

Frasers Hospitality to manage Modena by Fraser Bangkok

Bangkok's upcoming business lifestyle development at FYI Center on the Rama 4-Rachada Intersection

Frasers Hospitality, a world leader in premium serviced, hotel residences and boutique hotels has announced that it will work with Golden Land Property Development PLC, a leading property developer. Situated at FYI Center along Rama 4 – Rachada Intersection, Modena by Fraser is targeted to launch in mid 2016.

Mr Alan Tang, Chief Operating Officer of Frasers Hospitality Group Pte Ltd said, “Thailand is an ideal market for the introduction of our *Modena by Fraser* brand, which appeals to socially conscious Millennials who seek form and function. *Modena by Fraser* has previously proven to be successful as an affordable, stylish and aspirational serviced residence offering in China and as we develop this brand further with an emphasis on eco-friendliness and sustainability, travellers to Bangkok will benefit from the rejuvenation of this brand, which advocates a green approach to modern serviced residence living.

He added, “The growth of *Modena by Fraser* is in line with our overall strategy to achieve 30,000 residence units over the next four years and together with our other brand offerings – *Frasers* serviced residences, *Capri by Fraser* hotel residences and *Malmaison* and *Hotel du Vin* lifestyle boutique hotels – it allows us to cater to a wider spectrum of travellers in each market.”

Mr. Thanapol Sirithanachai the President of Golden Land Property Development PLC (GOLD) revealed that Golden Land are joining hands with Fraser Hospitality and introducing “Modena by Fraser Bangkok”. The modern and contemporary Modena by Fraser Bangkok will complete the FYI Center Project making it a multi-function complex which will include office buildings and a hotel based on the concept of “Business and Creativity” situated on 100,000 square meters of land on a 9 Rai plot at the intersection of Rama 4 and Rachadapisek.

Therefore, Development of FYI Center began in the 4th quarter of 2014 and at this moment is 85% complete. It is expected to be completed by December 2015 and open for use in mid-2016. Regarding the feedback from potential tenants, FYI Center has already leased out 50% of the total area before completion which is a first for any project in Thailand.

Mr. Thanapol stated that “Golden Land is highly confident in their decision to join hands with Frasers Hospitality, a well-established award-winning hospitality group with properties worldwide. Frasers Hospitality has a good understanding of the market, and especially so in South East Asia whereby they have a strong presence in key cities such as Jakarta, Singapore, Kuala Lumpur, Seoul and China. With the launch of Modena by Fraser as part of FYI Center development, we trust that it will further energize the Rama 4 area and turn it into the New Creative Business District in Bangkok.”

Modena by Fraser comprises 239-units of studio and one bedroom and is part of an eco-friendly mixed-use development, FYI Center. Created as an inspiring work-play-dwell environment, FYI Center offers flexible office spaces, retail and shopping as well as bike-friendly facilities. It is located at the corner of the bustling Rama IV Road directly opposite the Stock Exchange of Thailand, with links to the Queen Sirikit National Convention Centre.

Modena by Fraser Bangkok offers business travellers essential home conveniences along with customisable add-ons. They can choose from a range of fully furnished studios to one-bedroom apartments that come complete with a spacious living area, a well-equipped kitchenette, modern workspace and comprehensive home entertainment system.

Complimentary high-speed Internet access is available to keep travellers constantly connected and there is a 24-hour gym, steam and sauna facilities, self-service launderette, meeting and conference facilities, and an all-day-dining delicatessen offering ‘grab-and-go’ meals that feature fresh local market product and organic ingredients.

Modena by Fraser is expected to launch in mid-2016 and will open for business at the same time that FYI Center becomes fully operational.

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