Catherine Monthienvichienchai
Chief Branding Officer
This is a hotel
Times have changed...
Welcome to Hybrid Lives
What do we mean by ‘hybrid’?
“I want to create mini vertical cities in one building... You’ll take the elevator down to your work, and take the elevator back up to where you live. You have all your business and entertainment in one place. That’s the future.”

- Ian Schrager
1. A physical space with multiple purposes
2. An experience that merges IRL + digital
The solution seems simple?
JUMPING
^ OUT OF THE BOX
Culture
Connection
Community
“We need to make sure we are not an alien in the neighbourhood, but we are one of them.”

- Rob Wagemans, Concrete
The Samsen Street Hotel
CONNECTION
“From the beginning, our mission was not putting heads in beds, but connecting people and ideas.”

- Hans Meyer, Zoku
“Being able to organise events and activities inside and outside of our buildings for our community is very, very important.”

- Riccardo Tessaro, Gravity Co-Living
And we mustn’t forget the second definition of hybrid...
A cocktail bar that takes you on a journey beyond its four walls
The Metaverse could change everything...
This is a hotel... NOT
Hybrid is here to stay
Don’t get left behind
#ThaiTourismUnited