



Space to Emerge The Identity of Chiang Saen

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Abstract

Chiang Saen is located in Wiang subdistrict, Chiang Saen district, Chiang Rai, Thailand. It was an important historical city for thousand years ago, however, today it has changed due to not only a government policy but also the urban growth that destroys and invasion the identity. The objective of this study on identity is a purpose to use the historical branding methodology. The methodology process would be about study the identity in architecture, collecting important history data to classifieds the existing identity, literature urban renewable concept to purpose urban development, the image of the city theory to providing the potential of activity for apply with guideline design space. The identity that applies with historical branding could provide 6 main benefits, namely the rehabilitation of an old activity to connect the city, attracting tourists to visit ancient temples, the addition of more green and public space to the city, and attracting tourists to the Chiang Saen national museum.

The last part of this article provides a suggestion and observation form program design that would be applied to the historical banding as a remains the identity of Chiang Saen and promoting from the history in terms of the space design process (changing material, scale proportion, and others) with an architecture activity program.

Keywords: *The identity of Chiang Saen, Historical Banding, Image of the city*

1. Introduction

The coexistence of local identity and international performance, “Chiang Saen Old City is an important historical city in Chiang Rai Province and is the source of civilization in the region with the important ancient temples and chedi of the Lanna Kingdom, as well as the importance of Chiang Saen city planning that appear traces of ancient sites along the old city walls, moats, the embankment surrounds the city plan. It is an irregular quadrilateral with three walls except for the east side, which is adjacent to the Mekong River. There are 76 important temples in the old city area, which are an architectural heritage worthy of preserving the city’s architecture from the historical evidence of Chiang Saen. It is the Yonok region named Yonok Chiang Saen, according to historical information, it appears the legend that can explain the story of Chiang Saen is the legend of Suwan Khom Kha Legend of Singhanawat Kumar and the legend of Hiran Nakhon money rubber Mention building a house as a city of Phaya Mangrai Until the Burmese rule of Chiang Saen in 2101 and the administrative boundary of Chiang Saen in the Payap province of Thailand {in thai}” (Ongsakul, 2005). This acritical indicates Chiang Saen is an important historical city of the Lan Na kingdom for a thousand-year and but in the present Chiang Saen has to change from GMS policy development. “The Greater Mekong Subregion (GMS) Program supports the implementation of high-priority subregional projects in agriculture, energy, environment, health and human resource development, information and communication technology, tourism, transport, transport, and trade facilitation, and urban development” (Greater Mekong Subregion Secretariat, 2018). While GMS policy development to affect Chiang Saen being into the spacial economics Zone (SEZ) development policy. “Special economic zones will become economic gateways connecting with the neighboring countries, and the people will have a better quality of life in terms of Prosperity contribution to border areas, increase in and improvement of quality of life and Solving of security problems” (National Economic and Social Development Council (NESDC), 2021). from GMS and SEZ development has an effect to charging urban component in terms of population increase and the land-use was used not suitable destroys and invasion of the archaeological site that means the identity are decreasing by urban growth, leading the author to use the historical branding method.

The Historical Branding is leading of the historical to create branding by study the identity in architecture for classified the identity after that create timeline analysis to know existing identity element for creating space but this solution is not suitable in terms of architectural(this solution can create space in like



as sculpture it is the abstract way solving in terms of art) the author uses the image of the city theory to study the urban activity of the city that leads to creating architecture program and then apply the space with an architecture program.

From this result, it destroys and invasion of the archaeological site and also destroys the identity. Even though many people perceive Chiang Saen by the Golden Triangle (The boundary spot of three countries of Thailand, Laos, and Myanmar) but is not the essence of identity, leading to a question of how this project can create a new identity perception can apply with the urban growth in the future for Chiang Saen by historical branding.

2. Objectives

- 1) To study the identity of Chiang Saen
- 2) To suggest the Historical Branding concept for applying the new identity of Chiang Saen

3. Materials and Methods

In this study, the author has pointed out interesting urban and build the new identity of Chiang Saen by using the following historical branding method. The examples of methods analysis are shown in Figure 1 and listed as follows.

- 3.1 Study the architectural identity for identity classification
- 3.2 Collect the data by studying the timeline analysis to classify existing identity elements to apply in space design guidelines
- 3.3 Review literature from urban renewable, which is 3 main concepts to propose Chiang Saen in the part of urban development
- 3.4 Use the image of city theory to analyze the possibility of developing the area designed
- 3.5 Design a guideline to rehabilitate urban renewable by applying urban planning and space design

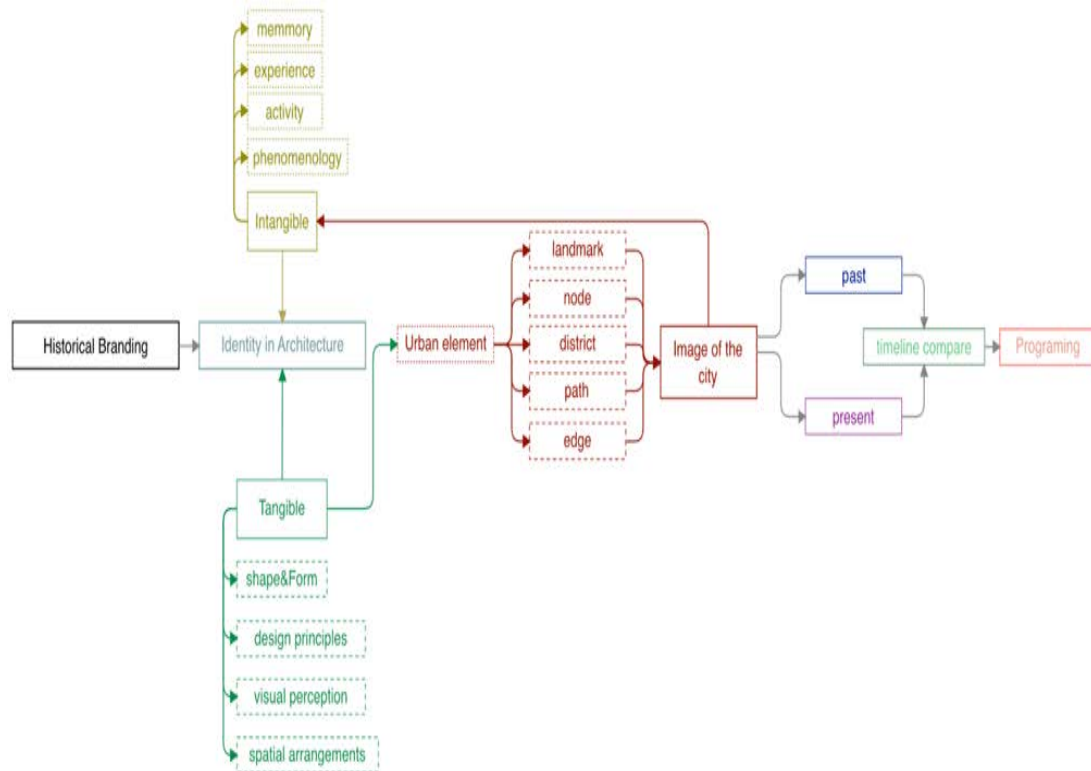


Figure 1 The Historical Branding concept methods diagram



4.1 The identity in architecture

“Identity in architecture consists of two collections of elements. Tangible group relates to the actual built environment such as shape, form spatial arrangement – basically everything that can be visually perceived. The other group consists of intangible aspects that concern memory, experience and the notion of phenomenology in architecture” (Nalepa, n.d.). From this article, the author summarized the tangible architecture as a physical element in architecture and the intangible architecture as a non-physical element in architecture this guide to study the existing identity of Chiang Sean by Timeline analysis.

4.2 Timeline analysis

Timeline analysis shows important occurrence it can be classified existing identity element of Chiang Sean (Figure 2).

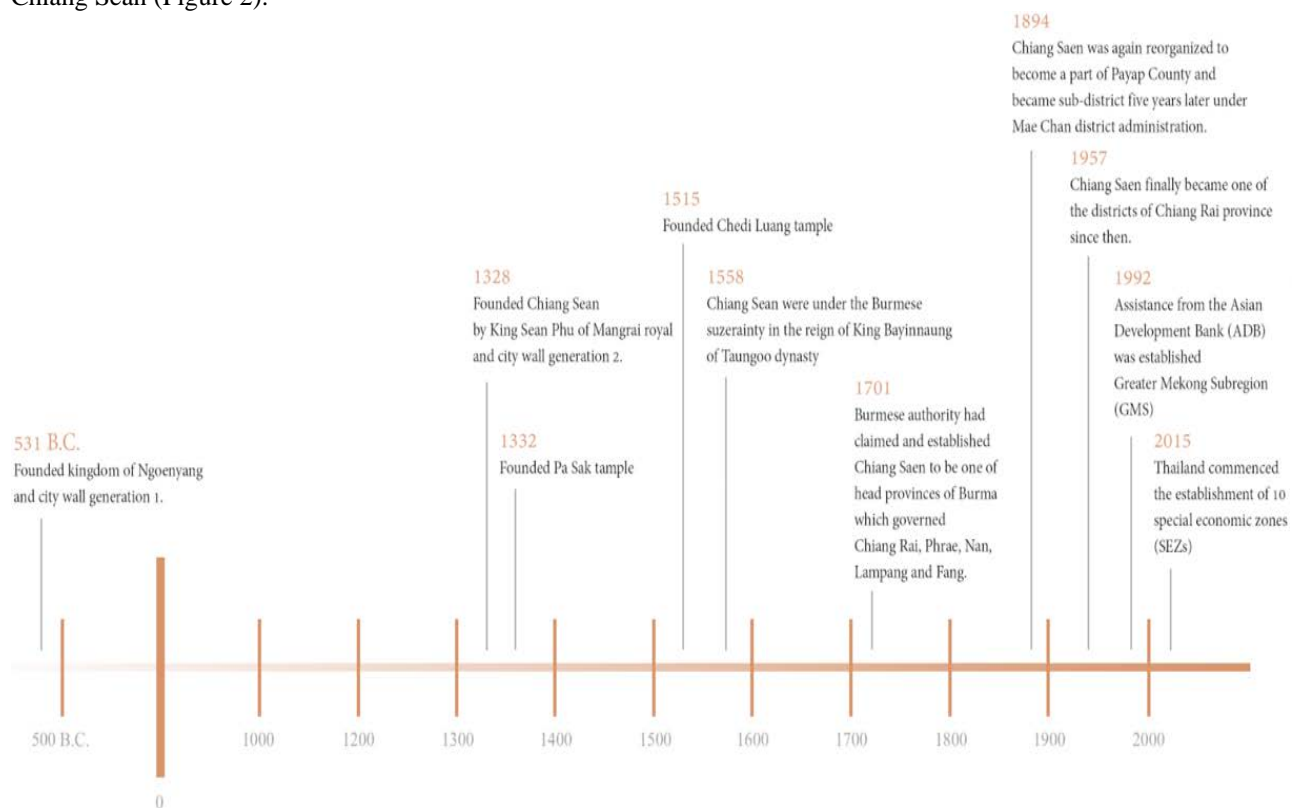


Figure 2 Infographic of important occurrence in timeline analysis

The author classified the existing identity element of Chiang Saen into 2 periods, which are the past period and the present period. After that, each part has 3 levels of appearance (appear, fade, and disappear). The results show that the identity was affected by the urban development until fading or disappearing. Then, an element can be selected to arrange it by the design process, but this solution is not suitable in architecture. It is suitable to create in terms of art like a sculpture. The author used the urban concept and urban theory to apply with space.

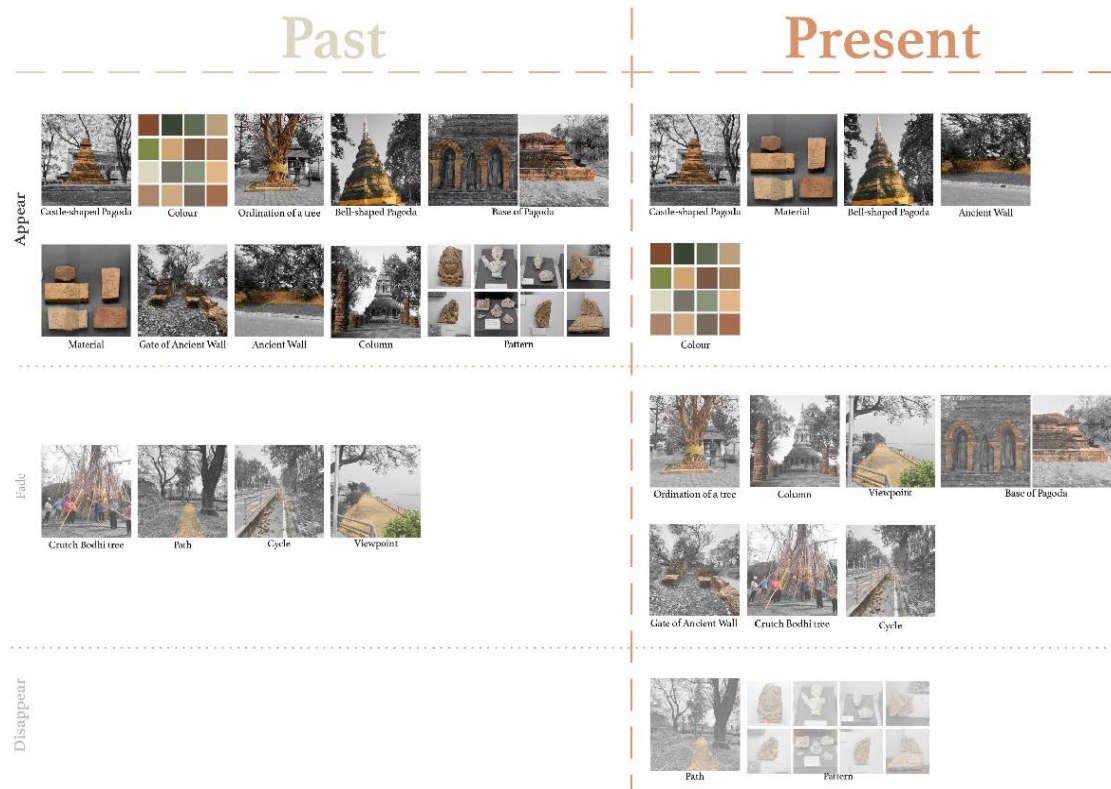


Figure 3 Infographic indicating classified Existing Identity Element of Chiang Saen in the present and the past

4.3 Urban renewable

Urban renewable has 3 main concepts to propose for Chiang Saen in the part of urban development.

4.3.1 Redevelopment

“Redevelopment consists of the removal of existing buildings and the re-use of cleared land for the implementation of new projects” (Miller, 1959). “This approach applies to areas in which buildings are in seriously deteriorated condition and have no preservation value, or in which the arrangement of buildings is such that the area cannot provide satisfactory living conditions” (Miller, 1959). “In such cases, demolition and reconstruction, of whole blocks or small sections, is often thought to be the only solution to ensure future comfort and safety of the residents” (Broudehoux, 1994).

4.3.2 Rehabilitation

Rehabilitation, “Often termed conservation or preservation, can be defined as the opposite of redevelopment. It is based on preserving, repairing, and restoring the natural and man-made environments of existing neighborhoods. Rehabilitation applies to areas where buildings are generally in structurally sound condition but have deteriorated because of neglected maintenance” (Miller, 1959). “It takes advantage of the existing housing stock as a valuable resource and adapts old houses to present-day life and acceptable standards by providing modern facilities” (Zixuan, 1989).

4.3.3 Conservation

“The cultural heritage is an economic, tourist, scientific, educational and sustainable asset, which needs to be protected by the commitment of the whole community through a partnership of public and private sectors” (Everard & Pickard, 1997). “Urban conservation is concerned with those parts of the built environment that are of architectural or historic significance, which includes buildings (individually or in groups), localities (streets, blocks, environments or precincts), special gardens or landscapes, and other structures” (Urban Conservation, n.d.).



From the 3 main urban renewable concepts, the author decided to select the urban rehabilitation concept to apply for Chiang Saen. This concept would be proper to use the historical branding by select the existing element in Chiang Saen to create branding, leading the urban development to coexist with a new identity in the future.

4.4 Image of the city

The physical of the study area of Chiang Saen, from the theory of Kevin Lynch about the Image of the city, is described in 5 factors, Edge, Node, Path, District, and Landmark (Lynch, 1960). These factors are for analyzing the possibility of activity in Chiang Saen for creating architectural programs.



Figure 4 Infographic indicating the analysis from the Image of the city theory

4.4.1 Path indicates streets and other transit routes. There is highway 1016 that comes from Mae Chan District, connecting it to the inside city wall with Phahonyothin Road, which is on the west-east line along the Mekong River of the north-south axis. The west-east axis has Nong Mood Road that connects the Nong Mood Gate Fort. Streets along the inside city walls throughout the city can be cycled and visited by city walls and ancient sites (Figure 5).

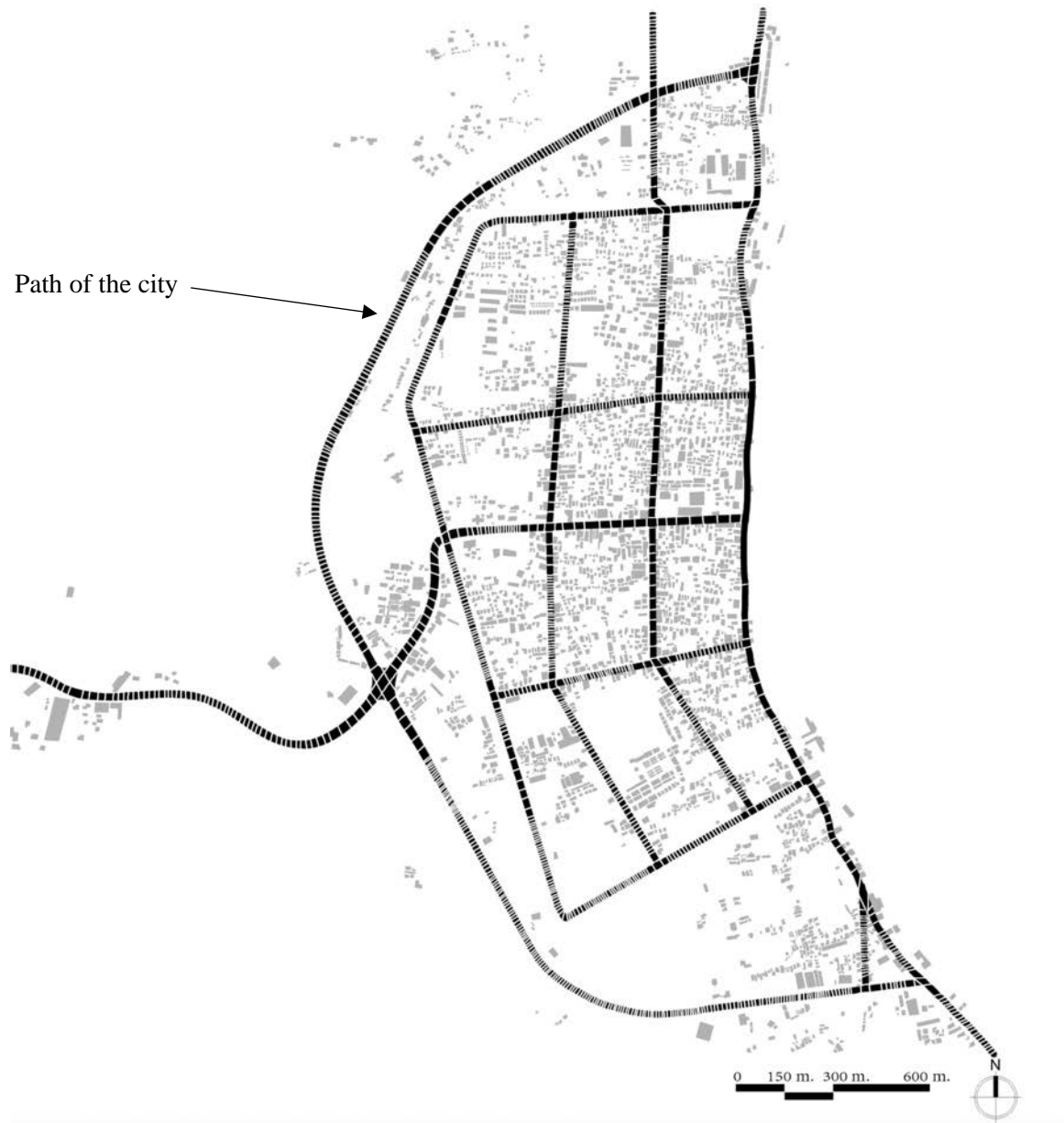


Figure 5 Infographic indicating path (black stripes) of the city with streets and other transit routes

4.4.2 Edge indicates the border of Chiang Saen when entering the city, which divides the city into outside and inside. At the entrance to the fort, the ancient city wall of Chiang Saen and the moat along the three sides of the city can be seen. On the east side of the city along the Mekong River is a natural barrier divided between Thailand and the Lao people's democratic republic (Figure 6).



Figure 6 Infographic indicating edges of the city as the physical barriers between districts

4.4.3 District of Chiang Saen is shown in Figure 7. Inside the city, there is a commercial district located in the center of the city, situating banks, markets, and shops between the Mekong River. The residential areas are widely distributed in urban areas with high density in the urban centers, Phaholyothin Road, Nong Mood Road, the zone adjacent to the Mekong road, the 1st road, and the 2nd road. The hospital district is located outside the city between roundabouts.

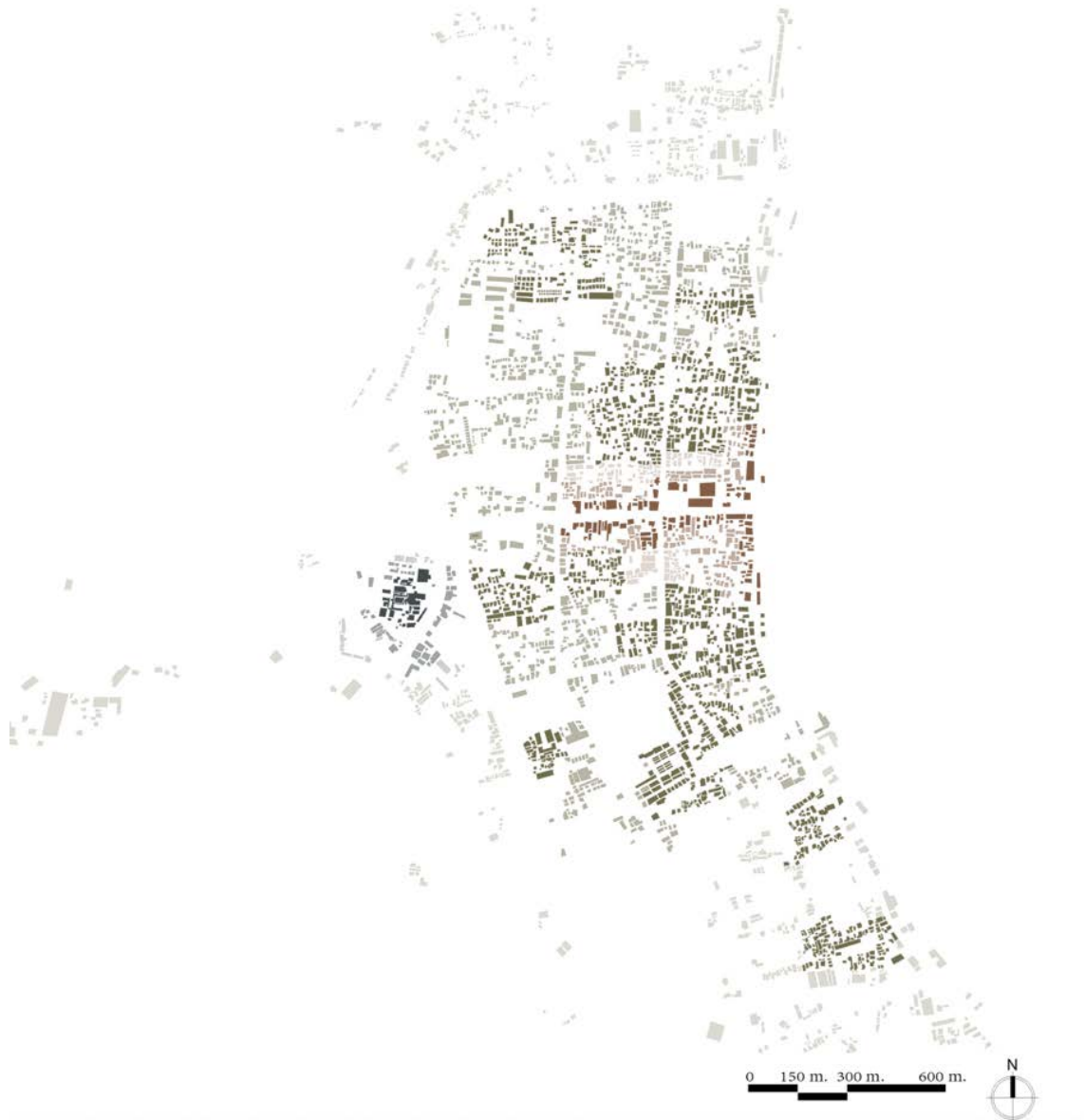


Figure 7 Infographic indicating district density of Chiang Saen City (shown with opacity of images)

4.4.4 Node is the center of the congregation as shown in Figure 8. Node is indicated by the node activity, which is located on Phaholyothin Road next to the Mekong road. Opposite Ratchaprachanukroh School 15 is the location of the Sin Somboon market, gold shop, convenience store, and bank. There has a bus station running between Chiang Saen districts and Mueang Chiang Rai district.



Figure 8 Infographic indicating node of the Chiang Saen City (shown with a cross)

4.4.5 Landmark is a visual anchor of the city. The landmark of Chiang Saen City is the Elephant Snake Monument located at the entrance, as shown in Figure 9. Around the roundabout to the city and bypass the Chiang Saen city, there are fort, line moat, and ancient city wall. The landmark inside the city is the Chedi Luang temple, which is the largest and tallest bell-shaped stupa. The symbol landscape outside the city is Phra That Chom Kitti temple located on the mountain at the west of the city.



Figure 9 Infographic indicating Landmarks of the Chiang Saen City (shown with a circle)

From the analysis of the image of the city author classifieds, 6 areas are performing as the potential areas to improve the activity of the city.

4.5 The concept of rehabilitation to historical branding is creating the branding from historical to create the new identity of Chiang Saen by adding functions and improving the activity of Chiang Saen. Otherwise, the development of GMS and SEZ policy would be destroyed until the identity disappears in the future from the urban growth. Hence, the author has recommended the following design guidelines in six areas for developing the new identity by keeping the old identity in new perception by architectural element in each area.



4.5.1 Zone A is the road throughout city walls

The new identities of the city are proposed and shown in Figures 10, 11, and 12. Zone A is the road throughout city walls, see Figure 10. The street was developed along with the city walls as a circuitous route to view ancient sites. This pattern will support the cycle path (see Figures 11 and 12) for tourists and local people to visit the ancient walls.



Figure 10 Infographic indicating the scope of design proposed for the new identity of Chiang Saen in Zone A

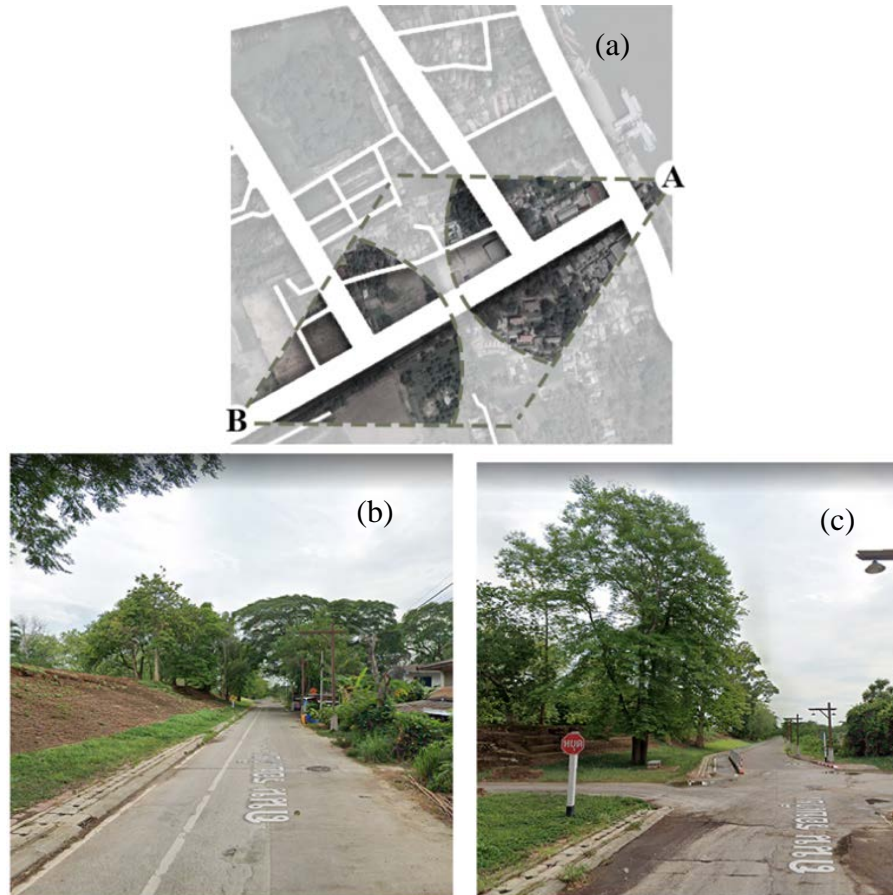


Figure 11 The designed path of the city
(a) The cycle path of the city
(b) Sight view at position A
(c) Sight view at position B



Figure 12 Drawing of the image of Zone A

4.5.2 Zone B is bus stop area

The bus stop has been designed by an individual user, which is suitable to be a landmark and adds more green space for tourists to perceive the new identity (Figures 13, 14, and 15). Figure 16 shows the drawing of the image of Zone B.

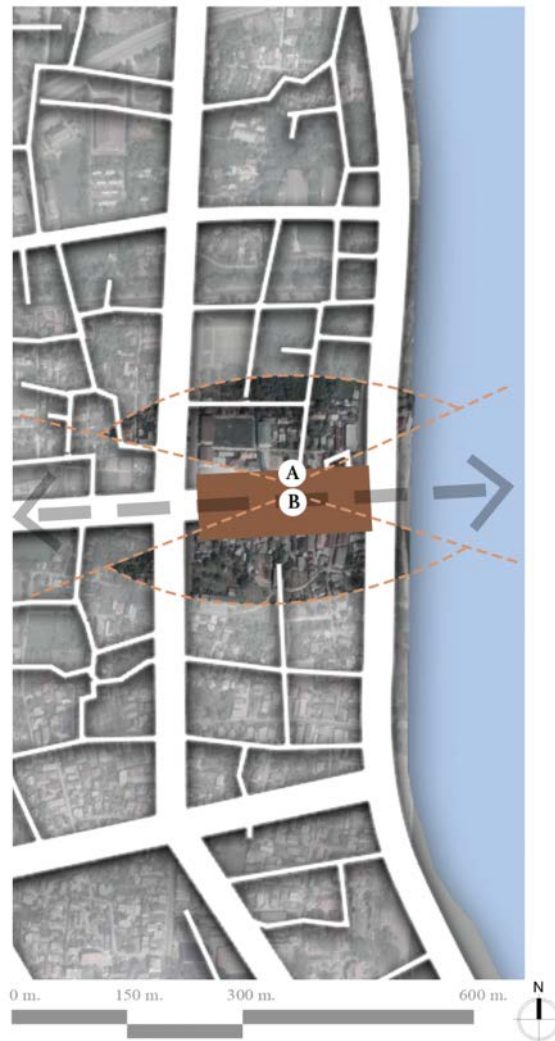


Figure 13 Infographic indicating the scope of design proposed for the new identity of Chiang Saen in Zone B



Figure 14 Sight view of street A



Figure 15 Sight view of street B



Figure 16 Drawing of the image of Zone B

4.5.3 Zone C is the temporary market and 3 ancient temples area

This area is located near Choamea Nang Soeng Shrine (Figure 18) and is a passageway from Chiang Sean to the Golden Triangle. There is a temporary market on the way (Figure 19). Besides, there are 3 ancient temples, namely Mongkol Temple (Figure 20), Ma Ha Pho Temple (Figures 21 and 22), and Boon Yuen Temple (Figure 23). This area is suitable for the plaza that will support the market and attract tourists to visit the ancient temples. Figure 24 shows the drawing of the image of Zone C.



Figure 17 Infographic indicating the scope of design proposed for the new identity of Chiang Saen in Zone C



Figure 18 Choamea Nang Soeng Shrine



Figure 19 Temporary market



Figure 20 Mongkol Temple



Figure 21 Ma Ha Pho Temple



Figure 22 Ma Ha Pho Temple



Figure 23 Boon Yuen Temple



Figure 24 Drawing of the image of Zone C

4.5.4 Zone D is an archaeological area in southern Chiang Saen

The archaeological area in southern Chiang Saen is proposed as Zone C development. This area composes of 1 archaeological site and an open area. It is suitable for the public park that links to the cycle path. It also adds more green space to attract tourists and local people (Figures 25, 26, and 27).

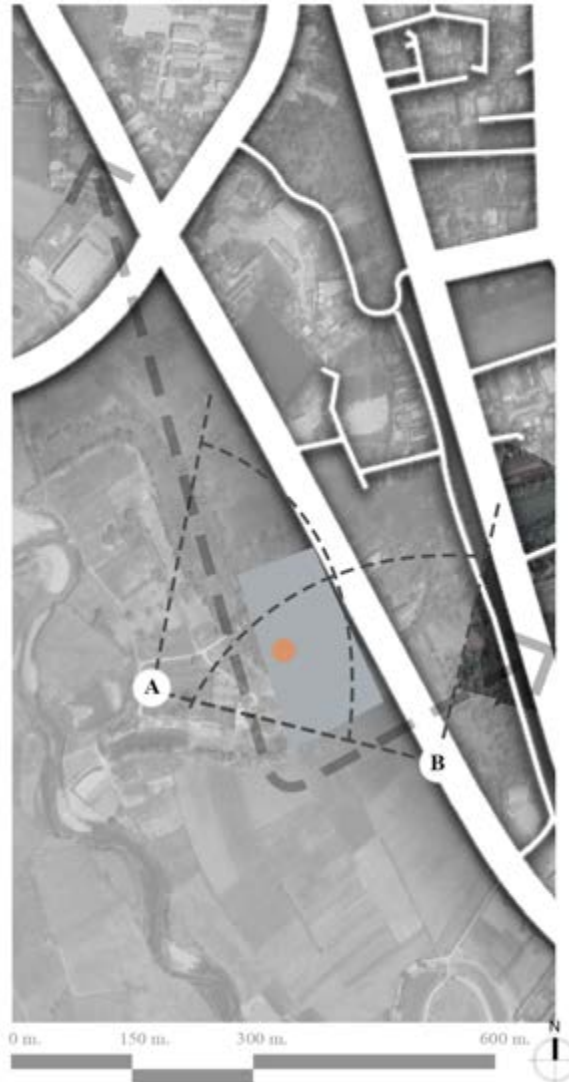


Figure 25 Infographic indicating the scope of design proposed for the new identity of Chiang Saen in Zone D



Figure 26 The archaeological area in southern Chiang Saen



Figure 27 Drawing of the image of Zone C

4.5.5 Zone E is the Chiang Saen national museum

This museum exhibits artifacts excavated locally, including a well-known Chiang Saen-style bronze Buddha image and Lan Na artifacts. However, the museum lacks tourists, thus, the new facade design of the building is believed to attract more tourists (Figures 28, 29, and 30).

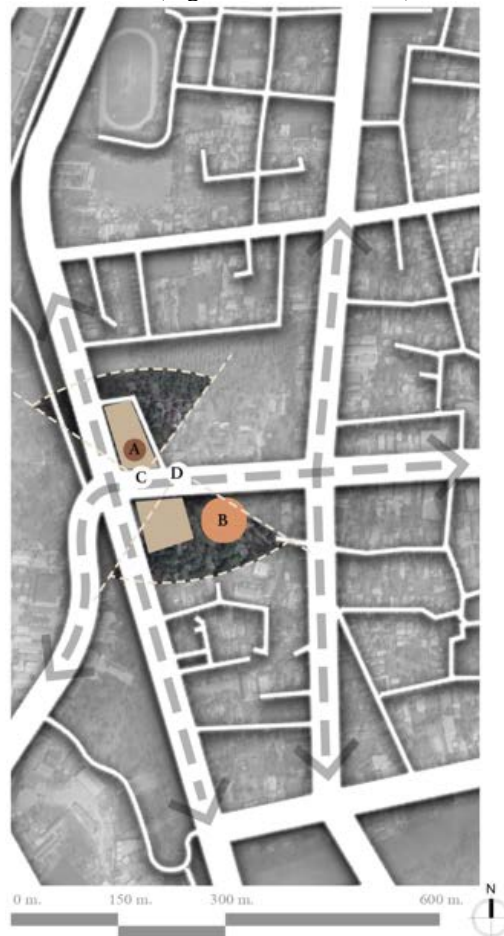


Figure 28 Infographic indicating the scope of design proposed for the new identity of Chiang Saen in Zone E



(a) Maha That Temple



(b) Chedi Luang



(c) Historic City Information



(e) Chaing Sean National Museum park

Figure 29 Landmarks of Chaing Sean City



Figure 30 Drawing of the image of Zone E

4.5.6 Zone F is an area adjacent to the Mekong River

Zone F is an area adjacent to the Mekong River. The area has activities, walking streets, sightseeing, and exercise areas. However, this area is still lacking proper management. Therefore, the suitable proposed architectural landscape and public space are adding more appropriate green space in the current context to attract tourists and local people (Figures 31, 32, and 33).

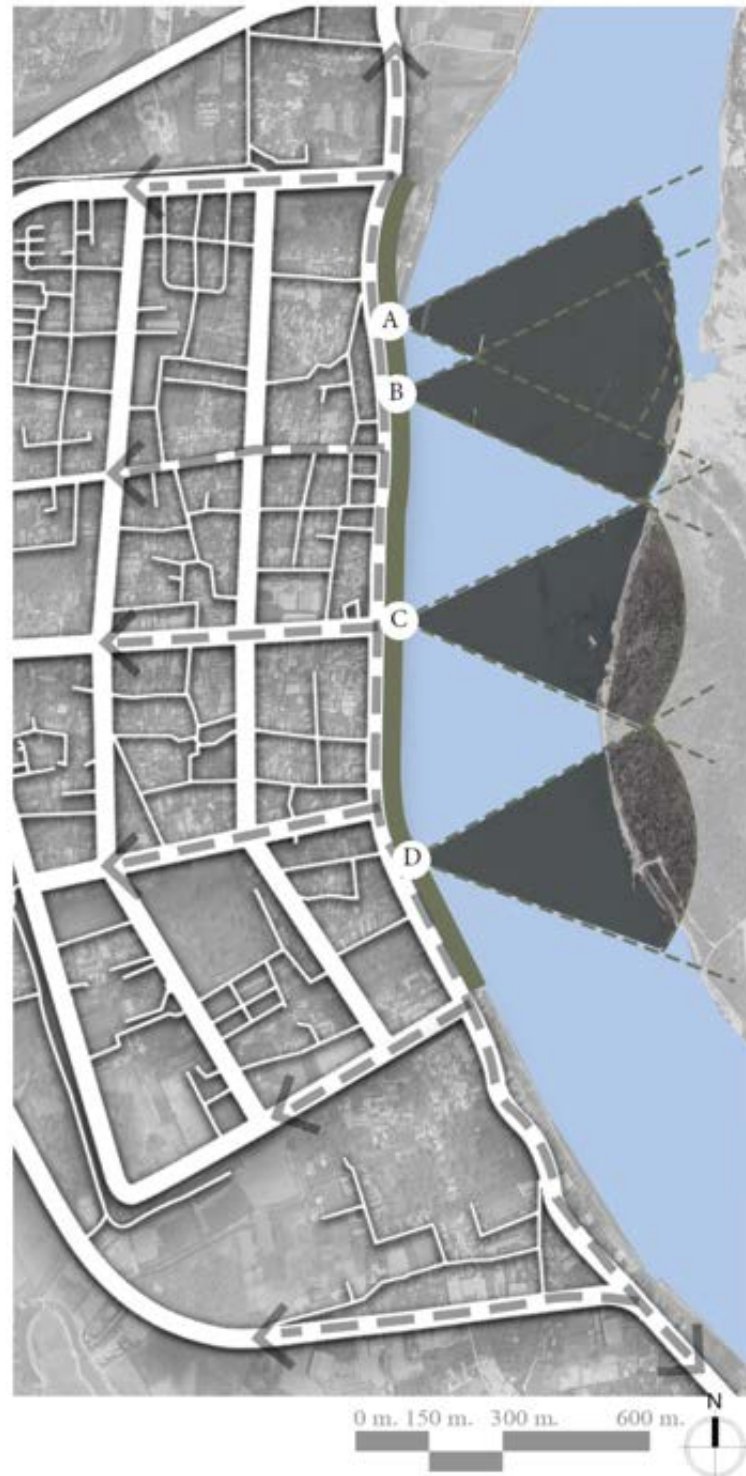


Figure 31 Infographic indicating the scope of design proposed for the Mekong River as Zone F



(a) The sight view at point A



(b) The sight view at point B



(c) The sight view at point C



(d) The sight view at point D

Figure 32 The sight view at points A, B, C, and D, which is closed to the Mekong River



Figure 33 Drawing of the image of Zone F

4.6 Discussion

From the objective of this research with city planning in the 6 study areas, the theory of urban rehabilitation in historical branding is applied to add the functions of usage for accomplishing the current goals, improving the activities that support the expanding the public area, and restoring the natural

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environments of existing neighborhoods. The new identity is perceived in terms of contemporary design to help reconstructions of Chiang Saen, promote its historical stories, and give an impetus to the new identity that affects in many ways such as tourism (Figure 29).

The new identity that still keeps the old identity (existing identity element) would be applied with the design process as a decode from designing, changing material, to scale proportion. In the space that creates a new perception of identity so that leading space apply with the architectural program will affect the users' perception, it would be crating the branding for Chiang Saen.

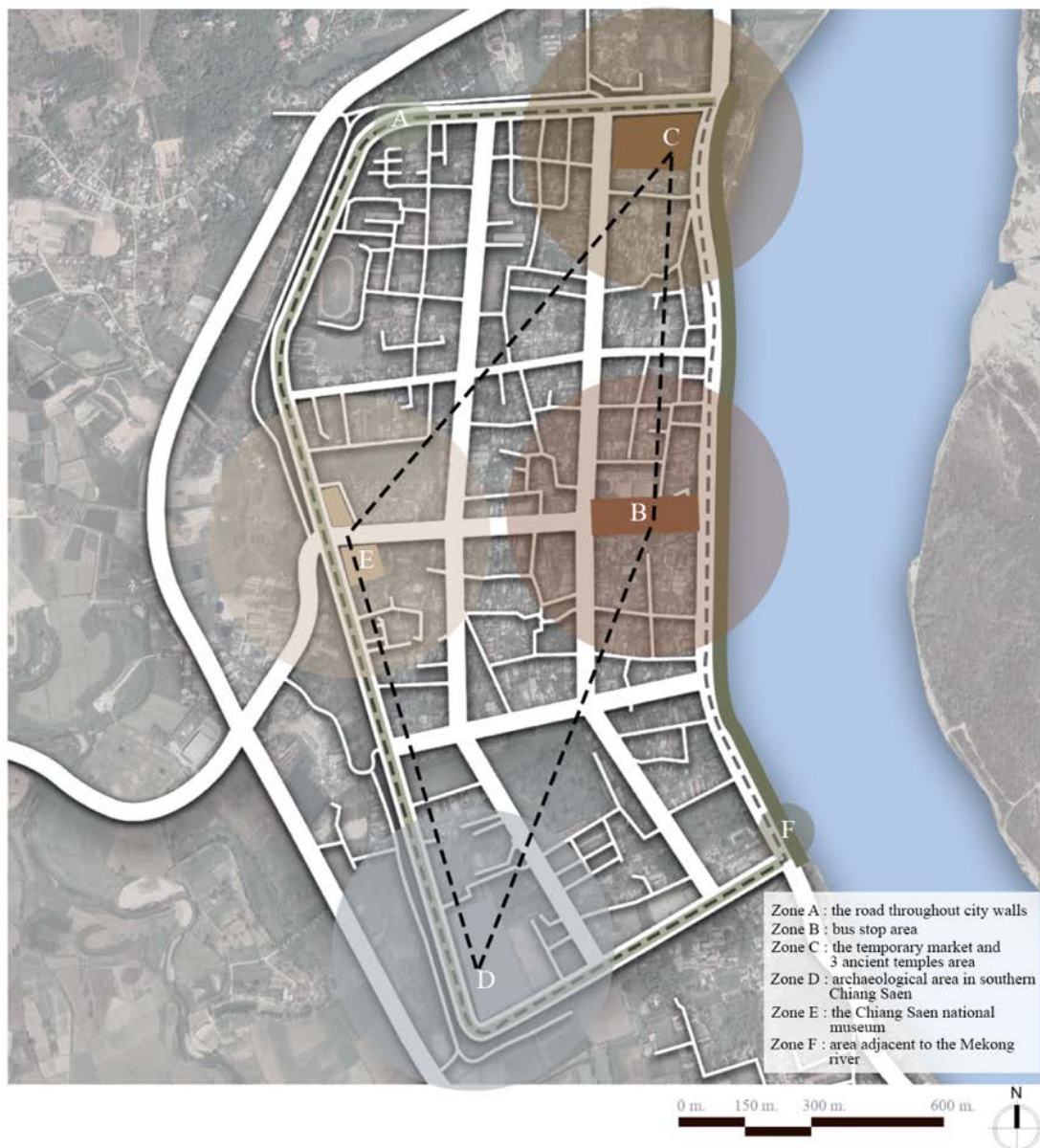


Figure 34 Infographic indicating of combination of Zone A- F



5. Conclusion

This research on the identity of Chiang Saen, Chiang Rai, Thailand, could help to create the new identity of Chiang Saen under the concept of historical branding, which suggests 6 areas for the development. The first area is zone A for the rehabilitation of an old activity to connect to the city. The second area is zone B to support the transportation system and create an image of the city. The third area is zone C to attract tourists to visit ancient temples. The fourth area is zone D to add green and public space to the city. The fifth area is zone E for attracting tourists to the Chiang Saen national museum. Lastly, the final area is zone F, which connects zone A to create a route of activity around the Chiang Saen.

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