



The ReHouse Project

Where Toys Tell Stories

The ReHouse isn't just a building, a playful space that invites you to explore the hidden stories behind art toys. These toys aren't just collectibles or decorations. They're full of meaning. Each one reflects personal memories, cultural roots, or emotions from the artist who made it.

For many people, art toys seem like expensive objects made only for collectors or a niche group of superfans. They might look trendy or exclusive, something you just put on a shelf. But the view misses is what makes them special. Art toys are actually personal creations, full of stories about identity, memory, culture, or even social issues. They're not just "cool objects", they're meaningful expressions in a playful form.

The pavilion is a design inspired by art toys called 'Rueang Ruean' that blend Thai architecture with sustainable ideas. These toys sparked the concept of the ReHouse. While the toys themselves reflect the weaving of cultural form and eco-conscious design, this pavilion goes even further. It gathers those ideas together and adds something deeper, the weaving of childhood memories, the emotions behind discarded toys, and the value of reuse through creative transformation. It is built like a life-sized, modular toy. Just like building blocks.

One special thing about the ReHouse is that it doesn't just display art toys and leave people to define them on their own. Instead, it guides visitors through physical experiences, melting, shaping, building, that help them truly understand the message behind the toy. This makes the world of art toys more welcoming, especially for those who have never encountered it before.

And let's not forget that many of the toys used in this pavilion were once loved. A small plastic car, a faded doll, a colorful animal figure, these may have been someone's favorite toy. Reusing these toys gives them a second life, allowing their hidden stories to live on in a new form.

This pavilion, this collection are just one voice. One message among many. The art toy world is bigger than what you see here.