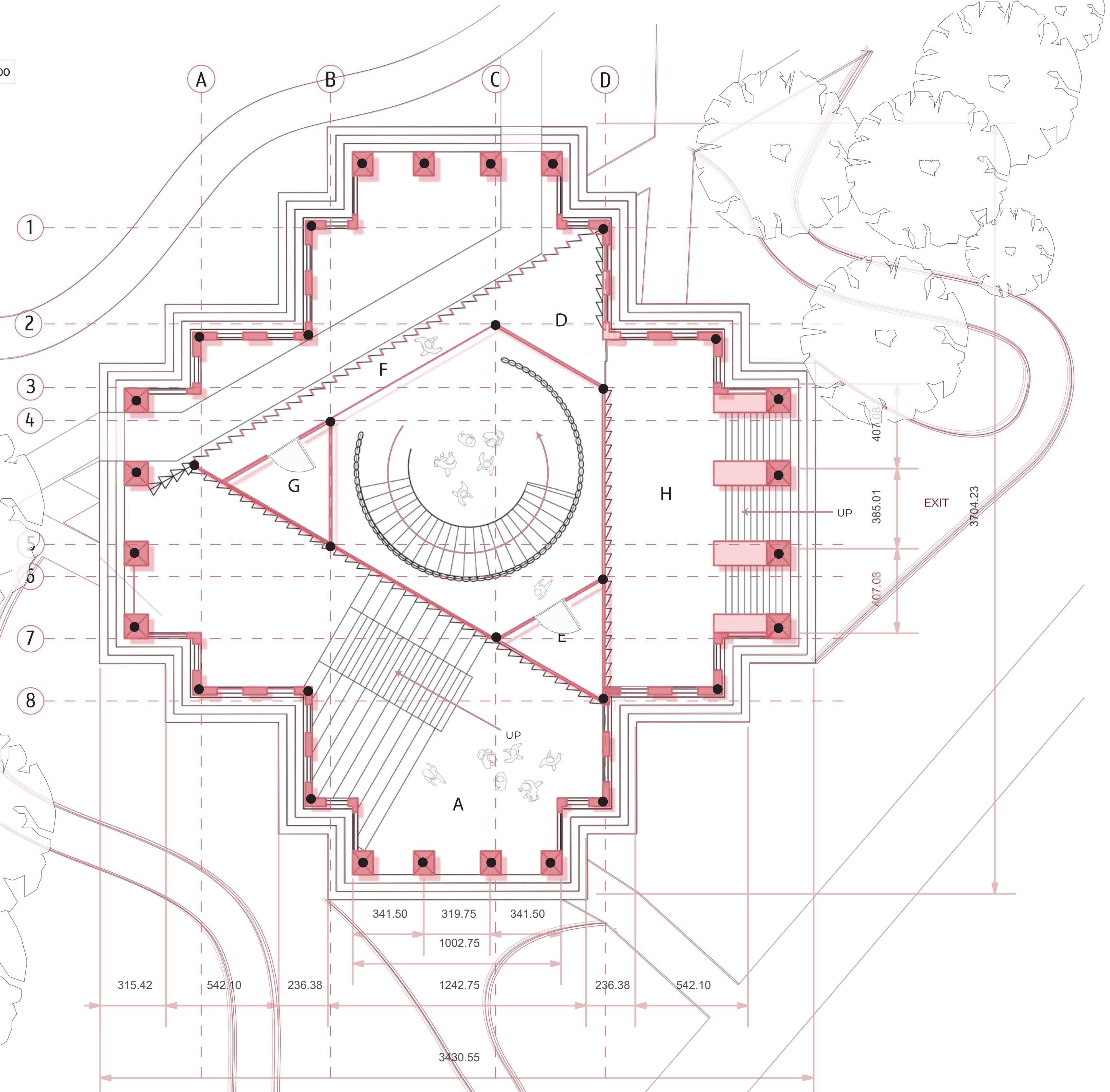
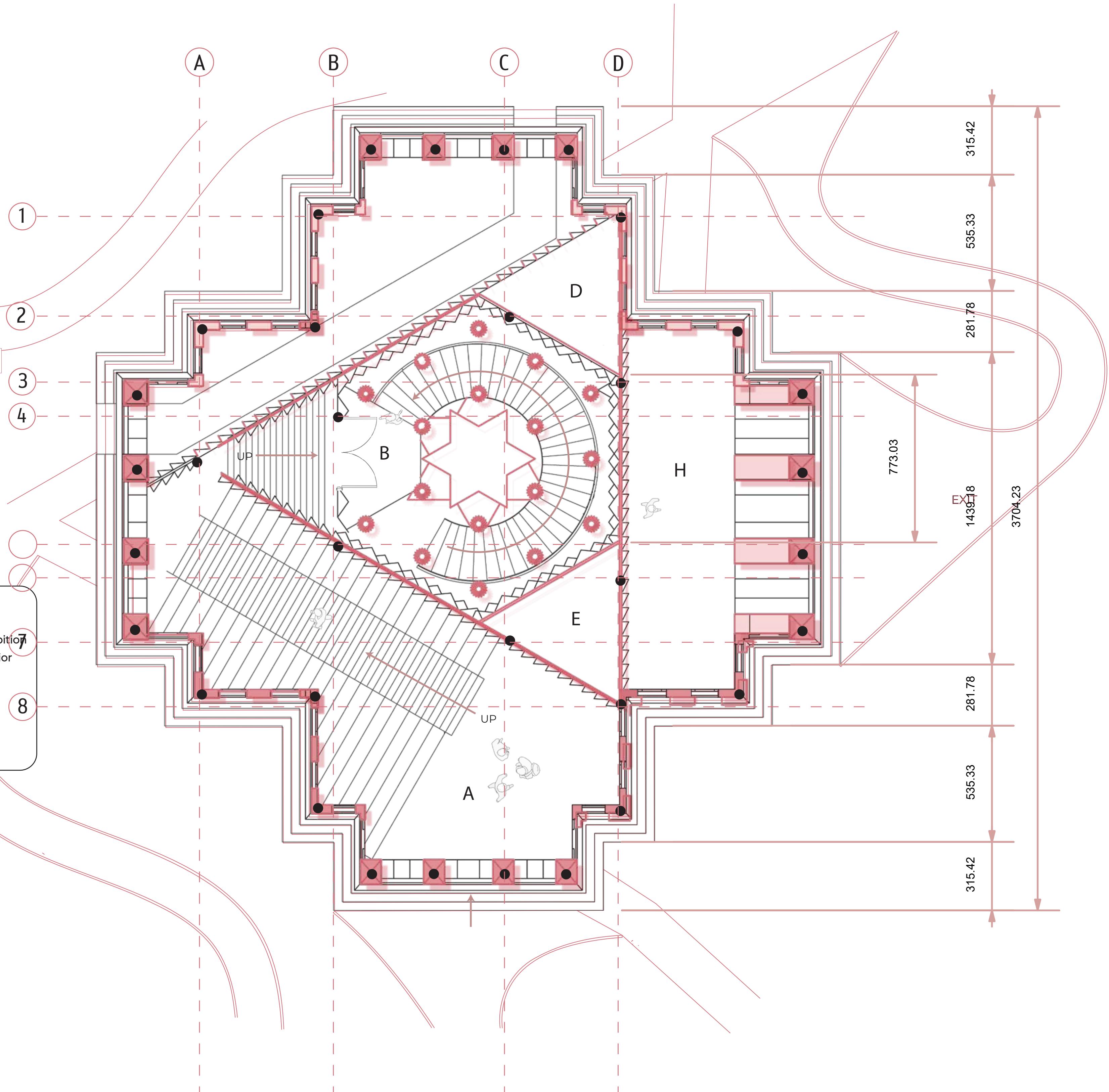


GROUND FLOOR PLAN SCALE 1:100

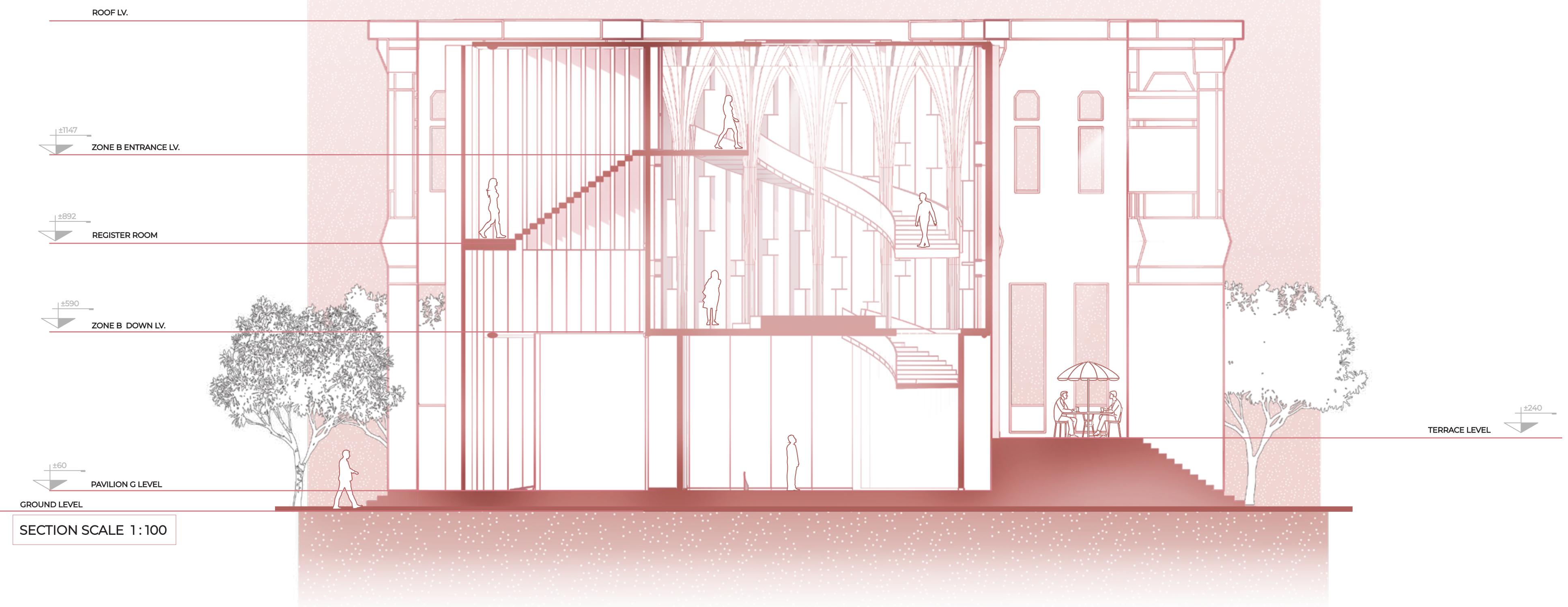


FIRST FLOOR PLAN SCALE 1:100

- A - Chulathiwas : Register
- B - Chula Coat ( Coded ) : Main Exhibition
- C - The Chulacify Chamber : Souvinior
- D - Cafe Register
- E - Changing Room
- F - Chulanumat : Look Verify Room
- G - Runway
- H - Cafe de Chula







## PERFORMATIVE DOCUMENT



### *The Chula It Girl Factory*

Chula Sathan performs not as a neutral pavilion — but as a meticulously orchestrated factory for femininity. Each spatial sequence is engineered to produce the Chula It Girl: curated, composed, and compliant. Visitors enter through the Grand Staircase, where height mirrors hierarchy — a first act of selection. The journey unfolds through ritualized rooms. Its illusion of choice is its cruelest feature. In Chula Sathan, the architecture doesn't house identity — it manufactures it. And you, dear visitor, were part of the assembly line all along.

## CIRCULATION DIAGRAM



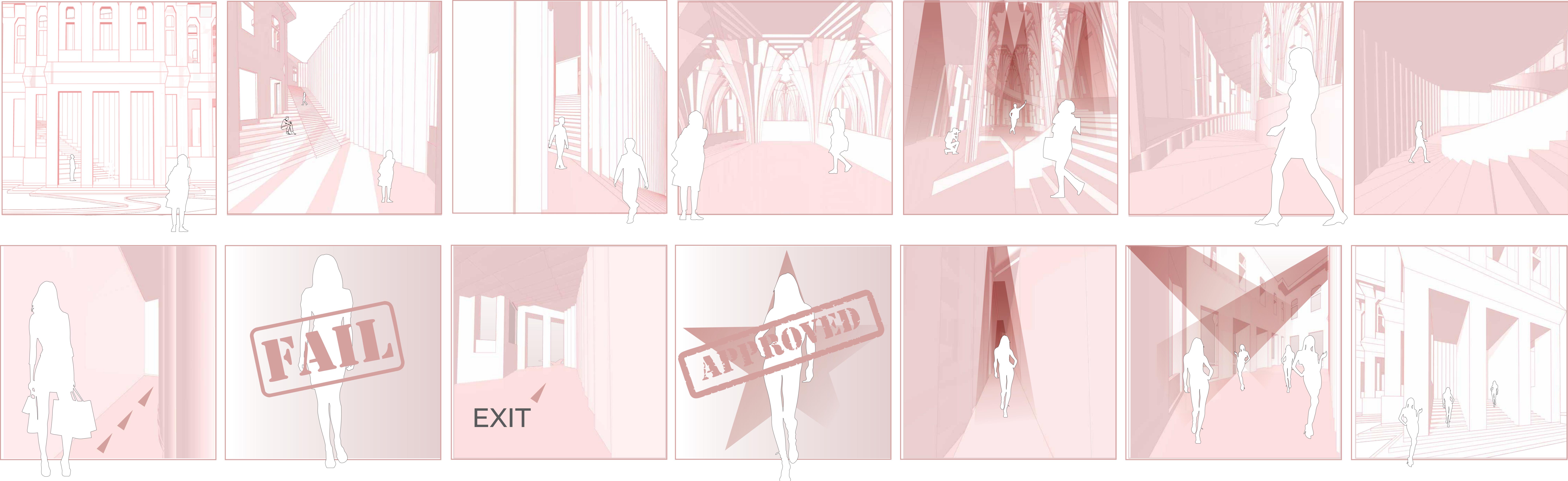
## INSTRUCTION

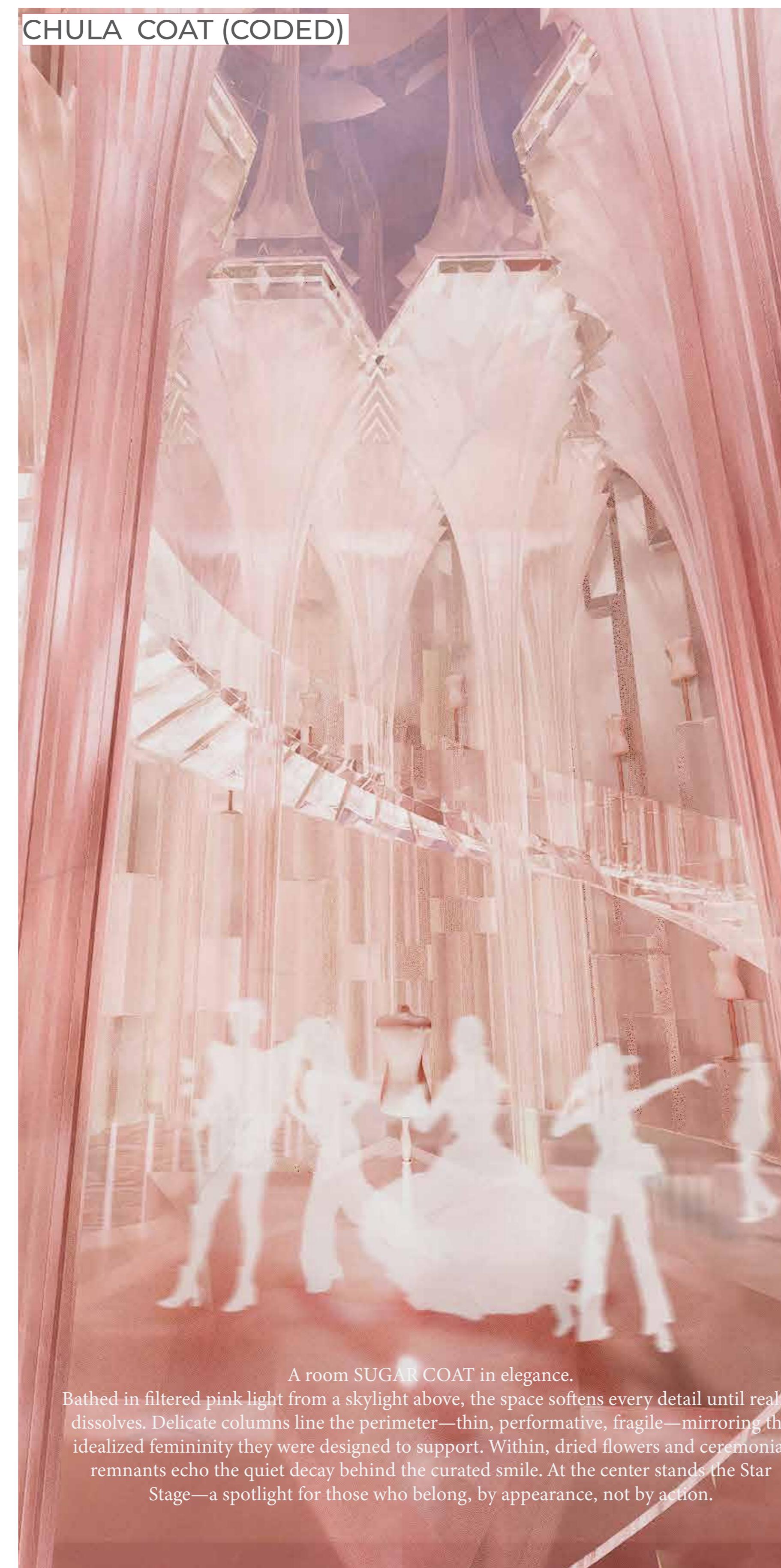
Let's take a little journey. To Chula Sathan —A house for those who belong, and for everyone else, a house of mirrors. ZONE A : Chulathiwas To appear is not enough. You must rise. A tall pink staircase, nearly ten meters high, leads you into a place where height equals worth. No time for thought — here, pretty is pink, and beauty is behavior. Step inside. You're welcomed by a soft stream of curated visuals —videos explaining the It Girl legacy: how her smile shaped Bangkok, how her choices built a culture, how her image became an expectation. ZONE B : Chula Coat ( Coded ) Named after "sugarcoat," this room is glazed in filtered pink. Why pink? Because the skylight was designed to bathe everything — even thought — in a perfect hue. All columns are delicate, thin, almost breakable. Like the girls they represent. Flowers are always drying here. They are graceful, feminine — and fading. You'll find artifacts: sashes, backstage makeup kits, and glitter dust from a thousand forgotten crowns. In the center: The Star Stage — a platform reserved for Chula's crowned few. Are they singers? Ambassadors? Faces on posters? What do they do, really? ZONE C : The Chulacify Chamber Here, you'll become one of them — or try to. Clothes, props, looks — everything needed to blend in. But here's the catch: A mirrored wall reveals a harsh truth — everyone looks different, but somehow, they all look the same. So... what makes you special? ZONE D The Hall of Selection At the end, a sensor scans your face. If you're beautiful enough, the gate opens. A one-way path to glory. If not? You can go back. Try again. Change something. Buy something. Or — exit quietly. There's a hidden door. It leads under the staircase, where no one sees you leave. The Final Zone — Café de Chul If you pass the gate, congratulations. You've reached the highest ground — an outdoor café made of glass. Tables, chairs, a drink. Nothing else. But here, nothing is everything. Because the girls who sit here — they've already won. They don't need meaning. They have the moment. And the moment is enough. So sip your drink. Take your photo. Post it. But don't stay too long. Because deep down, you know this isn't real.



# INSTRUCTION

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## EXPLODED DIAGRAM

