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# SEVEN BILLION BAHT SHOPOHOLIC PARADISE

The New Central Festival Pattaya Beach



Governor of Chonburi, Mr. Pracha Terat officially laid the ground stone for the seven billion baht project on Second Road.

Seven Billion Baht has been invested on a large project here in Pattaya; the Central Festival Pattaya Beach – a Beachfront Lifestyle Shopping Complex, on Pattaya Beach Road, next to Soi 9 Pattaya Police Station. Its front aspect magnificently faces the sea along 111 meters of Pattaya Beach Road. Facing towards the city; 120 meters of inimitable architectural design will make a unique statement down Pattaya Second Road. They say there are 3 factors that dictate the success of retail businesses; location, location, and location!

The Central Festival Pattaya Beach is undoubtedly situated for success. A mixed-use complex with a 7 Billion Baht investment and located on 22 Rai (almost 9 acres) of prime beachfront land in the heart of Pattaya, a building area of over 240,000 square meters including 200 shops and lifestyle restaurants that will guarantee to be a major crowd puller.

On Sunday 16<sup>th</sup> September, Governor of

Chonburi, Mr. Pracha Terat chaired the official ceremony of laying the ground stone for the Central Festival Pattaya Beach together with Central Pattaya Company's Managing Director, Mr. Wanchai Chirathiwat, amongst many honorable people that attended the ceremony.

The Central Festival Pattaya Beach will become a world class destination in itself. Overlooking the sea in Pattaya, which will have comprehensive shopping, entertainment, dining, and hotel to accommodate tourists as well as offering a totally unique lifestyle experience.

It will be the only shopping center which is a few steps to the Pattaya beach with the concept of Lifestyle Fashion with Entertainment.

Central Festival Pattaya Beach is the latest development from the Central Pattana Company, which is Thailand's largest retail property development company with total rentable space of more than double its nearest

competitor. It currently operates 10 premium grade shopping centers throughout Thailand being; Central Plaza Lardprao, Central Plaza Ramindra, Central Plaza Bangna, Central Plaza Pinklao, Central Plaza Ratchada Rama 3, Central Plaza Rama 2, Central Plaza Rattanathibet, Central World; which all are in Bangkok, and Central Plaza Chiang Mai Airport in Chiang Mai, and now the Central Plaza Pattaya on Pattaya Second Road, North Pattaya area. In 2005, Forbes Asia Magazine honored the Central Pattana Company as one of the top 200 companies in the Asia Pacific region.

Mr. Wanchai stated that there will always be something exciting going on at the Central Festival Pattaya Beach.

With a choice of 9 SFX cinema screens, customers are sure to find a movie that moves them, a state-of-the-art bowling alley providing 25 lanes of incredible action, 3,000 square meters of superlative fitness facilities will make staying in shape far more enjoyable, and a trendy karaoke, which is a whole host of fun packed to give everyone a relaxing time.

The Central Festival Pattaya Beach is intended to

enhance the incredible success story of Pattaya, which before was a fishing village but today this bustling metropolis attracts an outstanding number of 5 Million tourists per year. Central Festival Pattaya Beach features the largest natural beachfront shopping complex in Asia.

Central Festival Pattaya Beach will be a visual and spatial celebration of its superb beachfront environment. It draws on the textures of urbanity to create new public spaces for the ultimate social and commercial interaction. A large retail and leisure podium anchors towers containing a luxury hotel. The shopping, dining, and leisure zone is centered on a sunken piazza with a series of pavilions to take advantage of the stunning sea views. This Central Plaza area serves as the foreground to a stunning series of cascading terraces that overlook the beach.

The interiors of the retail center are inspired by the name of the development and take on a carnival-like ambience. Bright colours and elements of the sea blend in with richly and multi-layered finishes that enhance the overall visitor experience.

Central Festival Pattaya Beach will bring together the

very best of life's pleasures in a distinctly original architectural style. The multilevel development comprises 2 distinct components; a 7 storey retail podium, and a five-star 350 room hotel.

At Central Festival Pattaya Beach; Asia's largest natural beachfront shopping complex; happiness, enjoyment, and excitement will never have a day off.



An artist's impression of what this fantastic new Central Festival Pattaya Beach complex will look like soon in Pattaya.

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