

Message By



President of Thailand Interior Designers' Association (TIDA)

Interior design means to create environmental condition within the building that is related to the livelihood in human's regular basis to provide convenience in practical utility and beauty by mainly counting on behavioral reason and data of human. The practical utility in interior design work is the usability efficiency and convenience, for example the design of a chair may have attractive and colorful appearance, but when sitting on it, it causes the backache to the user and it does not seem to be in good balance which means the design of this chair is unsuccessful wasting time and money, and giving some impacts to designer's confidence as well.

The beauty of interior design is the element that satisfies user in term of beauty, modernity, tastefulness and atmosphere conformity. The Thailand Interior Designers' Association (TIDA) has strived to raise professionalism amidst its members by setting and certifying standards for interior design services, monitoring the ethics, reconciling conflicts between interior designers and their customers, and supporting R&D in interior design.

Action oriented activities will be among the need programs in various concerned agencies, to promote better living environment. TIDA aim toward creating better and more beautiful interior design in Thailand. On behalf of TIDA, I would like to thank Green World Publication Co., Ltd. and Marshall Cavendish Business Information Pte Ltd for publishing the Thailand Builders' Directory to make our members better known both at home and abroad. The directory has also widened our contact base and broaden our resources for collaborative development.

A handwritten signature in black ink, which appears to read "Vipavadee B.P.", followed by a horizontal line.

Mrs. Vipavadee Patpongpibul

President

Thailand Interior Designers' Association (TIDA)