

## TARGET

This project aims to support and revitalize Thailand's floating markets, a cultural tradition that has been cherished since the 1800s. The markets are a vital source of income for the community, relying on boat tours and the sale of goods. However, over time, traditional practices have diminished, with modern, low-cost materials replacing the authentic ones that once defined the market's charm.

## DEVELOPMENT

The goal is to preserve the market's authenticity while addressing issues such as flooding during the rainy season. The framework promotes the use of sustainable materials like bamboo, which has cultural significance, and encourages the revival of traditional crafts such as weaving. The incorporation of traditional designs, including repeating patterns, ensures the market maintains its cultural essence.

## CONCEPT

In addition to preserving traditions, the initiative seeks to increase tourism, boosting local income and offering residents opportunities to benefit economically. This sustainable approach aims to create an enriched environment where both the community and visitors can experience the beauty and culture of Thailand's floating markets.