes the rules for sophisticated Bangkok living. Effortless in style, whilst affording the most contemporary and complete lifestyle that this city has never seen.



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STRIKING SILHOUETTE

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We took our 201 AVENUE mission statement – “Life Never Before”- and gave it physical form by developing a new concept of office residences that paradoxically harmonize the living privacy and working interaction.

Our development feature a striking silhouette: The form of two distinct volumes staggered on each other, the metal facade accent and expansive windows.

The exterior colour palette is a modern take on classic monochrome, with warm light grey paired with a softened black. The material was chosen for its subtle variations in surface, highlights and reflectivity, which lend both delicacy and solidity to the building.

Together with the finest sandstone texture finishing, the ascending and staggered masses of the assembly create a progressive urban statement – with a distinctive contemporary style its own.



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THE HUMAN THING
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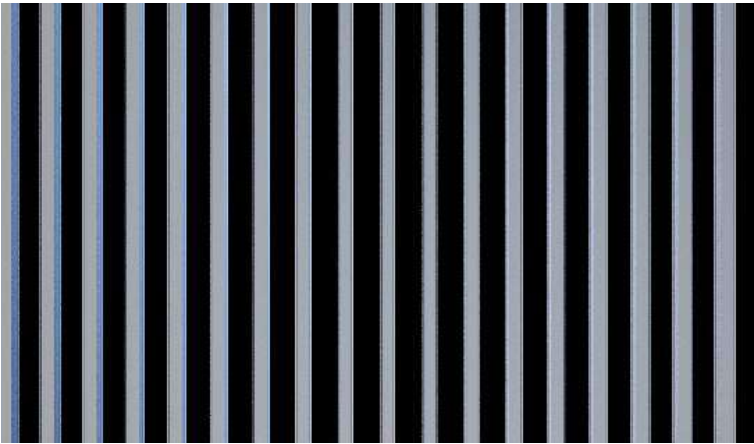
A company, a family is made out of human beings. On a daily basis, work and life are not two independent things hovering apart from each other to evened out or levelled. For as long as humans have been working life and work have been completely interdependent. To achieve the highest standard of living, it all started with a single objective - the quality of forming a pleasing or consistent whole.

For the design of our office residences, we placed the circulation spaces including stairs, hallways, and elevators on the attached side of the building. Together with the detaching design of main stairs between office and residential area, it ultimately provides the privileged private living experience for our discerning clientele that is second to none. The floor-to-ceiling windows and L-shape infinite balcony seamlessly blur the lines between indoor and outdoor space, offer more spectacular views and stimulate each resident's vision and perspectives with limitless possibilities. We drew on the modern open-plan design, facilitating the philosophy of knowledge sharing that is essential of company values as well as creating social interaction. Meanwhile, the highest quality materials and the evident craftsmanship of detailing create a sensorial experience of classy indulgence and endless refinement.

This one-of-a-kind project will be a paragon of state-of-the-art sophistication measures, also the magnet for cutting-edge entrepreneurs and families keen to live in a dynamic yet relaxing urban environment.

DESIGN AT 201 AVENUE
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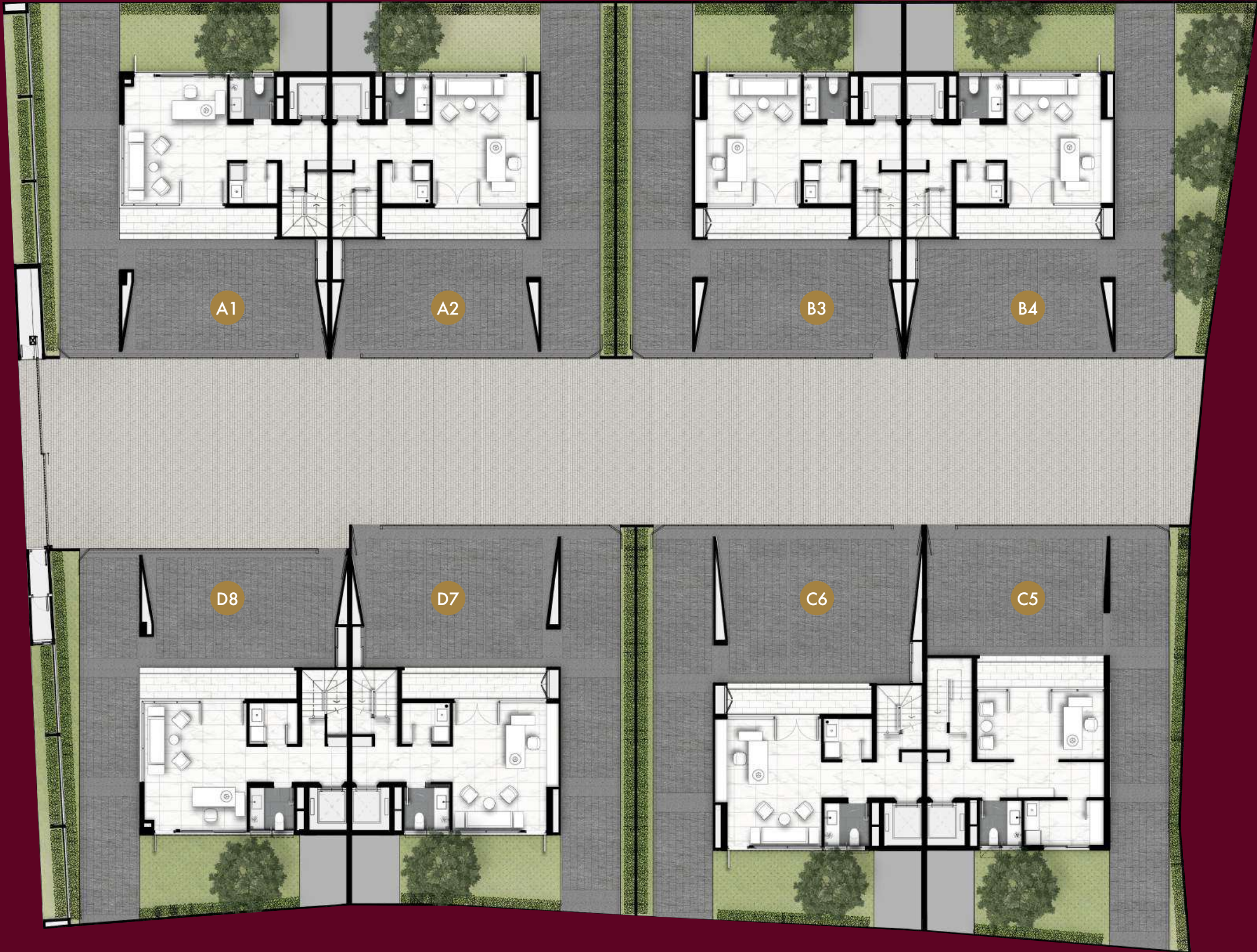
Elegance and class exude from every millimetre of our 201 AVENUE residence, developed by ASAI Development. The metallic Sahara Gray powder coating facade and borderless windows are all set to impress, executed with the upmost decorum. Embrace of an entrance, the reception at first glance is a tranquil green oasis secluded from the bustling city center by designing the waiting area with the greenery backdrop which leads everyone a warmth of character and welcoming ambience.



The earth tone porcelain tiles offer our residences not only the best of quality but also synonymous of timeless-luxe and legacy. Together with the Herringbone wood flooring, it creates the distinct appearance and compliment an array of spaces, the open-plan design with the maximum of 3.25 m. ceiling height, bringing a touch of class and sumptuous to our bedrooms. The private access elevator, digital door lock, and disconnected circulation are limited into an private whole, enhancing the emphasis on privacy the design articulates.



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MASTER PLAN

DEVELOPER: ASAI DEVELOPMENT CO.,LTD
PROJECT AREA: 1-0-77 RAI
NO. OF UNITS: 8 BUSINESS PENTHOUSE

RESIDENCE	LAND AREA		UNIT AREA	
A1	47	Sq.wa	601	Sq.m
A2	45	Sq.wa	601	Sq.m
B3	45	Sq.wa	601	Sq.m
B4	52	Sq.wa	601	Sq.m
C5	48	Sq.wa	578	Sq.m
C6	50	Sq.wa	620	Sq.m
D7	47	Sq.wa	611	Sq.m
D8	47	Sq.wa	603	Sq.m



TYPE I RELEVANT ELEGANCE

There's something about elegance. On one hand it's about an inherent appearance, and on the other, it's about people's vibes. In a world where expectations are high, quality is a given. Where others seek quality, we seek to elevate that quality to the higher state of elegance. As beneficiaries of prosperity and city's growing demand for both working and living space in up-and-coming areas, we realize that infinite expansion is not realistic, let alone desirable.

The double frontage exterior design and its position reflect the business's vision of elegance and sophistication in

different direction. From brand new flagships and iconic stores, to showcasing one-off concepts and independents, 201 AVENUE steeped in heritage but utterly modern, brand's shopfront with its own frontage is a reflection of the brand itself. By capturing individuality, the facade design rework the classic semi-detached building to give it a new edge, and seamlessly blend simplicity with characteristic. It's the creative way for savvy retailers to put people at the forefront of their spaces by embracing technology and design with products to deliver the unique customer experience and brand manifesto.



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Floor 1
Reception Area



Floor 2
Office Space



Floor 3
Executive Office



Floor 4
Private Living Area



Floor 5
Private Bedroom



Floor 6
Private Rooftop





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Black makes a perfect backdrop. When wall are knocked back in black, the furniture ensemble brings a slick look to a sleep space, which can be edged in luxury lighting fixtures, and complemented by decent decorations.

UNEQUALLED ARRIVAL
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Embrace of an entrance, the reception at first glance is a tranquil green oasis secluded from the bustling city center by designing the waiting area with the greenery backdrop which leads everyone a warmth of character and welcoming ambience.

The residents' Master Bathroom provide a place for residents to wind down and pampered, with his&her design concept, private intelligent toilet space, and a state of the art semi-outdoor bathroom with bathtub and rainshower.



TYPE II TIMELESS VISION

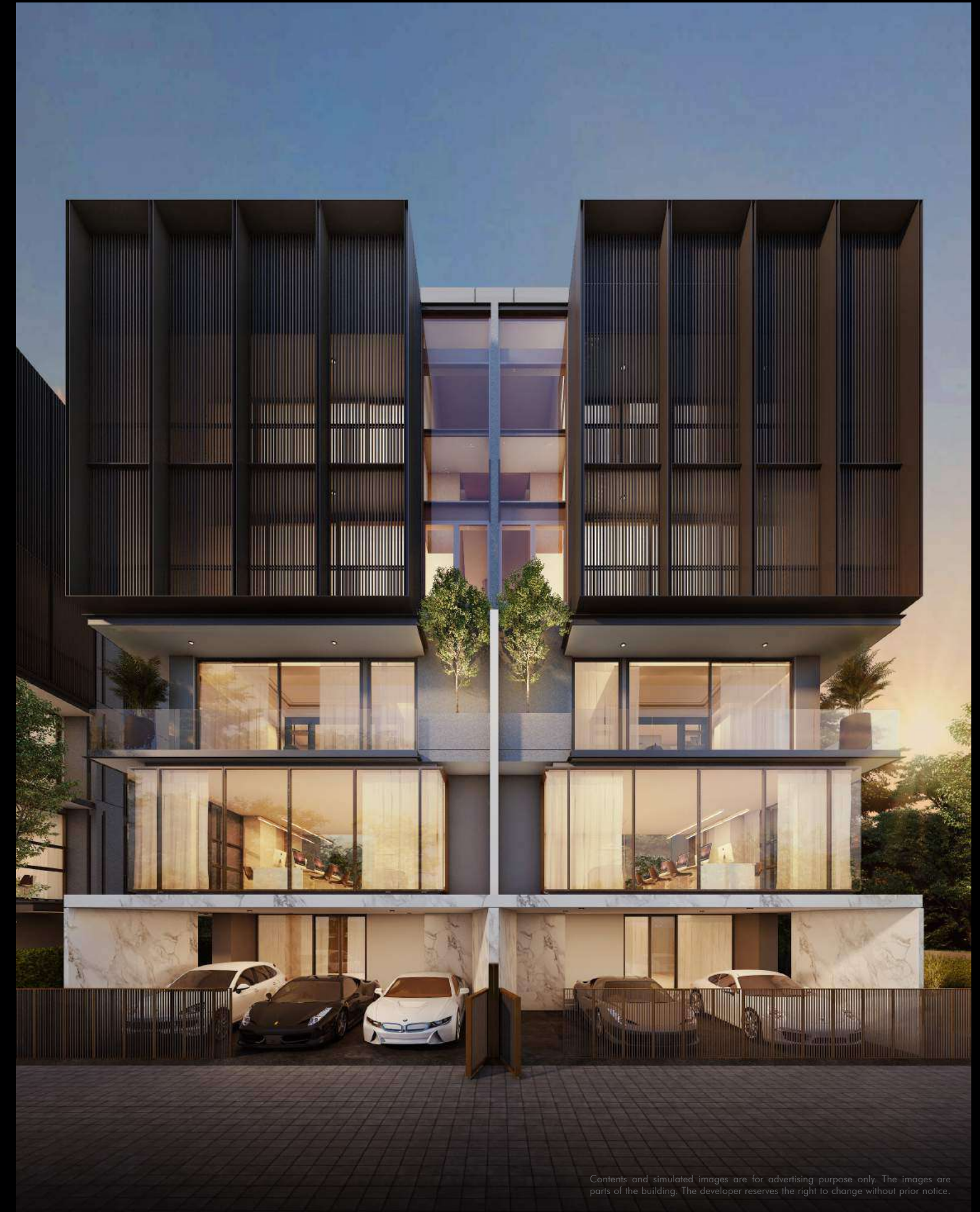
A natural consequence of humans interacting is synergy. All of us are part of a bigger story, the whole is more than the sum of its part. Our ASAI team committed to redefine the tradition role of the business leader and outline a new vision, timeless vision, the desirable future states through our design. We have developed the buildings that boost people's energy levels and make an inviting environment to work in while stimulating cooperation through our pleasantly open-plan spaces that trigger informal encounters and discussion.

We no longer need a grey, traditional atmosphere or the rigid mentality of the previous century, what we need is a place to collaborate, to celebrate, and to learn from one another; a place where you can come together, and a place to be apart – *a renaissance of work*.

201 AVENUE creates opportunities for a growing business within a secluded urban living precinct. Residents can meet with partners or hang out with friends to gather inspiration from other's entrepreneurial spirit and culture.

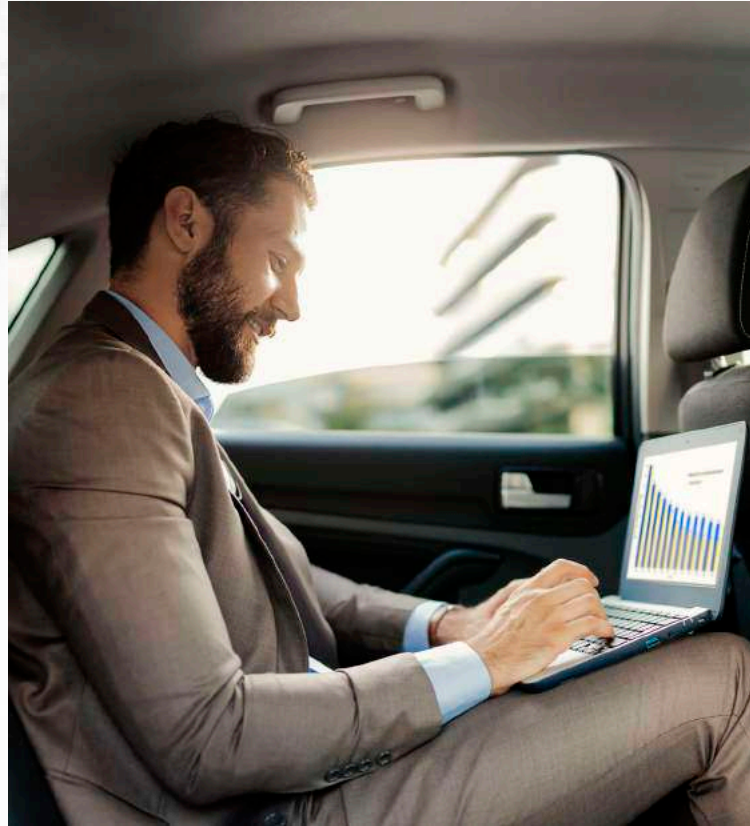
Creating spaces that foster healthy and innovative working pattern is a complex process. We formed mutually beneficial partnerships to stimulate creativity and combine resources on this forward-looking project.

Today, the workplace comes in all shapes and sizes, bright and full of life. It is a place of person development. It is a place to meet like-minded people and pursue a vision together. Show colleagues and business partners your appreciation in an incomparable way: with a moment of life in 201 AVENUE.



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A place where you can come together, and a place to be apart – a renaissance of work.



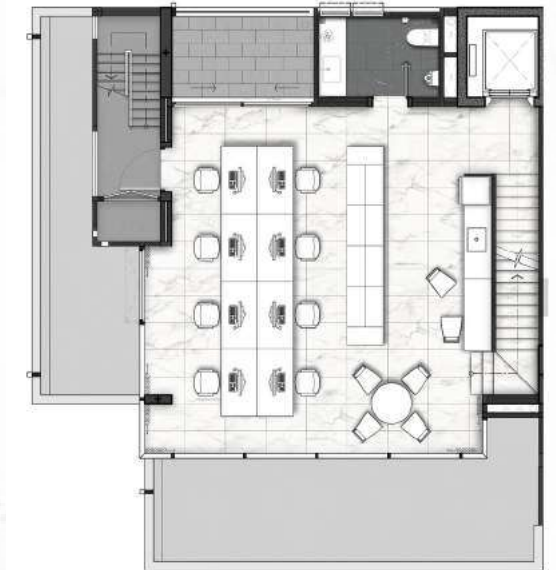
A human workspace for your company, big or small. A place you love to go to every single day. Catch a first glimpse of 201 AVENUE.



Our ASAI team committed to redefine the tradition role of the business leader and outline a new vision, timeless vision, the desirable future states through our design.



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Office Space



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TYPE III URBAN RETREAT

We are all human beings, we work together in an elegant way with a certain “JOIE DE VIVRE” in both aspects, work and life. The sheer enjoyment of life steers us forward and makes us experience things together. Our residence boasts an enviable central Bangkok location, with great public transport links and easy accessibility by car, this one and only unit is the perfect location for a dynamic urban lifestyle. The unit position and setback distance alongside the canal, together with the abundant greenery offer the timeless privacy and relaxing moments. Combining a green setting and a central location, 201 AVENUE creates a resonance for residents that brings the best of work and life manner, embracing the urban locale while providing the city life hideaway. — *juxtaposition of life.*

For resident, time is often the greatest luxury, inspiring the range of in-house private entertainment facilities. The personalised spaces and amenities allow resident to unwind, without ever having to leave the building, or to invite friends and family over for an elegant dining experience.

Each space seamlessly combines the best of modern and contemporary style, with intimate but social spaces creating a private members club feel. Whether you want to meet up with friends and family or take a moment away from the city, 201 AVENUE’s combination of peaceful corner and social spaces can offer residents space to relax.



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Find Yourself
in a world of timeless
sophistication

We are all human beings, we work together in an elegant way with a certain "JOIE DE VIVRE" in both aspects, work and life. The sheer enjoyment of life steers us forward and makes us experience things together.



There are cocktails and there are cocktails. There aren't many nicer places in which to enjoy a views in the sky lounge of 201 AVENUE. Gaze out at the city beyond as you take a breather with something, or someone, refreshing and delicious.



Floor 1
Reception Area



Floor 2
Office Space



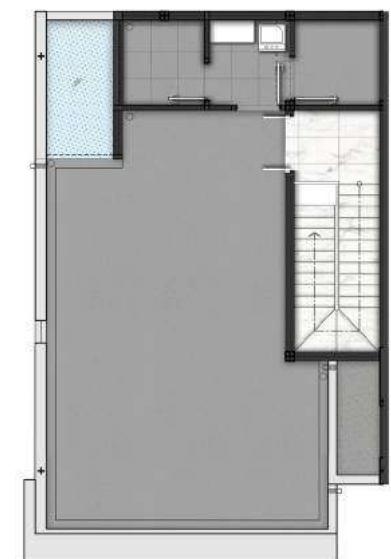
Floor 3
Executive Office



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Private Living Area



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LIVING ESSENTIALS —

Residents of 201 AVENUE can enjoy the luxurious surroundings and extraordinary views of the skyline living room. Whether you are entertaining friends or clients, or simply taking a moment for yourself, this is the perfect place to relax in style. Bangkok's skyline provides the backdrop, but the interior spaces are just as impressive, combining luxurious materials with elegant furniture and stylish lighting all complemented by a terrace which allows you to feel part of this great city.

TOKENS OF APPRECIATION —

Step into Master Bathroom. Experience a refined, calming oasis of tranquillity, to recover and stimulate one's senses. Part of the rejuvenating spa-like experience or the perfect end to the day.



THE LOCALS

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A DISTINGUISHED ADDRESS

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Situated on the Bangkok's fastest growing in demand for residential and business area, yet 201 AVENUE's range of transport options means that the most iconic shopping and entertainment, key commerce and transport hubs are just moments away.

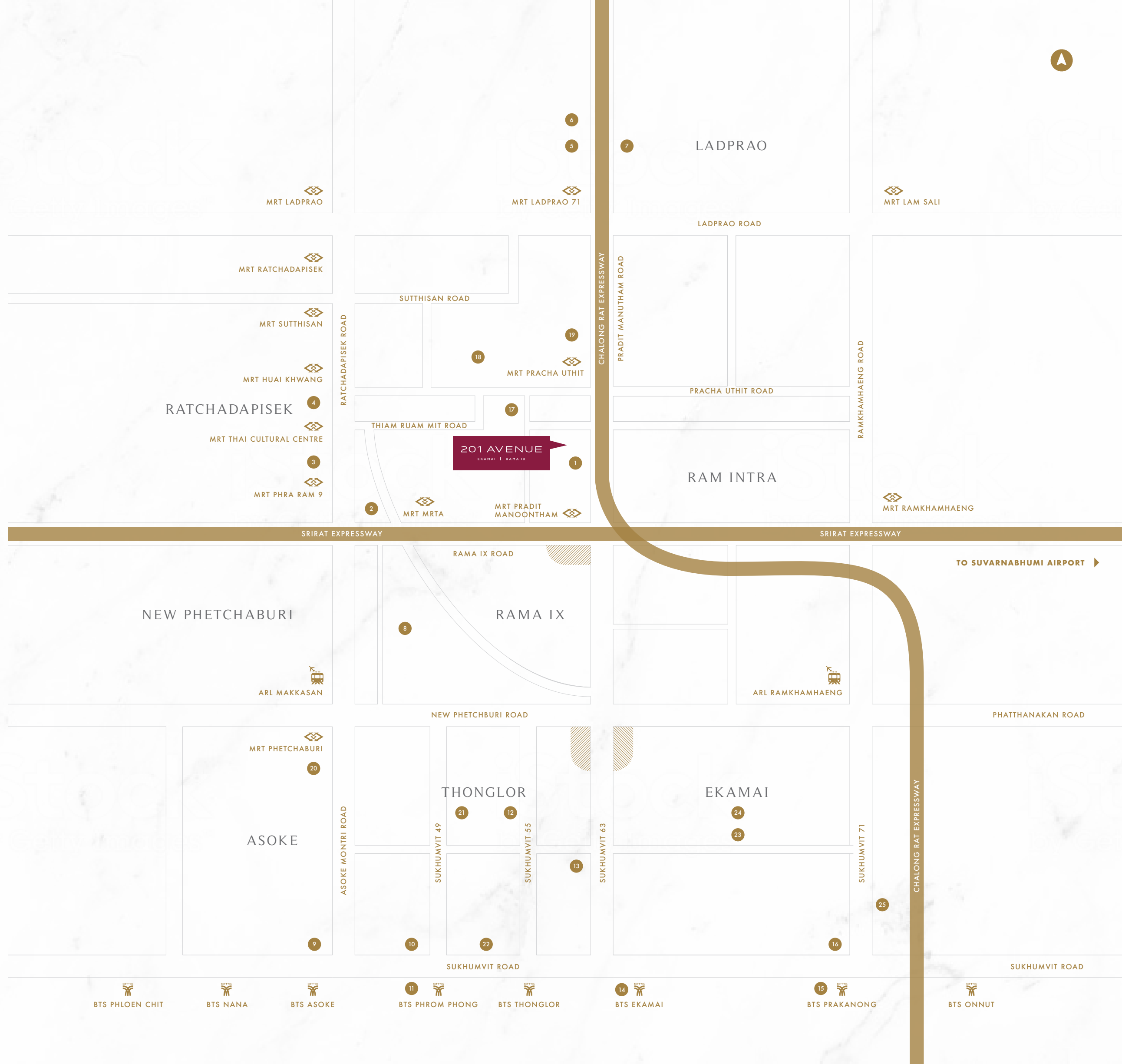
Many of the city's best international schools and culinary hotspots are within walking distance, while business hubs and landmarks are a short journey by car or taxi. There are a wide range of convenient transport links close to 201 AVENUE including MRT orange & yellow line, BTS gray line, and the major express ways in a matter of minutes. All these key transport hubs will shrink journey times between key parts of the city, essentially creating a shortcut between Ekamai, Rama IX, Ratchadapisek, Ladprao and Suvarnabhumi Airport, putting the whole city at your fingertips.

SHOPPING MALL & ENTERTAINMENT

1. Golden Place
2. Central Plaza Rama 9
3. Esplanade
4. The Street
5. Central Festival Eastville
6. The Crystal
7. Crystal Design Center
8. Show DC
9. Terminal 21
10. EmQuartier
11. Emporium
12. J Avenue
13. Donki Mall
14. Ekkamai Gateway
15. Summer Hill
16. W District

EDUCATION

17. Regent's International School
18. KIS International School
19. Singapore International School
20. Nist International School
21. The American School of Bangkok
22. Bangkok Prep International School
23. Adventist Ekkamai School
24. Ekkamai International School
25. St Andrews International School



WWW.201AVENUE.COM

201 AVENUE
EKAMAI | RAMA IX

CALL: 065 201 0666

ASAI
DEVELOPMENT

201 AVENUE. PROJECT OWNER AND LAND OWNER: 201 ASAI DEVELOPMENT COMPANY LIMITED. ADDRESS: 29 SOI INTHAMARA 29 YAK 3 SUTTHISAN WINITCHAI ROAD, SAMSEN NAI SUB-DISTRICT, PHAYATHAI DISTRICT, BANGKOK. REGISTERED CAPITAL: 84,574,000 BAHT. MANAGING DIRECTOR: MR. VASU LAOCHARIYAKUL. PROJECT IS LOCATED ON SOI PRADIT MANUTHAM1, WANG THONG LANG SUB-DISTRICT, BANGKOK. LAND TITLE DEED NO. 8958 (LAND TITLE DEED FOR INTERNAL PROJECT ACCESS ROAD), 1197, 1198, 1199, 1200, 1201, 1202, 1203 AND 1204. PROJECT AREA 1-0-77 RAI. PROJECT CONSISTS OF 8 SEMI-DETACHED BUILDING WITH 6-STOREY. PROJECT HAS BEEN MORTGAGED WITH BANK OF AYUDHYA PUBLIC COMPANY LIMITED. CONSTRUCTION PERMIT NO. POR TOR. 99/2563. THE PROJECT NOW IS UNDER CONSTRUCTION. TRANSFER OF OWNERSHIP COULD BE PROCESSED WITHIN 30 DAYS AFTER THE BUYER PAYS THE PURCHASE PRICE IN FULL. REMARKS: IMAGES ARE REAL AND/OR SIMULATED. THE INFORMATION IN THIS DISCLAIMER IS SUBJECTED TO FURTHER CHANGES AND/OR AMENDMENTS WITHOUT PRIOR NOTICE AND ALSO SUBJECTED TO THE COMPANY'S CONDITIONS. ANY INCONSISTENCIES THAT ARISE FROM ILLUSTRATIONS OR ARTIST IMPRESSIONS SERVE ONLY TO PROVIDE AN INDICATION OF THE PROJECT. / PRINTED ON MAY 2021