

HYPER MALL

The Paradox of Freedom and Control

Hyper Mall is a fictional shopping complex that shows how consumerism can be both a kind of freedom and a form of control. In today's Thai society, many people are in debt because they want to keep up with a luxury lifestyle. Young people especially are borrowing money to buy things that show their social status. In fact, most of the personal debt in Thailand comes from shopping. This shows that people feel pressure to spend in order to fit in or look successful, even if it traps them in a cycle of debt.

The design of Hyper Mall is based on this idea. It is made to feel like a dream space, full of choices and beautiful decorations. But in reality, it is a space that controls people. The more they buy, the more they are stuck. Inspired by places like Exodus and Dhammakaya Temple, the mall becomes a place where belief and desire make people stay. The architecture is mega and fancy which gives a sense of vulgar opulence.

In the end, Hyper Mall is a monument to debt. It shows how people give up their freedom for comfort and luxury, without knowing they are being controlled.







