

Press release

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Apple Iconsiam – first Apple store in Thailand opens

Apple Iconsiam has opened in Bangkok, welcoming visitors to experience the best of Apple in Thailand for the first time. Elevated above the “River of Kings” – Chao Phraya River – in the heart of Bangkok, the design provides a direct visual connection to the river, which has a special significance in Thai culture.

The project is the result of the close collaboration between Apple led by chief design officer, Sir Jonathan Ive and Angela Ahrendts, senior vice president of Retail and Online Stores and architects Foster + Partners through its local entity F&P (Thailand) Ltd and A49.

Seamlessly connecting the new mixed-use ICONSIAM Center to an outdoor roof terrace, the store’s clean, trapezoidal design lines and glass surfaces accentuate the natural beauty of its surroundings while creating an open, airy atmosphere that blurs the boundaries between interior and exterior.

Apple Iconsiam features two expansive glass facades that create transparency and connections, bringing daylight deep into the space and allowing panoramic views of the city skyline. Featuring a sweeping curved entry made with stone, the journey through the store continues to the green roof garden, where visitors can admire local art, participate in a Today at Apple photo or sketch walk, or simply enjoy iconic views of Bangkok.

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Inside the store, a spacious Forum offers all of Apple's free Today at Apple sessions. Along the store's Avenues, visitors can try out the latest Apple products elegantly displayed for maximum convenience and accessibility. A tree-lined Genius Grove mirrors the flora of the outdoor terrace and provides the setting for Apple's Geniuses to offer personalized technical support and advice.