



SUMPHAT

Art Consultant for Hospitality and Cultural Design Strategy



Sumphat Gallery is an **international creative art consultancy** studio that combines a progressive art and design aesthetic with cultural storytelling. We specialize in **hospitality and cultural design**, curating art and craftsmanship that is authentic and purposeful to elevate hospitality brand identity.

Our research and design process is rooted in extensive **historical study to connect with the future**, while working directly with artists and craftsmen to revive forgotten traditions and narratives. We develop design solutions that build brand resonance, creating emotionally resonant works that **deliver a measurable return on investment** for our clients.



unveiling your legacy

Curated visionary art and craftsmanship
that connect your brand, city, and
society, weaving them into an
unforgettable story.



who we are

Sumphat Gallery is an art and design consultancy specializing in hospitality and cultural design strategy, dedicated to helping your project elevate its brand and guest experience. We create unique, narrative-driven art that connects history to the present, preserving the value of traditional knowledge and bringing it to life through collectible designs.

Our consultancy is led by two partners with a unique cross-cultural synergy: **Gaspard R. Pleansuk**, an award-winning Thai designer and architect, and **Philippe Moisan**, a French art historian and photographer with a deep understanding of European aesthetics. This collaboration allows us to seamlessly merge traditional Local craftsmanship with contemporary design, resulting in authentic, high-quality art pieces.

For your brand, this means providing more than just decoration; we offer a strategy that tells a story and enriches your brand identity. Our collaboration with artists and craftsmen ensures that each piece is infused with soul and purpose, fostering sustainable growth and preserving cultural heritage. This commitment to mindful design and social responsibility resonates with discerning guests and sets your brand apart.

Our track record speaks for itself, with collaborations with prestigious international brands such as Dior, Audemars Piguet, and Aman. We have also been honored with numerous accolades, including the Thailand Prime Minister Award and Japan's G-Mark Award. Partner with Sumphat to transform your space with art that is both beautiful and meaningful.



biography

Gaspard R. Pleansuk

Architect / Product Design / Artist
Lecturer / Consulting

Gaspard is a visionary designer who seamlessly merges traditional craftsmanship with contemporary design, earning him collaborations with international luxury brands such as Dior, Audemars Piguet, and Cartier. He is a pioneer in Southeast Asia in organizing art events that focus on elevating product and craft design to the art and luxury markets. He has worked with a variety of materials, learning from their artistic, industrial, and artisanal applications. Through his design consulting, he has advised more than 400 communities.

Gaspard's work is deeply rooted in environmental sustainability and a community-driven approach. His artistic and architectural pursuits have earned him numerous accolades, including the Thailand Prime Minister Award and Japan's G-Mark Award. His legacy lies in his ability to foster sustainable growth and champion the harmony of nature and culture through his designs. His work, "Kailash," is exhibited at the Osaka World Expo in 2025.



biography

Philippe Moisan

Photographer / Artist / Lecturer / Consulting

Born in Paris in 1962, is a photographer with a deep knowledge of history, influenced by his family's background in media and publishing for museums across France. He studied at the École du Louvre and specializes in Egyptian history and French Renaissance. His early life was a blend of urban exploration in Montmartre and travels. He began teaching himself photography while flying for a major French airline, using his journeys to train his eye.

Moisan's photographic career gained momentum in the 2000s, with his work spanning across Eastern Europe, Miami, and São Paulo, Tokyo and Madrid. He learned the subtleties of black-and-white printing from Georges Fèvre, master printer for Cartier-Bresson and Josef Koudelka. His work, which he describes as contemporary photography, has been exhibited in France, Thailand, and Japan, including at the Osaka International Art Show. Today, based in Bangkok, he co-founded SuMphat Gallery and the Tokonomad project with Gaspard R.Pleausuk, where he merges black-and-white photography with gold leaf.

why we stand apart



*art
craft community
technology
emotion*

identity

Sumphat Gallery is a creative studio and art consultancy specializing in art, craft, and cultural storytelling.

We believe that ***art is a powerful emotional discipline***, and our consultancy is led by the combined expertise of architect and designer Gaspard R. Pleansuk and Philippe Moisan art historian and photographer.

Our process is rooted in extensive ***historical research***, where we search for lost stories and give them new life. This commitment to narrative depth ensures that our art is not just a decorative piece, but a strategic investment that builds ***brand resonance***, creates long-term brand value, and delivers a measurable return on investment (ROI) for hotels.

Through our direct collaboration with artists and craftsmen, each work is imbued with an authentic soul and purpose, allowing us to craft immersive, ***film-like experiences*** that resonate deeply with guests. Our art transforms a stay into an unforgettable memory, making it an integral part of your hotel's legacy.



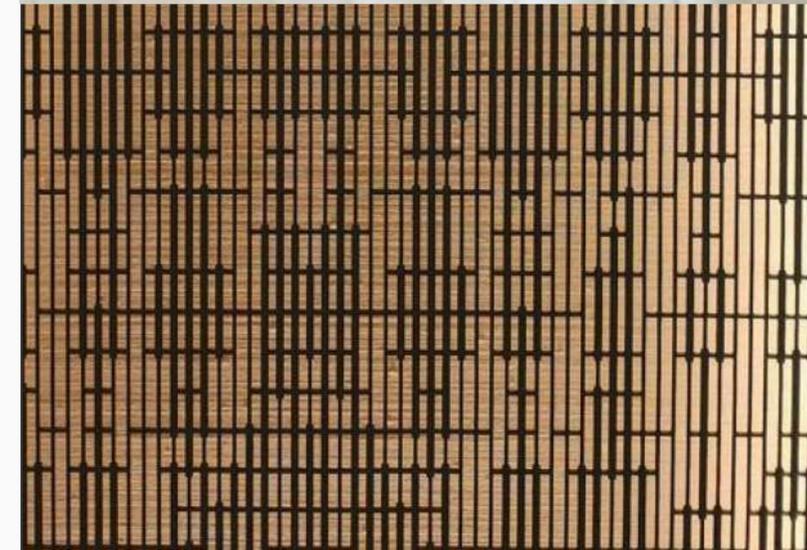
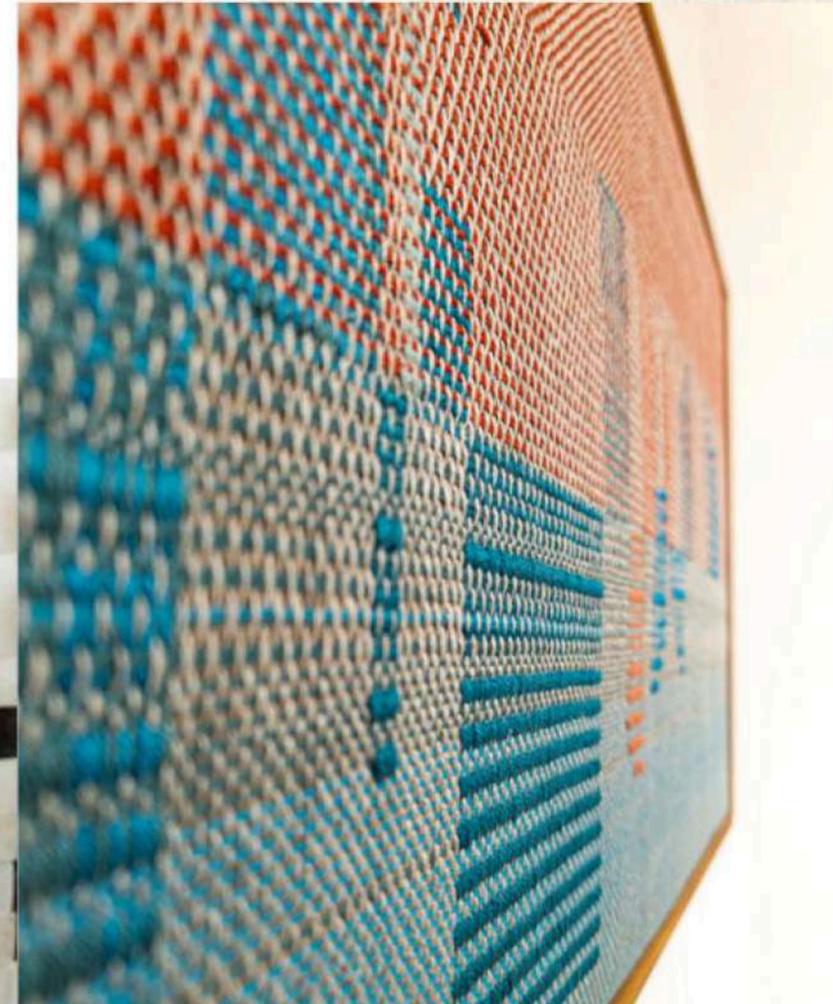
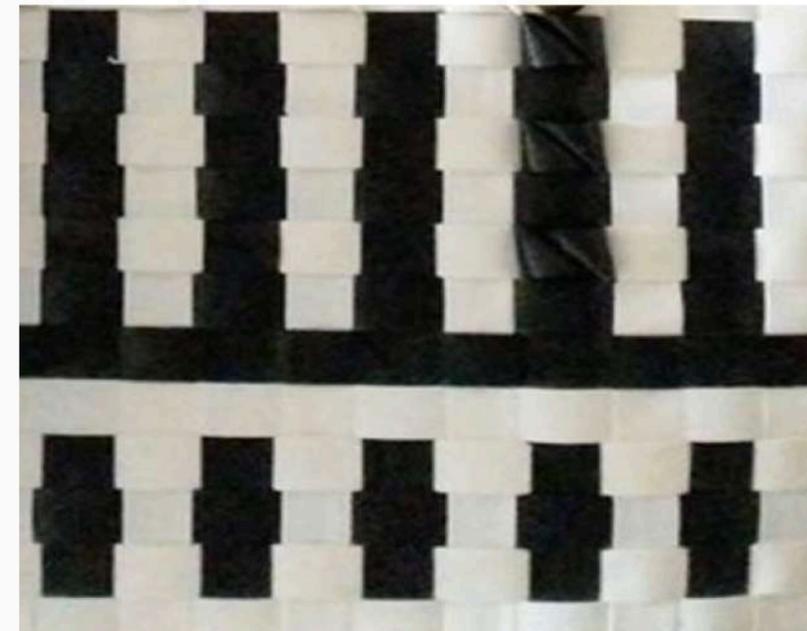
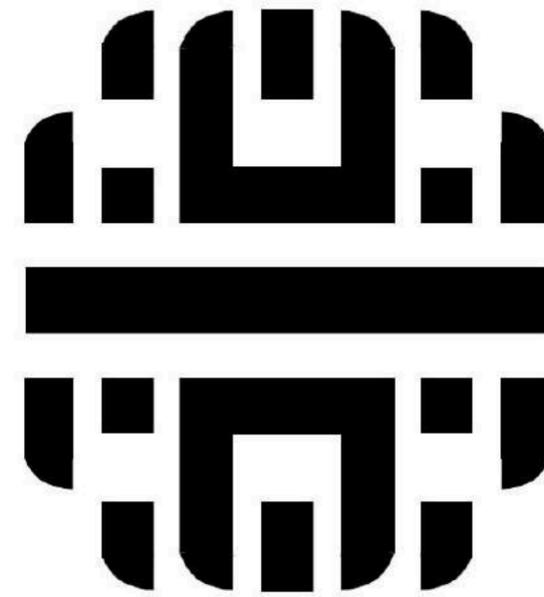
understanding the art of hospitality

As art consultants, we at Sumphat deeply understand that for the hotel business, art is often viewed as a cost with an unclear return on investment.

Selecting pieces can be challenging due to differing tastes. From our **experience as architects and curators working with a diverse range of artists**—including on a landmark project like Dior Goldhouse Bangkok—we have found that art is an investment that creates added value, not a cost to be cut. Hotels with unique art collections can increase their **Average Daily Rate (ADR) by up to 15%** and attract high-spending clientele.

We are prepared to mitigate your decision-making risks through a process that begins with a detailed analysis of your specific pain points. Our approach includes presenting tangible artist list and sample artworks to **minimize internal conflict and ensure a smooth decision-making** process. Furthermore, we can create works that clearly reflect the brand's vision and identity, allowing you to stand out sustainably from competitors who are merely seeking new works through AI, often without a clear direction.

Whether for a large-scale project or a smaller-scale initiative such as art consultation for public spaces, we are ready to partner with you to prove that investing in art is not only an aesthetic endeavor but also a **strategic business opportunity that will grow with your brand's future.**



our strengths

Deep Cultural & Interdisciplinary Foundation

We create distinctive hybrid works that bridge craft, design, architecture, and technology. By working with a diverse network of artisans and experts, we innovate while remaining rooted in traditional knowledge and methods.

Commitment to Sustainability & Tracability

Sustainability is integral to our practice. We embed environmental responsibility into every stage of creation. Through fair and ethical collaboration, we also support rural craft communities, ensuring both ecological and social sustainability.

Design Excellence

Our international design awards demonstrate how we blend client philosophy and vision with local textures and narratives. The result is timeless, sophisticated works that carry profound cultural and emotional resonance.

Educational & Experiential Value

SUMPHAT cultivates a deeper appreciation for craftsmanship through storytelling, immersive exhibitions, and educational retreats. Drawing from our teaching experience at international master's programs, we also share knowledge across disciplines, bridging academia and practice.

Strong Brand Identity

Our expertise in brand identity is demonstrated through major consulting projects, including city branding initiatives in collaboration with the Ministry of Culture.





belief

Deep understanding of traditional and contemporary craft,
Culturally rooted,
emotionally resonant creations,
Strong visual storytelling
and design sensitivity,

Experience working across history,
art, craft & product design,
photograph and architecture.



AGENDA

1. *CUSTOMER
EMOTION*

*EMPATHETIC
EXPERIENCE DESIGN
STRATEGY
ART ELEMENT
ART TECHNIQUE*

2. *FUNCTION
OF ART*

*BRAND IDENTITY
STORY TELLING
CREATING EMOTION
MEMORABILITY (IG.)
ENGAGEMENT
COMMUNITY*

3. *AREA*

*ARRIVAL LOBBY
BALLROOM
MULTIFUNCTION ROOM
LOBBY
ALL DAY DINING
SPA & FITNESS
SWIMMING POOL*

art is emotion



Memories take shape through emotion, and art is what gives that emotion form. We believe art is a powerful emotional language, capable of touching and transforming its audience.

At SUMPBAT, we curate artists and artisans to craft stories and emotions that go far beyond the decoration of space — creating lasting impressions and memories.

Every gesture, every imperfection, every texture carries the presence of the maker — their care, rhythm, and spirit.

Handmade objects are more than material things; they hold memory, connection, and feeling. In a world of mass production, we choose slowness, sensitivity, and soul — because emotion can't be manufactured. It must be made, thoughtfully and by hand.

heritage defines luxury



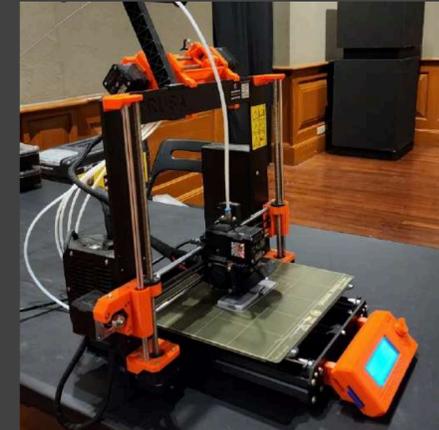
Heritage embodies rarity, authenticity, and irreplaceable value.

It is a tradition, a language, and a form of quiet resistance against the disposable. The soul of heritage gives it memory, meaning, and humanity.

Rooted in time, culture, and craftsmanship, it carries stories that cannot be replicated. At SUMPBAT Gallery, we integrate heritage into your brand, elevating it beyond decoration—transforming it into a symbol of authenticity and timeless sophistication.

This creates not only a sense of exclusivity but also meaningful connections with your community and audience.

innovation delivers experience



A unique and distinctive brand presentation creates new user experiences

We believe innovation doesn't replace heritage — technology revives history. We explore the future by looking deeply into the past, transforming traditional crafts through new forms, materials, and thinking. By merging ancestral wisdom with contemporary design, we create works that are both timeless and forward-looking — where heritage becomes a foundation for innovation, not a boundary.

Sumphat Gallery collaborate with a diverse network of **artists, artisans, and university departments**, including engineering, science, and even food science. By designing through this cross-disciplinary approach, we create fresh, innovative experiences that resonate deeply with a brand and yours audience.



space tells a story

A true sense of place is not created by empty space or architecture alone. It includes art that reflects philosophy and a way of life.

At Sumphat Gallery, we seek the identity and soul of a brand and entrust it to our artists and artisans. Our collaboration then create works that fill a place with soul, transforming concrete structures, plywood walls, and tiled floors into a memorable and meaningful space.



our art consultancy approach

As experts in art and craft consultancy, **we operate on a consultancy fee basis** to deliver the most precise and professional guidance and solutions.

Our process is creative yet clear and systematic. We collaborate closely with your entire team—from branding to interior and landscape design—to **foster a creative environment**. This synergy allows us to push the boundaries and deliver art that perfectly captures your brand's essence, all managed within your **specified timeline and budget**.

We believe art is more than just an element of design; it's the core of an experience. It creates emotion and leaves a lasting impression on your audience, which ultimately **builds a powerful and memorable brand identity**. We pour our dedication into every detail to ensure our work is not just an adornment but a profound and unforgettable experience.

Our professional art consultancy practice

1. Art Positioning within Brand Identity

Define the role of art in reinforcing the hotel's cultural and business values.

3. Collaborative Concept Development

Co-develop artistic concepts with the selected artist, interior designers, and engineers to ensure spatial harmony and technical feasibility.

5. Quality Approval

Conduct design and material reviews to approve the final prototype before mass production.

7. On-Site Installation

Coordinate with contractors and installation logistics, ensuring safe, accurate, and context-sensitive placement of artworks.

9. Documentation & Maintenance

The artist provides an Art Certificate of Authenticity and Maintenance Guidelines for long-term care.



2. Artist & Artisan Selection

Curate artists and craftsmen whose style and philosophy align with the brand and site context.

4. Prototype Development

Coordinate with Artists and Artisans to create mockups or scaled prototypes for review and refinement.

6. Production & Quantity Fulfillment

Manage or oversee production to meet required quantities while maintaining consistency and quality.

We collaborate closely with engineers to foresee installation challenges.

8. Final Quality Check

Perform post-installation inspections to ensure fidelity to design, safety, and craftsmanship standards.

Our collaborative creative process

1.

Connecting Creativity to Your Goals

We begin by understanding the needs of all stakeholders and mapping out decision-making roles to ensure that creative ideas align with business objectives.

3.

Setting Realistic Timelines and Boundaries

Together, we define practical timelines and clear scopes. This allows room for creativity while respecting constraints and ensuring a smooth process.

5.

Taking You on the Creative Journey

We don't just deliver outcomes—we involve you in the creative journey, building shared ownership, pride, and purpose in the final result.

2.

Collaborative Vision Workshops

Through structured workshops, we co-create a shared vision and brief early on—minimizing misalignment and maximizing clarity from the start.

4.

Framing Feedback to Stay Focused

We help structure feedback in a way that supports creative momentum—keeping direction clear and preventing fragmentation or confusion.

01

Material as
narrative

03

Creative
journey

02

Curating
brand artists

04

Installation
and deliver

material as narrative

In our process, we choose materials not just for their beauty and function, but for their story and spirit. This includes everything from local materials that reflect a community's history to sustainable alternatives we've developed with specialized laboratories.

Our strategic approach to material selection delivers tangible benefits:

- **Reflecting Local Stories:** We use natural materials like locally-sourced clay, aged wood, or traditional lacquerware to ensure each piece of art deeply connects to the history of its place and people.
- **Driving Sustainability:** We prioritize materials that are sustainably produced and have developed eco-friendly options. This approach not only reduces environmental impact but also enhances your brand's value to clients who prioritize sustainability.
- **Ensuring Practicality:** We select materials that are durable and easy to maintain, ensuring your art investment remains valuable and trouble-free for years to come.

Ultimately, choosing materials with meaning creates a deeper emotional connection. The texture of a surface, the feel of a grain—every small detail allows your guests to feel and connect with the story woven into every corner of the space.



finding your artist match

<p>- PLOT A - GROUND FLOOR, THIRD FLOOR, SIXTH FLOOR, SEVENTH FLOOR (Lift Lobby)</p>	<p>- PLOT A - THIRD FLOOR (Arrival lobby : Wall beside the escalator) - PLOT A - SEVENTH FLOOR (Lift Lobby)</p>	<p>- PLOT A - THIRD FLOOR (Arrival lobby : Wall beside the escalator) - PLOT A - SEVENTH FLOOR (Lift Lobby)</p>	<p>- PLOT A - THIRD FLOOR (Arrival lobby : Wall beside the escalator) - PLOT A - SEVENTH FLOOR (Lift Lobby)</p>
			
<p>JAMES WISIT - Nakhon Si Thammarat, TH - Work in progress</p>	<p>PARIWAT ANANTACHINA - Bangkok, TH - Working in progress</p>	<p>JOHANN PERATHONER - France, Paris - WhatsApp call : 03 Jul 2025 / Done (Chaing Mai)</p>	<p>TANAWAT SURIYATONGTAM - Bangkok, TH - OutsideMeeting : 23 Jul 2025 / Done</p>

<p>- PLOT A - SEVENTH FLOOR (Lift Lobby) - PLOT A - 8th - 15th ,18th - 25th (Guest Room Lift Corridor)</p>	<p>- PLOT A - SIXTH FLOOR (Multi Functional Room)</p>	<p>- PLOT A - SEVENTH FLOOR (Lobby : ROYAL BARGE SUPHANNAHONG)</p>	<p>- PLOT A - SEVENTH FLOOR (Lobby : ROYAL BARGE SUPHANNAHONG)</p>
			
<p>PROF. PREECHA PUNKLUM - Bangkok, TH - Call. Line : 23 Jul 2025 / Done</p>	<p>KWANCHAI LICHAIKUL - Bangkok, TH - OutsideMeeting : 17 Jul 2025 / Done (Chaing Mai)</p>	<p>ERIC TOBUA - Bangkok, TH - OutsideMeeting : 17 Jul 2025 / Done (Chaing Mai)</p>	<p>PHKA studio - Bangkok, TH - Working in progress</p>

<p>- PLOT B - GROUND FLOOR (Arrival Lift Lobby) - PLOT B - LEVEL 7 (Pool garden)</p>	<p>- PLOT B - GROUND FLOOR (Arrival Lift Lobby) - PLOT B - LEVEL 16 (Event & Meetings : The Suspend lamp)</p>	<p>- PLOT B - GROUND FLOOR (Arrival Lift Lobby) - PLOT B - LEVEL 8 - 15 / LEVEL 21 - 25 (Guest Lift Lobby)</p>	<p>- PLOT B - LEVEL 19 (Art Screen)</p>
			
<p>ERIC TOBUA - Khinkan, TH - OutsideMeeting : 17 Jul 2025 / Done (Chaing Mai)</p>	<p>TORLARP LARPJAROENSOOK - Chaing Mai, TH - OutsideMeeting : 17 Jul 2025 / Done (Chaing Mai)</p>	<p>VIPOO SRIVILASA - Melbourne, Sydney - Call, Email, Meeting at SAC gallery : 22 Jul 2025 / Done</p>	<p>THANAWAT NUMCHAROEN - Si Sa Ket, TH - Working in progress</p>

We believe that true art holds its value not just in its beauty, but in **the story of the artist behind** it. Our process is designed to select artists whose work will grow in value alongside your brand, ensuring your investment is a lasting one.

We carefully vet artists by examining their portfolios for clear development and a consistent artistic direction. **We invest in real human creativity**, not AI-generated art, because we know that a work's true value is tied to the artist's growth. By supporting these talented individuals, we enhance the value of their work and, by extension, your investment.

Strategic Placement

Our selection process is tailored to the specific needs of each space, ensuring maximum impact:

- **Public Areas:** For signature pieces, we curate works by renowned artists to create a stunning focal point that defines your brand and leaves a lasting impression.
- **High-Volume Production:** For areas like guest rooms, we collaborate with skilled artisans and designers who have the established production capabilities to deliver consistent quality and scale, ensuring every piece aligns with your brand's vision.

Art is more than decoration — it's a story waiting to be told.

Craft is more than a skill — it's a human language.

We help you choose pieces that evoke emotion and connect with your audience. Imagine the feeling of awe as a guest is greeted by a unique, brand-defining sculpture, or the sense of calm in a room adorned with beautiful, thoughtfully chosen art. We help you create these memorable experiences, turning your space into a place that truly resonates with people.

our creative journey

We believe hospitality design is about crafting meaningful experiences, not just aesthetics. Our process is a collaborative journey, bringing your vision to life through four key steps.

1. Uncovering the Soul : We begin by immersing ourselves in your location's culture to uncover its unique soul. By infusing spaces with local traditions and craftsmanship, we ensure guests feel a genuine connection to the region's stories.

2. Designing with Purpose : Our designs prioritize long-term value. We commit to sustainability by using responsible materials and methods that support local artisans, balancing timeless beauty with essential functionality.

3. Engaging the Senses : We intentionally design for the senses. Using texture, light, and thoughtful spatial flow, we create environments that evoke warmth, calm, and reflection—transforming a stay into an unforgettable experience.

4. Empowering Community : Our projects become platforms for local craft communities. By providing visibility and fair collaboration, we enrich the guest experience while empowering artisans and reflecting our commitment to social responsibility.



145 cm





ART PIECE PRODUCTION FOR ONE BANGKOK

end-to-end solution

Our comprehensive approach covers every stage of a project, from initial research and concept to final delivery. We collaborate closely with all parties, including engineers and contractors, to ensure seamless installation and handover. As we take you on the creative journey with us, this guarantees quality at every step to create a lasting business and community impact.

Client / Hotel Chain

Define the overall vision.

Brand Consulting

Strategic Collaboration

Architect / Interior / Landscape

Collaborate Design & Development

Engineers / Lighting Designers

Technical Integration with artists

Artists / Artisans

Create the project brief final works

Contractor

Handles all installation to final delivery

Art Consulting

measurable impact

At Sumphat Gallery, our mission is to preserve a disappearing heritage. We empower artisans, ensuring they earn a living while staying with their families. This commitment to both people and craft is the foundation of our work.

We actively seek out and develop at-risk crafts, providing income directly to communities across Thailand. By connecting local artisans to both domestic and international markets, we create sustainable economic models that benefit communities and preserve cultural identity.

Each piece carries the heart of its maker and the soul of its community, transforming your project into a tribute to heritage and the enduring power of tradition.





proven expertise

Extensive Collaboration with Skilled Artisans

Years of hands-on engagement with master Thai craftsmen and rural communities have enabled us to revive endangered techniques. Beyond Thailand, we cultivate strong international connections: representing ASEAN Master Craft in the Philippines, collaborating with the Alliance Française in India, working with Japanese artists through the Japan Foundation, and partnering with designers from Italy and France.

Recognition in Prestigious Exhibitions

Our work has been showcased at world-renowned platforms, including the Osaka World Expo's International Art Show, Paris Design Week's D'Day by AD Magazine, and the Bangkok Art and Cultural Centre. These exhibitions highlight our ability to blend heritage with contemporary design innovation.

Interdisciplinary Partnerships

With a foundation spanning architecture, design, fine art, and academic teaching, we integrate cross-disciplinary knowledge to create distinctive cultural and creative outputs. This interdisciplinary strength allows us to deliver projects that bridge sectors and foster new forms of collaboration.

Sustainability Leadership

We specialize in applying sustainable materials and processes, supported by research grants from the Ministry of Culture and the National Innovation Agency (NIA). Our projects include developing eco-materials such as fruit-based vegan leather for architectural design—adding value to creative industries while generating meaningful social and environmental impact.

Educational & Experiential Programming

We design immersive experiences and workshops that address urgent environmental issues, raise funds through art for wildlife conservation, and revive traditional crafts through interactive media. Over 12 collaborative projects with Thai and Japanese artists—such as reimagining lacquerware—demonstrate our ability to merge tradition, technology, and storytelling.

Consistent Storytelling Excellence

Through in-depth study of Customer-Based Brand Equity and soft power frameworks, we craft narratives that authentically convey cultural heritage and emotional resonance. This approach transforms design objects and spaces into powerful cultural statements.

project contents

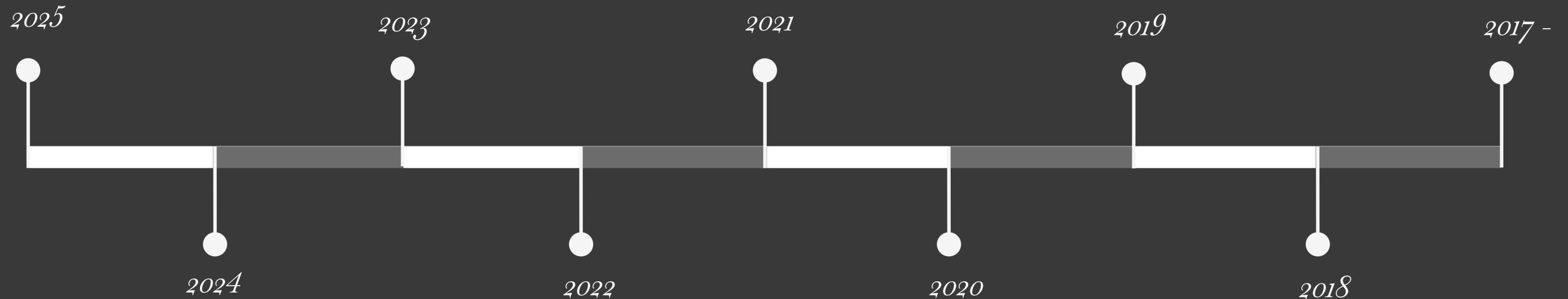
- Kailash, Osaka International Art (OIA), Osaka World Expo.
- Janrak, peace over the Thai-Japan Lacquer ware & meal
- Art piece for Dior Macau
- Art piece for Mandarin Oriental Bkk
- Art piece for Aman Private residence

- Gilded Eternal, Audemars Piguet foundation
- RAMASURA, People Gallery, BACC
- Art piece for Cartier, BKK
- PTT. Innovation Institute interior

- PANAJON, KIATNAKIN PATRA Bank
- DEMARK AWARDS, Limerance Perfume Design
- DEMARK AWARDS, Sumeru Product design
- PTT Headquarter: Conference room

- SUBDUED, Art Design installation, Serindia Gallery.
- ISAAN Content, Contemporary art installation, TCDC KhonKhaen
- Prime Minister Export Award, Best Design
- DEMARK AWARDS, Sitsaad stool
- SUBDUED Exhibition, Bangkok Design Week
- Art piece for Waldorf Astoria, BKK

- Triptyque Brass Table, Jim Thompson
- Genii-Loci, Group Exhibition, Chiangmai
- Samsara/ Genii-Loci Art exhibition, La residence de l'ambassade, Bangkok Thailand
- LA FETE Art exhibition, French Embassy and Alliance Française
- D'DAYS Art and Design festival PARIS
- G-MARK AWARD (JAPANESE DESIGN AWARD), Facet sofa



- Art piece for Dior Goldhouse, BKK
- Aman Hotel, Gold Gilding Screen at entrance, Leather Art
- THE FUTURE LIST 2024, 100 names, Cocktail Magazine
- Soft Power on Borsang Umbrella, Chiangmai Design Week
- Art charity project for animal sanctuary Bangkok Design Week
- 5 stars Hotel Art Consulting (NDA)

- Sartorial, Bangkok Design Week
- DEMARK AWARDS, Kong Kra Pan Leather art.
- Happiness in Quarantine > Bangkok Design Week x SAC Gallery
- PTT Headquarter: EMERGENCY MANAGEMENT CENTER, interior

- INNOMARK, Enterprise Asia, International award, Lift & Ready Durian Package
- DESIGNER OF THE YEAR, Silpakorn University with DITP, Product Design
- 2050 Bangkok Sealandia Exhibition, Bangkok Design Week
- PTT Headquarter: Meeting room

- Zephyr, One Bangkok Project.
- Artwork commission, Agent GAFFER, Rosewood Hotel
- Samui, Phangan Art installation, Community Development
- Dat-Cha-Read, Discover Thai Bonsai, Bangkok Design Week

AMAN

BANGKOK



■ Siam Estuary

■ 2024

The creative installation, featured in the Drop Off and Lobby areas, celebrates traditional Thai craftsmanship with exquisite gilding from Central Thailand and masterful wood carving from the North.

in collaboration with Interior designer Jean-Michel Gathy / Denniston and Martin Gerlier.



AMAN

BANGKOK



■ Flair of Storm

■ 2024

The creative installation, featured in the Lobby areas, celebrates traditional Thai craftsmanship with exquisite Leather work with Cloud Signature from Sumphat gallery and masterful wood carving from the North.. in collaboration with Interior designer Jean-Michel Gathy / Denniston and Martin Gerlier.



DIOR

GOLD HOUSE / BANGKOK



■ Jardin d'hiver Mirror

■ 2024

Weaving together traditional Thai craftsmanship, the collection features the northern Thai technique of repoussé metalwork, traditionally used for headdresses. This intricate technique is blended with central Thai brass casting, creating a dreamlike, three-dimensional effect that makes you feel as if you've stepped directly into a magical forest.

DIOR

GOLD HOUSE / BANGKOK



■ Jardin d'hiver Mirror

■ 2024

The collection further immerses viewers in its forest narrative through mirrors that serve as windows into nature. This lacquered and gilded mirror are hand-painted by master artisans from the "Ten Essential Traditional Crafts." This mirror is not just reflective surfaces; it is a portal into another world. The lacquer technique, known as "Lai Rod Nam," uses "rak" tree sap to create images of forests and branches.



■ Jardin d'hiver Mirror

■ 2025

The collection further immerses viewers in its forest narrative through mirrors that serve as windows into nature. This lacquered and gilded mirror are hand-painted by master artisans from the "Ten Essential Traditional Crafts." This mirror is not just reflective surfaces; it is a portal into another world. The lacquer technique, known as "Lai Rod Nam," uses "rak" tree sap to create images of forests and branches.

AUDEMARS PIGUET

BANGKOK



- Gilded Eternal
- 2023

This collection uses a unique technique of gold leaf carving on black-and-white photography. The dual-layered storytelling reveals details with light, creating a timeless record of moments. Artworks capture fleeting moments and transform them into eternal memories. The play of light on gold draws viewers in, evoking a sense of wonder and personal reflection.

AUDEMARS PIGUET

BANGKOK



- Gilded Eternal
- 2023

This collection uses a unique technique of gold leaf carving on black-and-white photography. The dual-layered storytelling reveals details with light, creating a timeless record of moments. Artworks capture fleeting moments and transform them into eternal memories. The play of light on gold draws viewers in, evoking a sense of wonder and personal reflection.



JIM THOMPSON

BANGKOK SIAM PARAGON



■ Samsara & Season

■ 2017

Inspired by the dance of rain and seasons, this piece evokes the life-giving power of nature. The Nang Yai art imbues the space with cultural memory, inviting a deep, emotional connection to the story of growth. This display uses traditional Nang Yai leather carving to create clouds, symbolizing rain and seasons. The clouds nourish a brass tree table, a practical yet poetic base for showcasing the products.



TRIPTYQUE BRASS STANDS, CASTING AND ENGRAVE | BANGKOK



- Siamese Lucky Cat
- 2022

Inspired by a 17th-century Thai manuscript, this collection uses the hand-painted enamel technique of Benjarong to portray lucky cats. Each piece offers a tangible symbol of good fortune and hope. Each piece is a memory of heritage. The vibrant, hand-painted details evoke a sense of tradition and luck, giving their guests a personal blessing.

WALDORF ASTORIA

BANGKOK



■ Chada Container

■ 2018

Blending heritage with modern function, This collection merges traditional turned wood with woven basket, Chada containers, evolving the ancestral "Mor Than" weaving style. A newly added lid enhances functionality, making it a perfect piece for hospitality and residential spaces.



CHADA WEAVING WITH WOOD LID CONTAINER | BANGKOK



- Apaithan collection
- 2021

This collection brings the magic of Thai literature to life. The Apaithan collection revives traditional masks, once exclusive and ceremonial, into approachable and fun designs. These pieces feature Thai mythological animal heads hidden on a gold leaf surface, making a prestigious art form accessible.

WANCHER

JAPAN



■ Wancher Fountain Pen

■ 2025

A luxury pen that tells a story of tradition and artistry. This one-of-a-kind fountain pen is a collaboration of Thai and Japanese craftsmanship. It combines the refined pixelated art of hand-woven yan lipao with gold gilding lacquerware, celebrating a unique fusion of two cultures.





WALL DECORATIVE ART PIECES | ROSEWOOD BANGKOK

ROSEWOOD

BANGKOK



■ Golden Dawn

■ 2019

This collection revives the intricate Don Wai lacquer cabinet motifs and traditional Thai gilding. Developed with the hotel's designers, these pieces in the lobby fuse heritage with contemporary design. At spa areas Inspired by sunlight piercing through clouds, these pieces create a feeling of serene awe. They offer a journey into Thailand's artistic soul, inviting guests to connect with a timeless narrative

MANDARIN ORIENTAL

BANGKOK



■ Panajon Collection

■ 2025

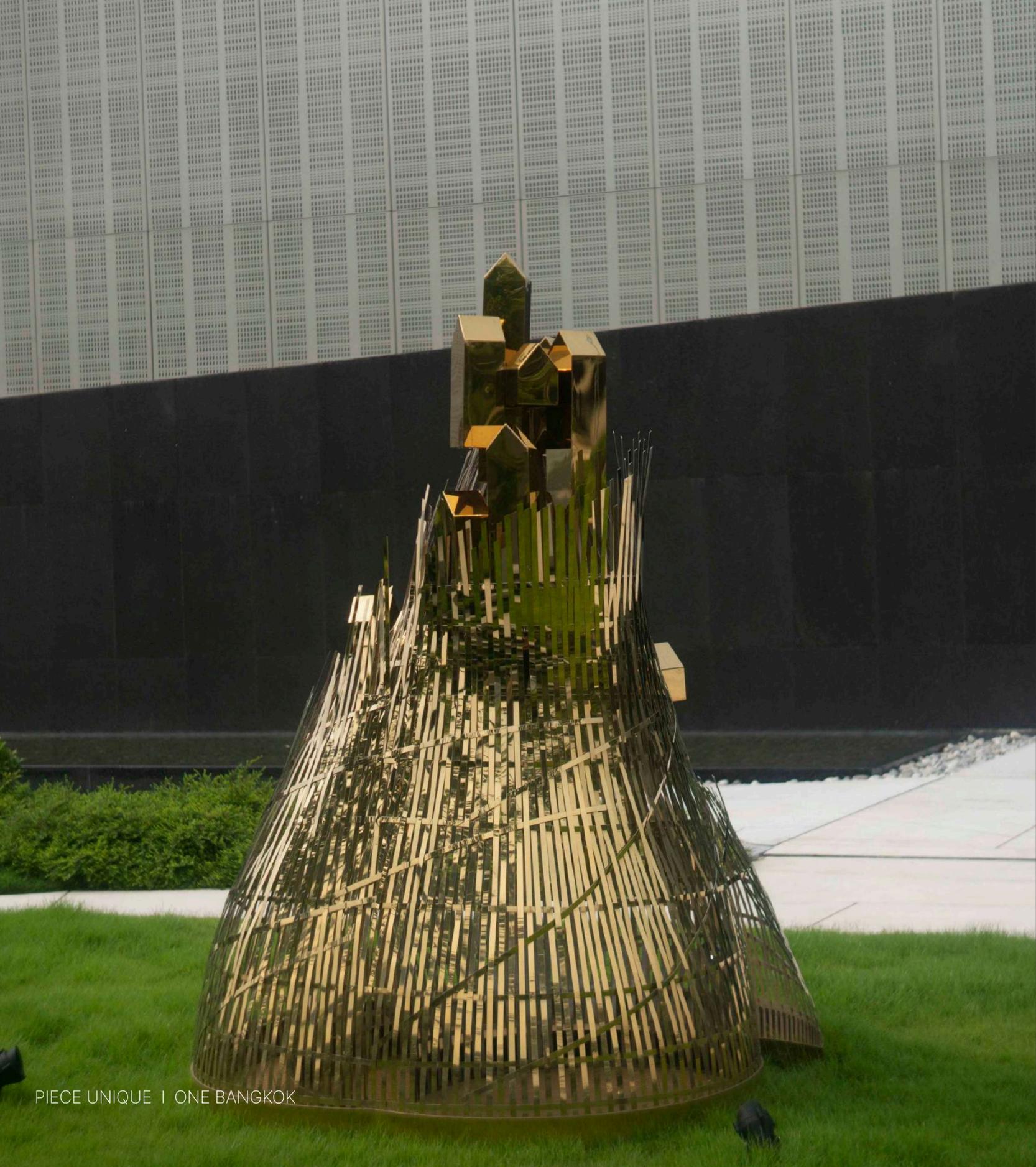
This collection revives the historical tradition of Bunga Mas (golden flowers) offered to kings, using an ancient brass technique to create a luxurious welcome. Inspired by a legend of devotion, each piece evokes a sense of revered history and timeless beauty, offering your guests a truly majestic and memorable experience.



BRASS WORK FOR FLOWER HOLDER | BANGKOK

ZEPHYR

ONE BANGKOK / BANGKOK



- ZEPHYR
- 2019

Zephyr is a wind from the west. This art piece has been inspired by the history of the location which go by the wind of change from the west that transform the rice field to the village and turn to the center of Bangkok capital nowadays.

Ruby

อัญมณีในตระกูลคอร์นดัม ซึ่งมีอะลูมิเนียมออกไซด์ เป็นองค์ประกอบ มีความแข็งสูงรองจากเพชร ตามโมห์สเกล สีแดงของทับทิมเกิดจากราตุโครเมียมที่เจือปนอยู่ในผลึก ทั้งนี้ ทับทิมสีแดงเลือดนกพิราบของเมียนมา ได้ชื่อว่ามีคุณภาพเยี่ยมที่สุด

Ruby, a variety of corundum (aluminum oxide), is a highly durable gemstone, second only to diamond in hardness. Its striking red color is attributed to chromium impurities in the crystal structure. Myanmar produces rubies with a vibrant red color resembling pigeon's blood, renowned for their highest quality.



THE GEM & JEWELRY Institute of Thailand



■ Jewelry Museum

■ 2023

Jewelry aren't just artifacts; they are stories of timeless beauty and legacy. Recognized for our curatorial expertise, we were trusted to source all the precious stones and jewelry for a museum. Our work contributed to the museum being awarded the Best Museum of Thailand in 2025.

art curation

We offer more than just art; we share history.

With over a decade of academic and private sector experience, Sumphat revive disappearing cultural knowledge, developing community crafts into new art forms for modern spaces. These works create a deep, meaningful connection, transforming a stay into a memorable experience rooted in tradition.

Our unique approach provides hotels a perfect blend of modern aesthetics and authentic cultural heritage, creating significant value for both businesses and guests.



art curation
expertise

kailash

osaka International art show
year 2025
osaka world expo

Thai beliefs blending Buddhism and Hinduism are explored through the art of Yantras and the unique Lairotnam technique. This exhibition, centered on the deity Shiva, reveals a spiritual fusion where ancient symbols and intricate craftsmanship intertwine. It's a journey into the heart of Thai faith.



art curation
expertise

jan rak

CEA - Bangkok design week
year 2025
Bangkok / Thailand

Amidst conflict, a shared meal can be the start of cross-border friendships. This exhibition of Thai and Japanese lacquerware plates celebrates how simply sharing food and happiness can bridge cultural divides and build connections across nations.



art curation
expertise

sala-salum

CEA - Chiangmai design week
year 2024
Chiangmai / Thailand

The century-old craft of Bo Sang umbrellas, which has sustained a community for generations, is now at risk of being lost. We've partnered with over 20 artists and a university for an interactive exhibition to revitalize this heritage and carry it into the future.



art curation
expertise

rama/sura

BACC
year 2024
Bangkok / Thailand

In this immersive exhibition, ancient shadow play craftsmanship meets contemporary art. Traditional Thai dance is blended into the space, narrating the ancient beliefs and myths behind the birth of the seasons, creating a powerful and unique multisensory experience..



art curation
expertise

once in a wild

ATTA gallery
year 2024
Bangkok / Thailand

Eight leading Thai artists unite in a mixed-media exhibition to reflect on the plight of wildlife. All proceeds from the sale of their work will be donated to support a wildlife care center, turning art into a powerful force for animal conservation.



art curation
expertise

sartorial

Sense of NangLoeng
year 2023
Bangkok / Thailand

The Chatree, a traditional Thai dance, and its masters are vanishing from society. This performance sheds light on the neglect faced by these artists, reflecting a wider cultural crisis. It aims to raise awareness and begin a process of healing for this endangered art form.



art curation
expertise

pinij

SAC gallery
year 2022
Bangkok / Thailand

As the pandemic shrunk our world to the size of a single room, mental health challenges grew. Yet, this confinement offers an opportunity for reflection (pinij). By focusing on our surroundings and finding joy in the smallest details, we can cultivate inner peace and well-being.



art curation
expertise

bangkok sealandia

CEA - Bangkok design week
year 2020
Bangkok / Thailand

By 2050, Bangkok could be submerged due to rising temperatures. If mass relocation isn't possible, our resilience lies in preparation. We must innovate to coexist with the water, adapting our infrastructure and communities to mitigate flood risks and build a sustainable future.



art curation
expertise

tropical rain

La vie - Bangkok design week
year 2020
Bangkok / Thailand

Inspired by the COVID-19 pandemic, this exhibition brings the tropical jungle into home interiors. We collaborated with local Thai artisans to create a unique brassware collection, transforming living spaces into lush, nature-infused sanctuaries and celebrating craftsmanship.



art curation
expertise

subdued

Serindia gallery
year 2019
Bangkok / Thailand

This exhibition reflects on transitions of power and the erosion of democracy. Through the works of artists and designers, it explored how a new authority reshapes daily life, giving voice to those living under its influence and capturing their resilience and struggle.



art curation
expertise

metamorphoses

AD Interieurs - D'Day
year 2019
Paris / France

Modern Benjarong tableware gets a fresh voice, thanks to a Parisian interior designer. This collection, featuring accessible storytelling, was on display alongside works from over 20 of the world's leading interior design firms, reimagining a classic craft for a global audience.



art curation
expertise

dat-cha-read

TCDC - Bangkok design week
year 2018
Bangkok / Thailand

An ancient Thai art form, the 400-year-old tradition of trained trees, is fading. Unlike Japanese Bonsai, this unique craft is a dying art. We present this heritage through modern design and everyday objects, aiming to revive interest and secure its future.



art curation
expertise

panajon

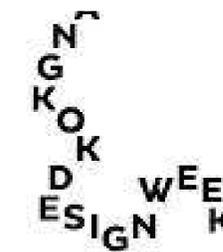
gallery scene ouverte
year 2018
Paris / France

This exhibition in Paris' 5th arrondissement showcases a unique fusion of traditional Thai art and modern photography. Through the ancient Lairotnam technique—gold-leaf on lacquer—and contemporary brassware, the artists craft a stunning dialogue between two distinct materials and cultures.





collaborators



awards



PRIME MINISTER'S
EXPORT AWARD 2018, 2019



GOOD DESIGN AWARD
JAPAN 2018



DEMARK AWARD
THAILAND 2018, 2019, 2021



INNOMARK AWARD
INTERNATIONAL 2020



NATIONAL TAIWAN CRAFT
RESERCH 2019



get in touch with us

Send us a message and visit us.

Email: sumphatgallery.cr@gmail.com

Website: <https://sumphat.com>

Instagram: [@sumphatgallery](https://www.instagram.com/sumphatgallery)

Facebook: [SUMPHAT Gallery](https://www.facebook.com/SUMPHAT Gallery)



Bangkok Branch / Craft
90/95 Vibhavadi Rangsit 20 Alley,
Yaek 12, Chom Phon, Chatuchak
Bangkok 10900, Thailand



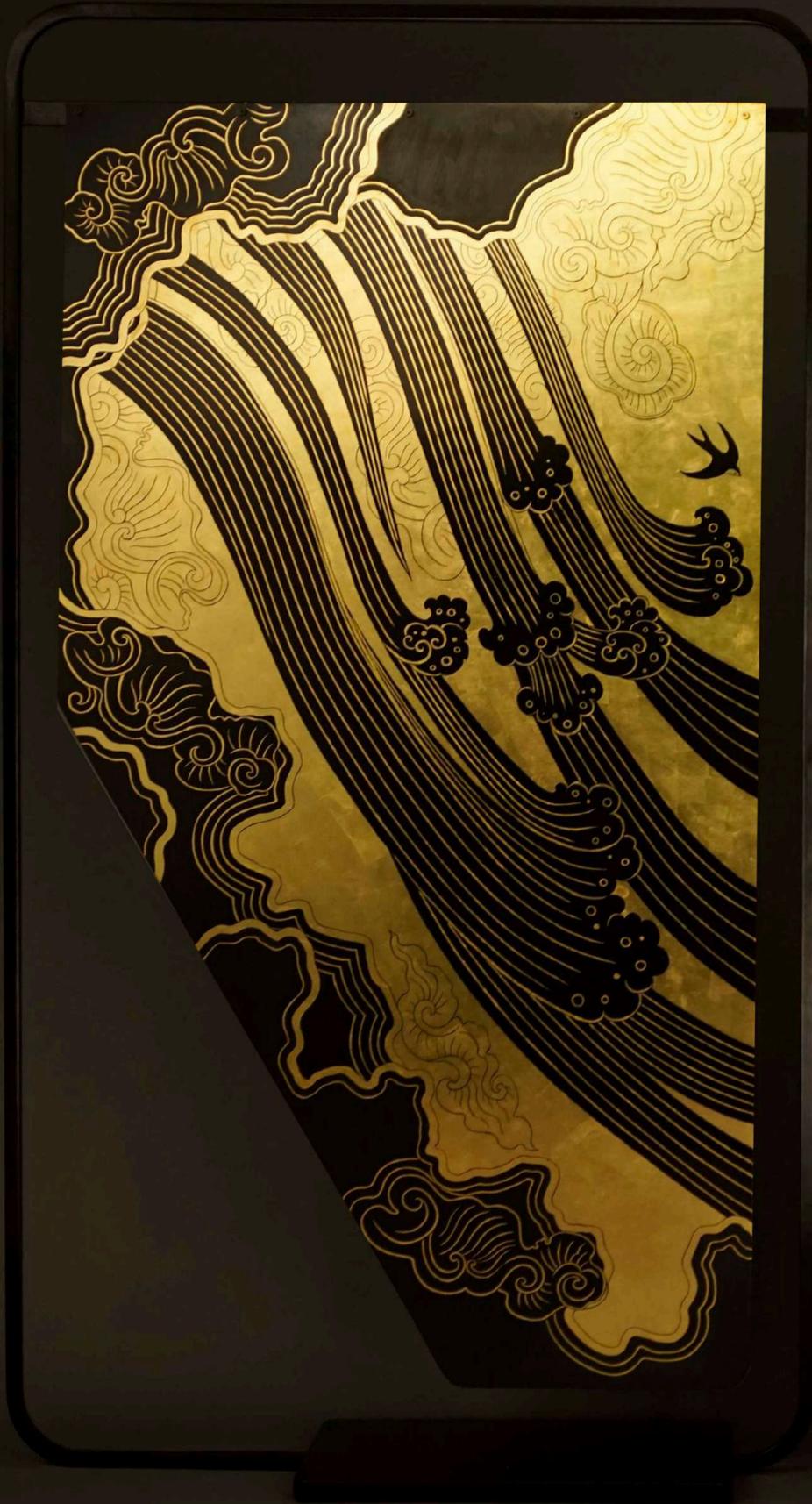
Nakorn Nayok Branch / Art
88 Moo 6
Tambon Bang O, Banna
Nakhon Nayok 26110, Thailand

Let's begin this journey.

We'll guide you through the process to ensure your success.

We preserve and revive traditional knowledge, crafts, and culture with integrity. We then transform them into contemporary designs that serve a deeper purpose than just short-term income or decoration.

Instead, our collaboration creates sustainable value for communities and clients, reflecting our commitment to cultural authenticity and responsibility while building a lasting foundation for memory



TRADITIONAL GOLD LEAF 'LAI ROD NHAM' SCREEN | SACIT BANGKOK



SUMPHAT

PROJECT PROPOSAL : SCREEN
DATE : 09 / 09 / 25

project: