



Bangkok brings back colours to city life

Bangkok, the capital of Thailand and home to more than 300,000 creative workers, was designated as a UNESCO Creative City of Design in 2019. Design drives Bangkok in many aspects, including in the area of conservation and improvement of cultural and heritage capital, community development, and the incorporation of innovation, inclusion and sustainability in the city's growth.

As part of Bangkok's response to COVID-19, the city has capitalized on its arts and design capital to uplift the spirits of its inhabitants and bring back the liveliness of the city.

In cooperation with the Creative Economic Agency (CEA), the city has launched the programme 'Colour of Charoenkrung' to relieve and support creative industries and restore the spirit of Charoenkrung district, known for its vibrant cultural life and cultural diversity.

The project has provided local artists with free public spaces, such as walls in buildings and facades, to express their creative potential and skills. Over 60 artworks have been created around the district in various formats, including interactive street art, illusion art and street typography. By connecting old architecture to creative workers and businesses newly implanted in the area, the initiative also seeks to highlight the creative identity of the neighborhood.

The project demonstrates how design and arts can create an interactive and revamped storytelling scenario in an urban context and stimulate local economy.

The design-driven industries have been an important part of Bangkok's economy and are key to the development of a value-based economy. Once again, Bangkok bears witness to how design is a crucial tool to leverage local wisdom and dynamics, and to make cities more resilient in coping with 21st century challenges.

KEY WORDS: • Access to and participation in culture