

สวัสดี

A Very Thai Deck



Photo of Mai taken on Zoom during lockdown in New York. The background image is Wat Phra Keaw - one of Thailand's most famous temple.



The last trip I've been to Pattaya in 2019 before coming to the states. My friends surprised this trip for me as for my farewell party trip. And we chose Pattaya because one time we went to a bar in Bangkok, got a bit tipsy and decided to drive to Pattaya. We got there at Sunrise.

Sawasdee! I'm **Mai**

Born in Bangkok - the top 10 most congested city in the world!

A little bit background about me, I was raised in the center of the city - near Chinatown. My great great grandparents were migrated from China.

Thai people are generally, from the people that I've met in my life, over 50% of them are mixed chinese. The rest of them are also mixed with other nationalities.

Thailand to me is such a diverse country to live in. Because everything is so cheap many people migrate here, live here, which is one of the reasons why everywhere you go there will be English signs everywhere.

Pattaya is always a go-to place for people from Bangkok. It's a quick getaway. The city is really easy to go to - about 2-3 hours drive from Bangkok depends on how fast you drive or how many songs you sing a long the way. It's a great road trip destination for families and friends.

It's also a convenience place where I stayed for months when my work was relocated for a while. Pattaya is near Chonburi where factories, R&D -

labs are located because it's a cheaper rent than Bangkok. I had nothing to worry if I can't find anything that Bangkok has to offer. Pattaya is outside of the capitol but it's got everything, from wif to the best seafood I could find in Thailand.

Thai people and people from all over the world have their hands down for the Thai Seafood Sauce. What's not to like it pairing with fresh shrimp, crab, fish, scallop with plenty of money left in your pocket for the beach and activities.

I often like to compare Pattaya with the Hamptons - full of accessibilities, high class hotels and accommodation, close to New York but Pattaya is a little more vibrant than the Hamptons. It could be a mix of Miami and Vegas but located at the Hamptons.

Night life - yes! - with the tummy full of delicious food, it's always great to go for a walk at some night markets AND the red light district called "The Walking Street"

Remember, Thailand is a HOT country - you will need AC at some point. Some people would also spend their night time to shopping malls, and activities indoor like Ripley Believe it or not, Fun Maze or just go for 2 hour Thai massage before bed and looking forward to hotel's breakfast!

Thailand - Land of Smiles

Thailand generally has been taglined “Land of smile” for a very long time. Apparently, thailand is well known for being happy and smiles A LOT. Not to mention, they love taking pictures and selfie. Thailand is a very diverse country, filed with mixed chinese and some other nationalities from the country nearby like Malaysia, Laos, Myanmar, etc. Thai people have always been immerse with lots of different cultures. As the country is widely open, it has also been welcoming expats from all over the world.

The tagline is so recognizable - Thai Airways even name their house brand line as ‘Thai Smile’



Songkran Festival (Water Festival or Thai new year) People celebrate has they get the longest holiday in a year



All Thai students must wear uniform



There are many types of Thai traditional costumes but we never wear them in typical days



People from Bangkok usually have urban look or sometimes Korean influenced look



This Airline fly domestic in Thailand



Just cute!

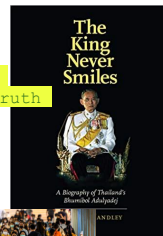
The King never smiles

October 13, 2016 was the day many of us who works or at school were suddenly told that we are allowed to go home. The King has died. I still remember walking out of my office seeing people crying on the street.

His passing was historical. Thai people loved him. His son, on the other hand, not really.

So many scandals now Thai people are losing faith on the current King, as much as they wanted to break the monarch tradition because the King is suspected to be on the same team as the government.

This book is never allowed to sell in Thailand. The book is about behind hidden truth in the Thai monarch



Yellow shirts was once loved and wore on the late King's birthday



The late King's funeral. Only people who donate over \$3,000 can attend to 100 day funeral.



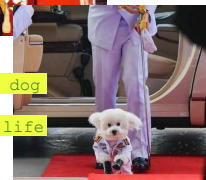
Many brands pay for it

King 9 is so beloved he reigned since 1782

King 10 never lives in Thailand



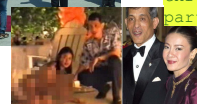
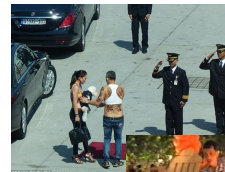
The King's dog and its privilege life



The current government



Scandals living in Germany with many wives and throwing naked parties



Student protest for the government to leave



When I was working at an ad agency. We were told a couple of days earlier that the King will pass soon. Get the graphic ready for our clients



Thai people don't walk

Apart from over 80 fahrenheit everyday, all year round, the roads aren't safe.

This applies to everywhere in Thailand. We are lucky to have cheap public transport but that ain't always good service.

It's always too crowded both inside and outside. Traffic jam in Bangkok is listed one of the most congested country in the world. Motorcycle running from all directions, dirty streets with trash, cabs choose passengers - Grab mobile application is one of the best way to travel in Bangkok and some cities in Thailand.

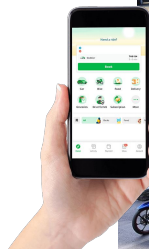


It's like you can always walk on the tile that can always fall off or slip. Sometimes the footpath is blocked by a crossing bridge



Tuktuk is a ripoff and is only for tourists

Grab App is the only way people can get rides, food delivery, many more of other services without fuss



Bangkok is the only city in Thailand that has Sky Train. It is very popular because it's fast and got good AC



Thai taxis are iconic the way that they have so many colors, people will mostly use taxis because its convenience and AC with cheap cost



Typical day traffic in big cities

Bangkok influence the country

Kids from all over the country would dream of coming to Bangkok and many of them will move to Bangkok after high school because many good colleges are in here.

Bangkok is Thailand's most diversity with lots of expat investors and tourists. Many places are built modern and luxury.

It's always easier to find other international cuisine than Thai cuisine in Bangkok.

Motorcycle has no lanes



Most chained restaurants in Bangkok are Japanese, Korean, Chinese



The tallest building



Khaosan road is most popular for Westerners



Luxury hospitals



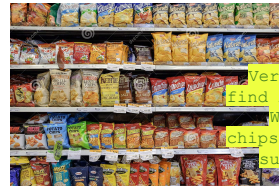
Many places from Bangkok will later inspire other places in Thailand



Thai people don't go there because it's hot and too touristy



Very easy to find American/Westerners chips from any supermarket

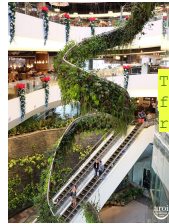


Siam / Mall Culture

Thai people loves AC and convenience. Malls are meeting place for lots of people. Not only that they have shops but department stores, restaurants, cinemas, bars, cafes, garden or even ski ground and ice skating rinks.

BTS (Skytrain) is connected to all malls, making it even more convenient to go around. Malls are all over the country. Areas that has a mall in it will have higher real estate value.

People would spend time in 3 places - work, home and malls.



This mall has 7 floors only for restaurants



Malls are becoming more and more luxury and made a perception of not just a place to shop but a lifestyle



Cafe in a mall



Hot Pot is possible in a mall

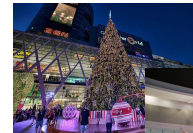


Fancy cinema with massage chair, a fridge and butlers

Ski ground



People spend holidays at shopping malls



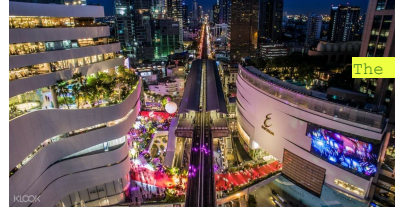
Sky train on the Shopping district - Siam



The EM District

The Mall Group launched a big project 7 years ago of connecting 3 malls together at the heart of Bangkok and is cut in the middle with a sky train stop. The malls are also connected with office building, and hotel and yet it is located right next to a park.

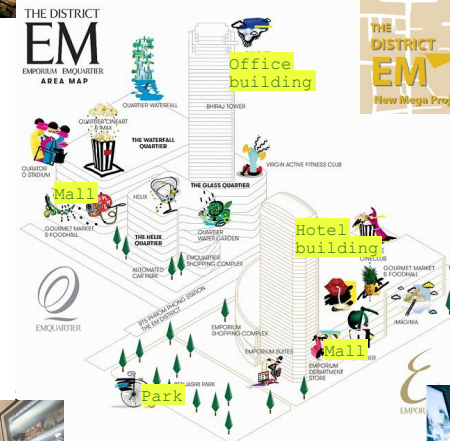
This project create phenomenal change in Thailand's malls business models.



The launch day



Launching campaign mapping people faces when they submit their photos online gained thousands of participants



3 large shopping malls connected



A campaign touring the EM District by Redbull freerunners I helped created



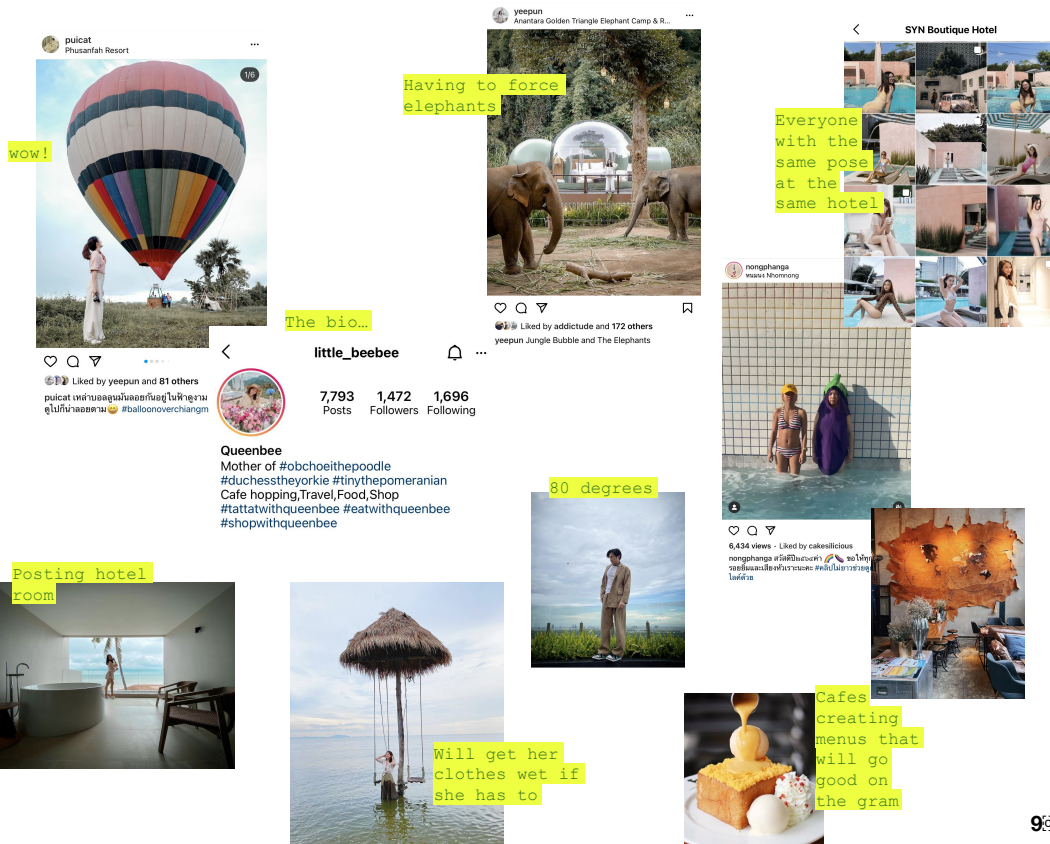
Outdoor event

Let's get away

Do it for the gram! Thai people treat Instagram and their Facebook like their work/ portfolio. It's in the culture that they will need to get shots for the gram no matter how hard it will take.

Many brands are aware of this and will try their best to grab attention on the gram.

Thai people will most likely to post their photos on vacation and is sometimes going to vacation just for the gram. They will be willing to wear in layers JUST FOR THE GRAM!



Good guys go to heaven, Bad guys go to Pattaya

Now when we talk about Pattaya among locals, it's always been most famous for its red light district or what's called "The Walking Street" filled with people and ladies.

The street is widely open, no age restrictions. Some locals would also grow up here and work since young.

There are street food along the way as well but the most famous menus are what 'position' or what shows you want to see.



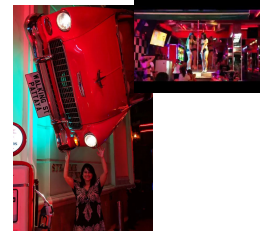
The King photo is everywhere even on top of the walking street sign



Talent on the street showing tricks



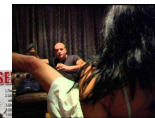
Hidden photo from inside the bar



This is the most common looking scene almost everywhere in Pattaya



These menus will be selling you all along the walking street



Other things in Pattaya

The walking street aren't everything about Pattaya. There are so many more interesting activities in Pattaya. Many people would spend lots of time at the beach with all sort of activities. Some will go to the mall to get away from the heat.

One of the most famous thing in Pattaya is Drag show. It is long running business in Pattaya and is the world's most famous for ladyboys.

Pattaya is always happening and is loud and crowded with people who wants to spend time and money.

Dinosaur Park



Annual music festival



Hard Rock Bubble pool party



Water festival in Pattaya run for 7 days while other cities in thailand would only go for 3 days



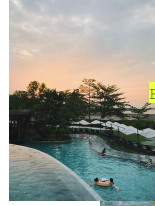
Yacht club



Miss Tiffany Show



Beaches and pools



Crowded shopping mall inside and outside



Amusements



Night market



Cabs are rare in Pattaya

Not many people will fly in Pattaya because the airline routes are rare and so as cabs in pattaya. They are expensive and hard to find one.

Most people will drive from their cities to Pattaya so the trip would be most convenient. Some people who don't have a car they can also do service truck, bus, and van. They are all unreliable with time and price.

Some people would rent bikes to go around. It's very dangerous though because Pattaya drivers break rules and the law aren't cover. Some hotels would provide their own shuttle service.



Rented a car with my friends for the trip



Most common hop on hop off in Pattaya



Van from Bangkok - Pattaya fits 15-17 people



Shuttle service from a condominium



Government bus from Bangkok to Pattaya



Passenger need to tell where he/she wants to go. The drivers will have to remember to stop every requests.



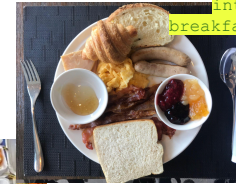
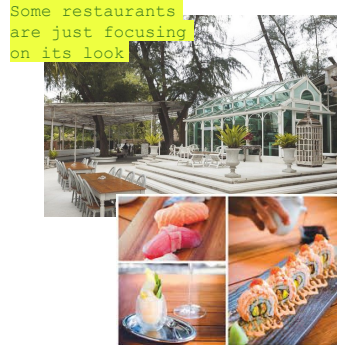
Bike rent

Never go hungry in Pattaya

Seafood is a must if you are in Pattaya but if you ever had enough of them there are LOTS more kinds of food to offer.

Many seafood restaurants will have their own tank and the animals will be killed and cooked depending on the orders so that it's at its most freshness.

Some restaurants will also go fancy. Some are just stainless steel tables and plastic chairs. As long as it's local its affordable.



Boutique Hotel and Cafe culture in Pattaya

Cafe culture has been a hit for many cities in Thailand for a few years now. Many cafes has been opened and creating more and more instagrammable food/ spaces.

Many boutique hotels will invest so much on free nights for influencers and celebrities so that they'll get free instagram posts from them.

Once they are viral on social media the hotels and the cafes are guaranteed to have at least a year long booking.



Skoop is a part of Veranda hotel. The cafe itself has 5K followers on Instagram



Breakfast at a pool



Coffee with a view



Some boutique hotels will create a Instagram spot like this



That presentation!

Romantic moments in Pattaya

Hotels are also commonly make lots of money from weddings and proposal events.

Pattaya is a hit destination for those because it is fairly close to Bangkok. Close enough people from Bangkok can gather 100 of them and drive here.

Weddings and other conventions require lots of rooms are space. Pattaya is usually the perfect place for it.



Celebrity wedding



Proposal at the beach



Some hotels will even have a spot for proposals



Monks lining up going in the hotel for wedding ceremony



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amunsubatnubunwong wong

Some expats who moved to Pattaya would get married here



Rivals! Huahin - Pattaya

Last but not the least! Whenever someone asked me when I told them I'm going to the beach they will immediately say "Huahin or Pattaya"

Because! Pattaya isn't the only go to beach from Bangkok.

Huahin is located at another part of Thailand. Also, 1-2 hour drive from Bangkok. Similar facilities with Pattaya. Might be a lot more quiet though!



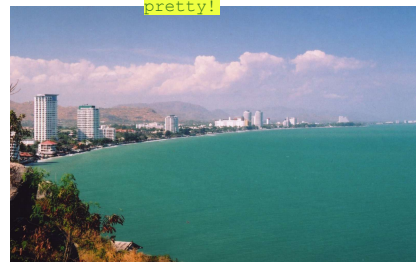
Cicada market - night market but focuses on Thai crafted food and arts



The city and the beach are less crowded than Pattaya



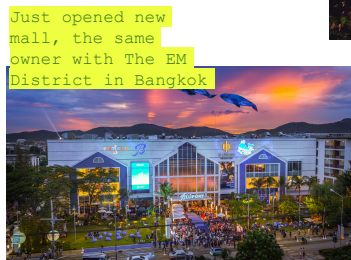
Hotel with its own private beach



pretty!



Luxury vineyards



Just opened new mall, the same owner with The EM District in Bangkok



Zoo...



A fake santorini



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