

**CRAFT
WORK.**

**RETHINK
FOR BETTER LIVES**

CRAFTWORK | VISION & MISSION



VISION

To be the leading holding company on Thailand's Eastern Seaboard specializing in real estate development, providing both hardware and software solutions that create the most sustainable benefits for our stakeholders in every segment.

MISSION

- Brave in initiating and providing new solutions
- Initiated by a human-centric approach and data analytics
- Growing opportunities for a sustainable future

RETHINK FOR BETTER LIVES

Set the bar higher

Set the bar higher

- Setting new standards
- Breaking boundaries
- For a better quality of life



CHALERMPOL KHONCHAEM

คุณเฉลิมพล โขนแจ่ม

MEMBER OF THE BOARD OF DIRECTORS
CEO & FOUNDER

PROFESSIONAL PROFILE

Education

- High School: Assumption College Sriracha
- B.B.A. (Faculty of Business Administration), Kasetsart University

Core Expertise

- Strategic Planning & Luxury Real Estate Development
- Financial Management & Executive Leadership

Vision

- To position Craftwork as the benchmark for luxury and sustainable living on Thailand's Eastern Seaboard.

CRAFTWORK | MILESTONES



2019 | AROM WONGAMAT

Location: Wongamat, Pattaya
Details: Beachfront Ultra Luxury Condominium
Status: LAST REMAINING UNIT | Over 99% Sold
Special Offer: The Ultimate 3-Bedroom Residence (Rare Item)
Starting Price: THB 50 MB* | [\[View Website\]](#)
Developed by CRAFTWORK

2023 | LAMAI HATAIRAT 39

Location: Hatairat 39, Bangkok
Details: 144 Units | Japanese Minimalist Residences
Starting Price: THB 5.99 MB* | [\[View Website\]](#)



2022 | AROM JOMTIEN

Location: Jomtien, Pattaya
Details: 314 Units | Beachfront Residential Condominium
Status: Completion: SEP 2026 | Sold over 90%
Starting Price: THB 5.9 MB* | [\[View Website\]](#)
Developed by CRAFTWORK



2026 | PYCHE

Location: Pattaya – Motorway
Details: 40 Units | Conscious & Minimalist Residences
Starting Price: THB 9.9 MB* | [\[View Website\]](#)



2026 | REKHA

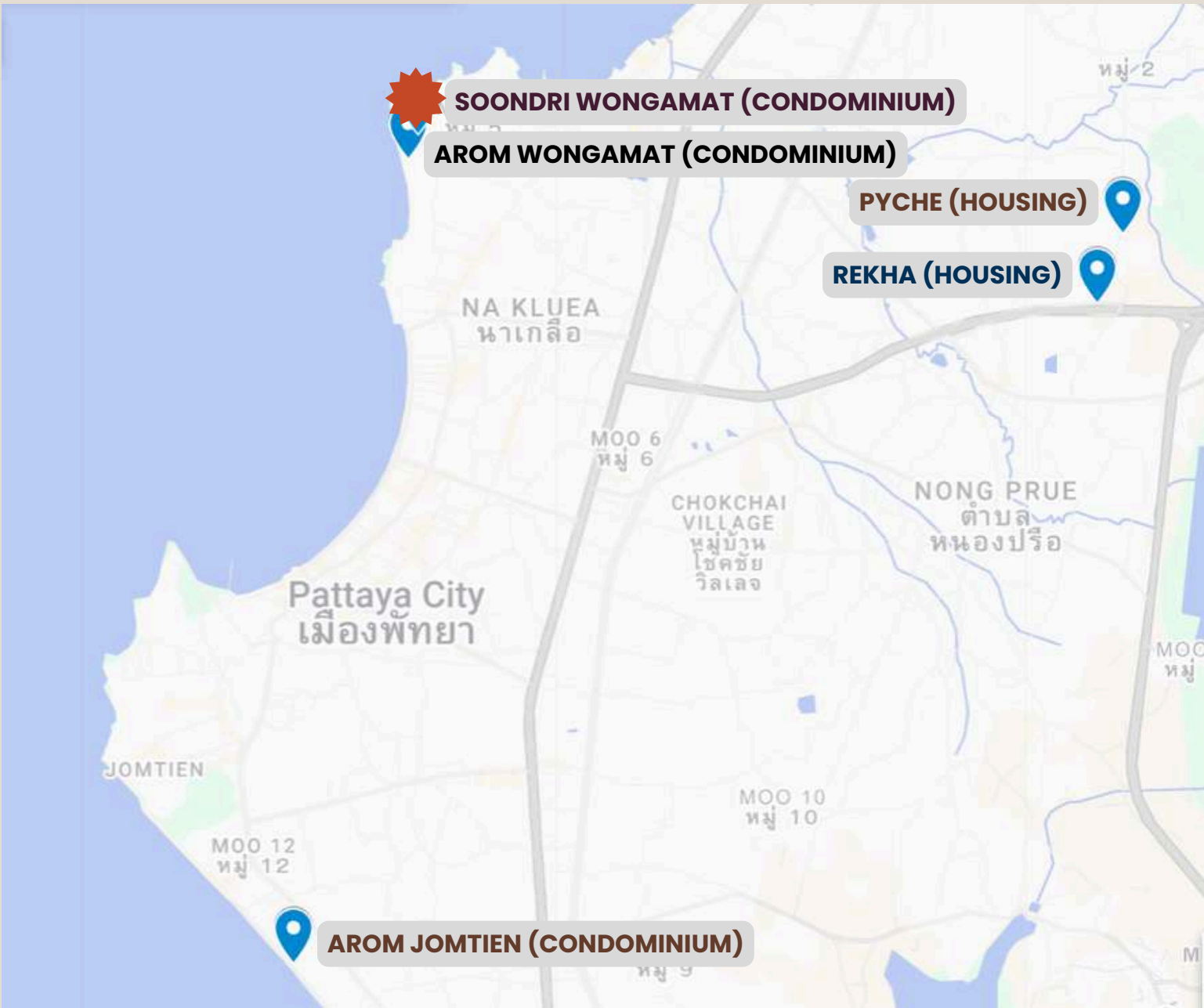
Location: Pattaya – Motorway
Details: 40 Units | Luxury Private Pool Villas
Starting Price: THB 16 – 30 MB* | [\[View Website\]](#)

2026 | SOONDRI WONGAMAT

Location: Wongamat, Pattaya
Details: 292 Units (273 Residential, 9 Beachfront Villas, 10 Retail)
Status: VVIP EXCLUSIVE PRE-LAUNCH
Access: Private Access Only | Price Upon Request
[\[View Website\]](#)



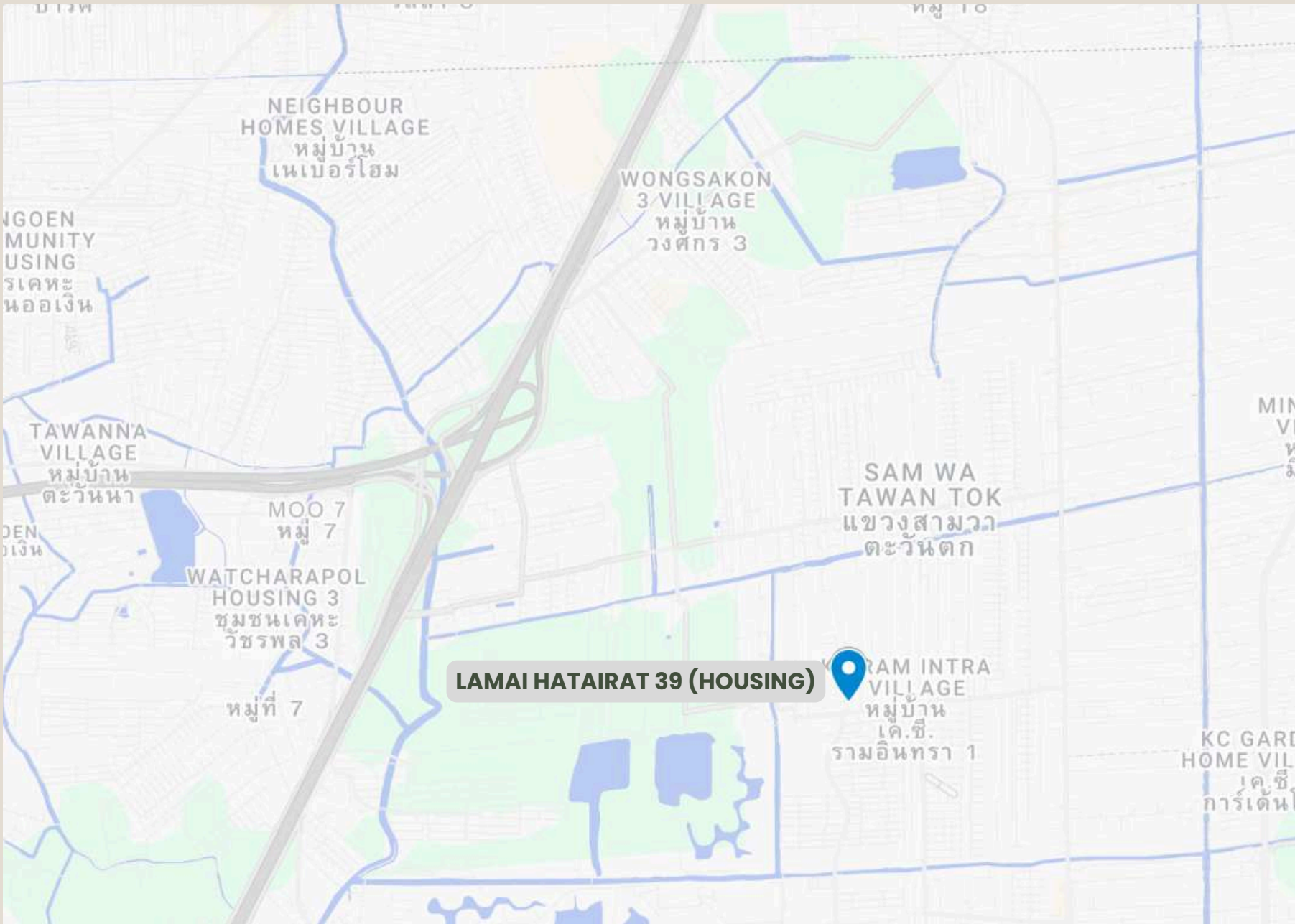
PATTAYA PROJECTS



PATTAYA PROJECTS

- **Arom Wongamat** (condominium) > <https://maps.app.goo.gl/FTG1iQRVS2kkEd1G7>
- **Arom Jomtien** (condominium) > <https://maps.app.goo.gl/SFz9QH13ttS2Vyt67>
- **Soondri Wongamat** (condominium) > <https://maps.app.goo.gl/Z3wn1w9QMeYpfk1v6>
- **REKHA Pattaya - Motorway** (housing) > <https://maps.app.goo.gl/YEg7neQL39beKm8A7>
- **PYCHE Pattaya - Motorway** (housing) > <https://maps.app.goo.gl/uvRmDXhEwRKyXXcp7>

BANGKOK PROJECT



BANGKOK PROJECT

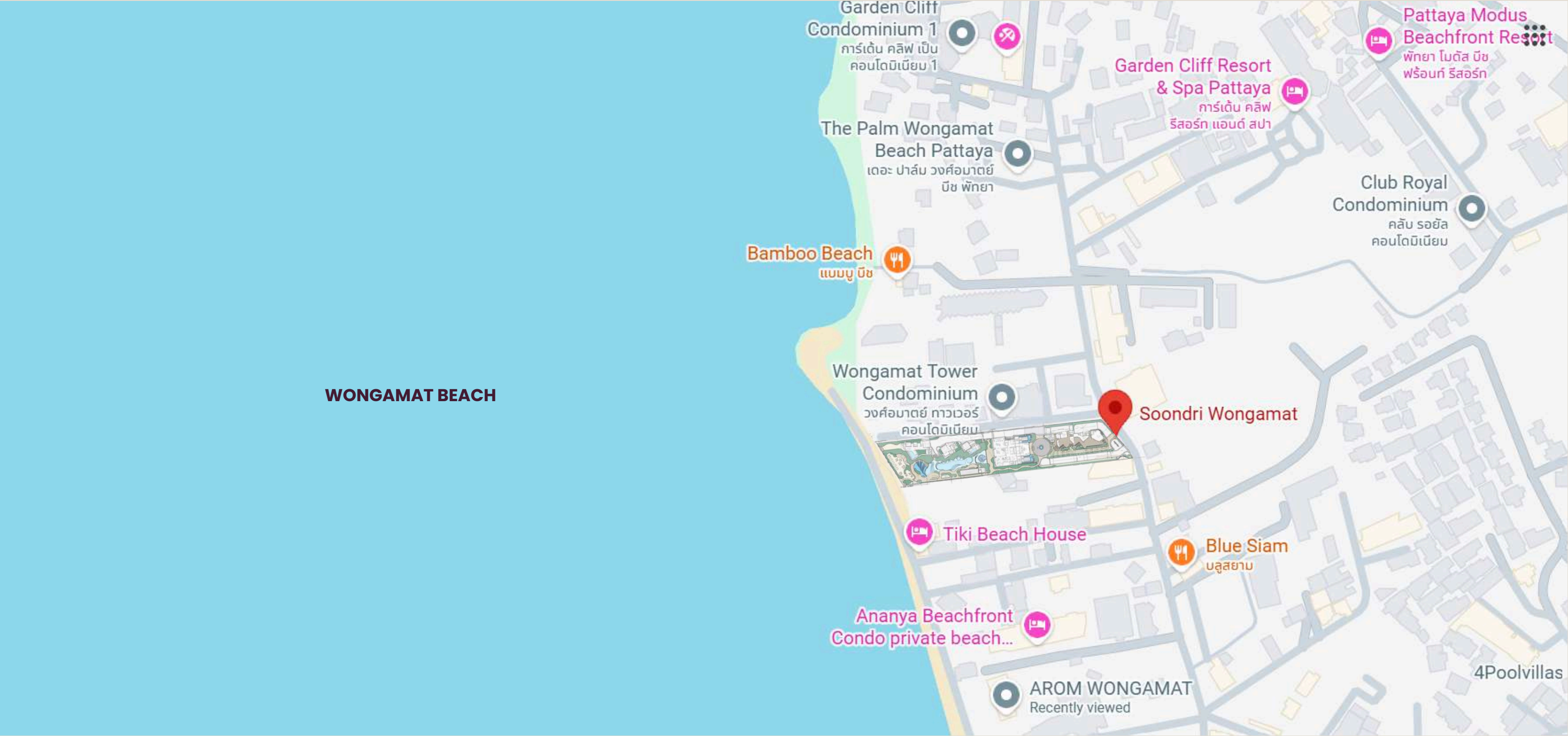
- **Lamai Hatairat 39** (housing) > <https://maps.app.goo.gl/zyyji8RNJhtjZCH9>

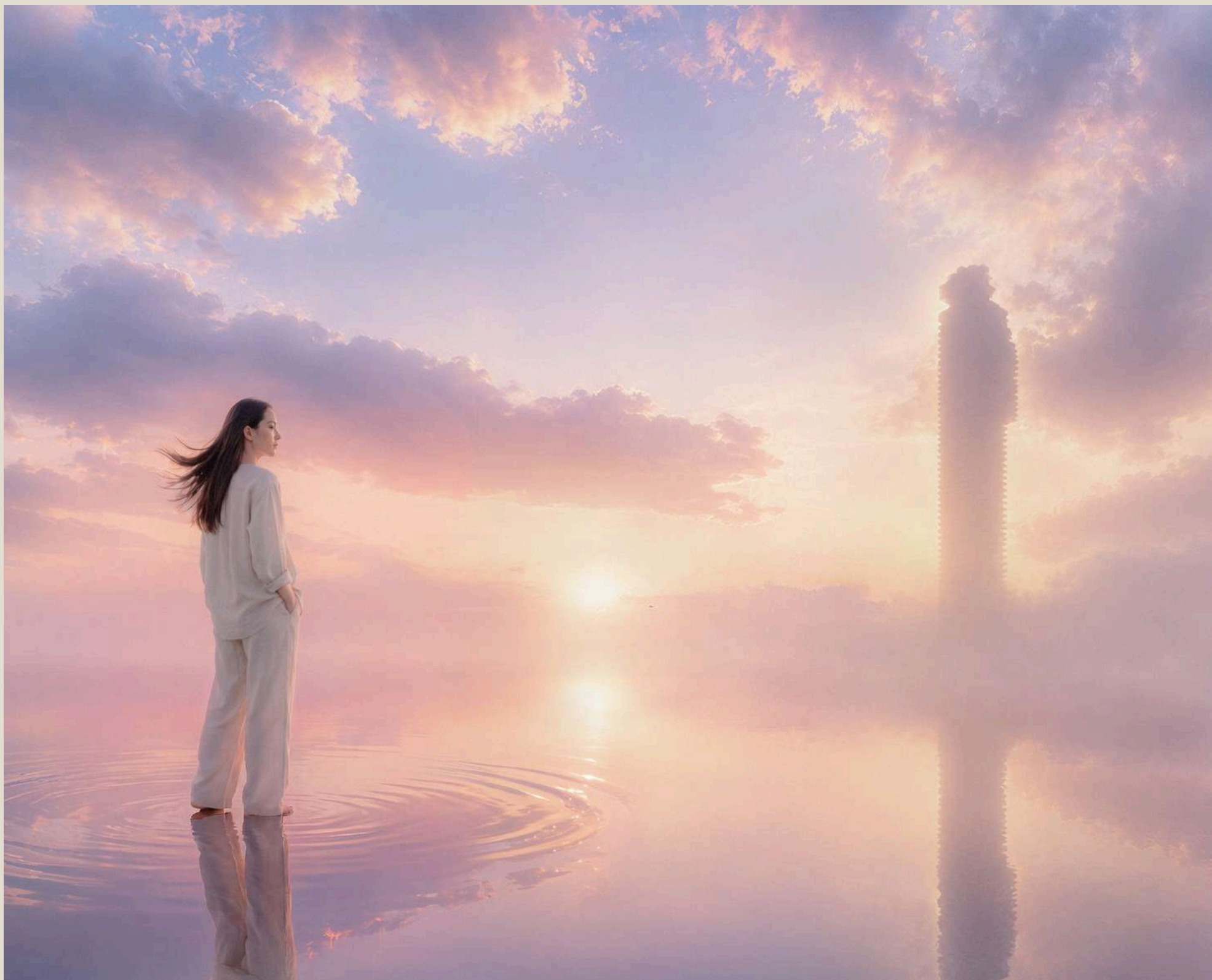
SCENDRI

W O N G A M A T

AWAKEN YOUR PRESENCE

"Privately Curated Pre-Launch Information"





Soondri is a Livable Art Piece

A private, Blue Zone–inspired residence where wellbeing is curated around the rhythm of your life. It is not a regimen to follow, but a living condition woven into every day.

SEASONAL NATURE

Curated landscapes that connect daily life to natural rhythms.

TECH & DEEP WELLBEING

Integrated wellness ecosystems for restoration and movement.

ART & SCIENCE DESIGN

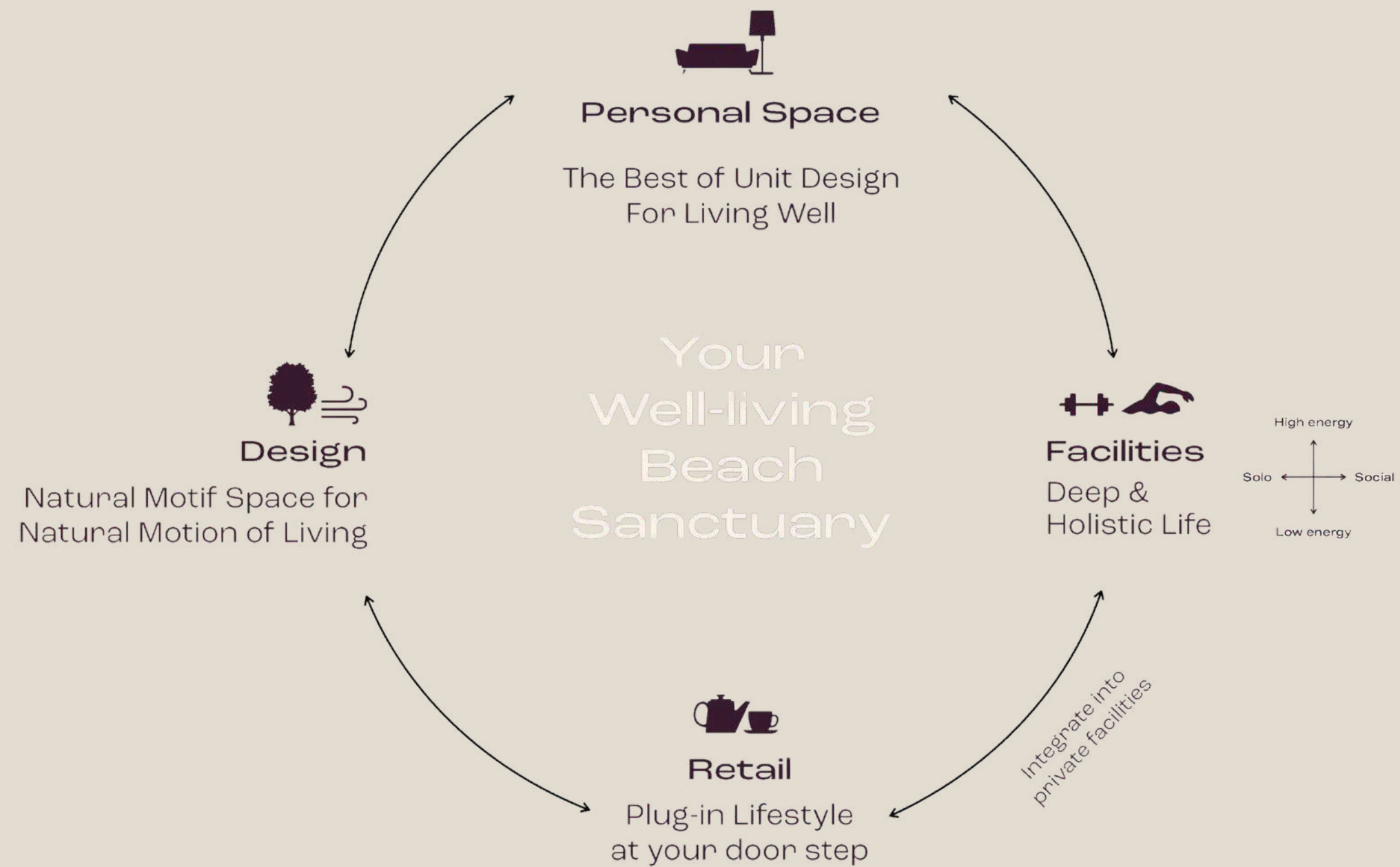
Evidence–led environments that are both aesthetic and therapeutic.

“AWAKEN YOUR PRESENCE”

The presence of a life fully lived.

EXCLUSIVE VVIP PRE-LAUNCH

For our private pre-launch, Soondri presents a curated collection of beachfront residences, sensory wellness amenities, and private experiences. Price and availability are provided upon request.



Location: Wongamat Beach, Pattaya

Segment: Luxury Beachfront Condo (New Launch 2026)

Project Overview

Project Name	SOONDRI WONGAMAT
Master Concept	A LIVABLE ART PIECE — Blue Zone-inspired living by the sea
Development Type	Ultra-Luxury Beachfront Mixed-use Development (Freehold)
Location	Soi Na Kluea 16, Wongamat Beach, Pattaya
Total Land Area	Approx. 4-3-76.1 Rai (7,904.40 sq.m.)
Total Units	292 Exclusive Units (273 Residences 9 Beachfront Villa Units 10 Retail)
Building Height	53 Storeys of Architectural Mastery + Private Rooftop Sanctuary
Structure & Components	Residential Tower (53 Storeys) The Beachfront Collection (3 Iconic House Structures) Lifestyle Retail Podium (4 Floors + 4 Basements) Exclusive Beach Club & Wellness Lagoon
Signature Parking	167 Secured Lots (including 10 Supercar spaces), approx. 58%
Sinking Fund*	Baht 700 / sq.m. (One-time payment upon ownership transfer)
Common Fee*	• Residences & Beachfront Villas: Baht 90 / sq.m. / month • Retail & Commercial: Baht 35 / sq.m. / month (All categories payable 24 months in advance)
Pet-Friendly Policy	Designated Pet Zones include Beachfront Villas and Floors 37-39, 49-50.



Location: Wongamat Beach, Pattaya

Segment: Luxury Beachfront Condo (New Launch 2026)

THE VERTICAL SANCTUARY (FACILITIES)

BEACH CLUB & WATERFRONT (Ground & Basement)

- **Ground:** Beach Club Lounge, GYM, Wellness Lagoon, Spa & Relaxation Area.
- **Basement:** Immersive Gym (Weight Area), Kids' Club, Private Onsen (Male/Female), Oxygen Pod, Sleep Pod, Treatment Rooms, and Feature Corridor.

COMMUNAL & SOCIAL HUB (Floor 1-2)

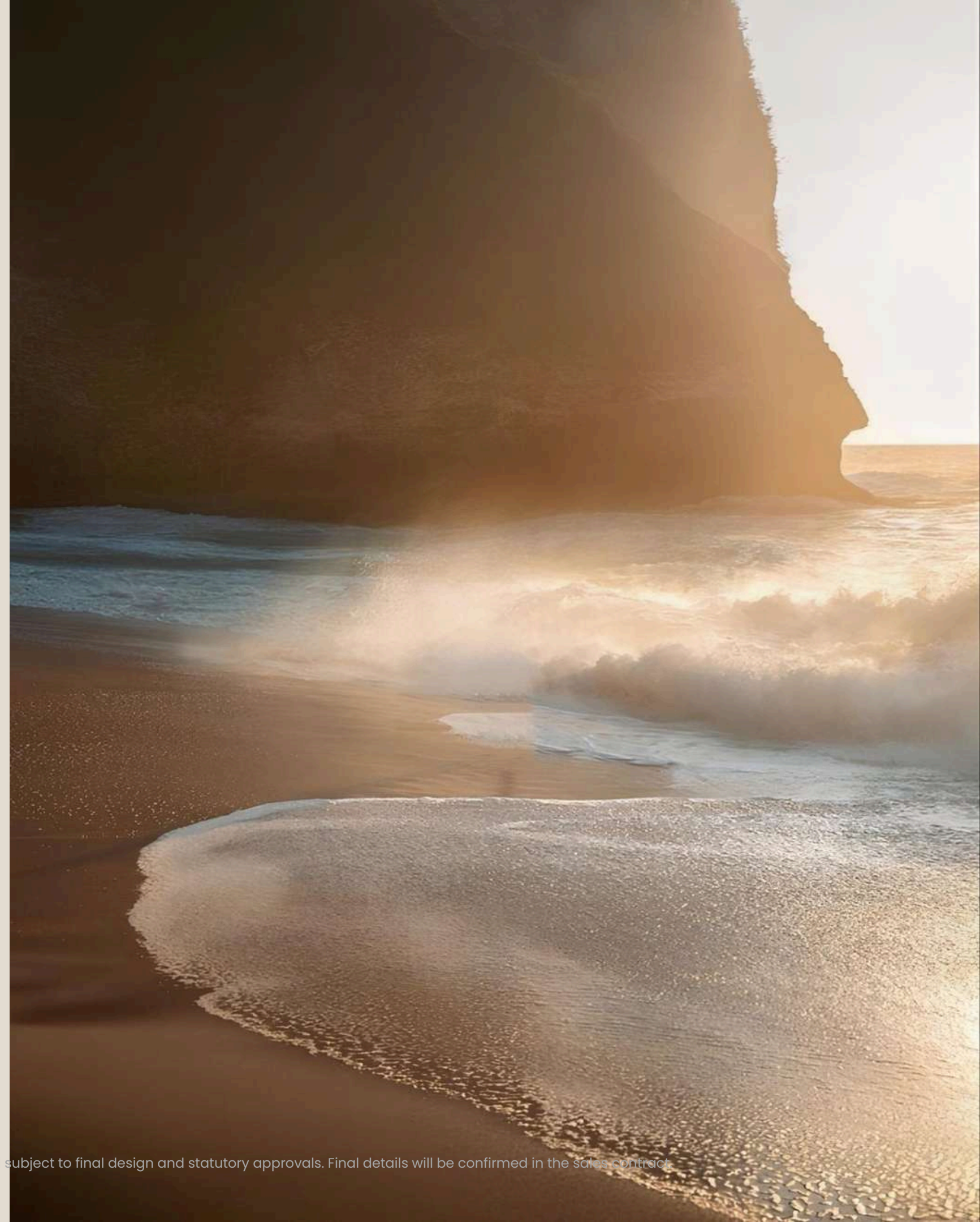
- **Floor 1:** Grand Lobby, Concierge Hub, Co-working Space, Meeting Rooms, Study Pods, and Entertainment Hub.
- **Floor 2:** VIP Lobby, Private Lift Hall, Grab & Go Station, Parcel Room, Golf Simulator, Theatre Room, and Karaoke Lounge.

THE SKY SOCIAL CLUB (Floor 51-53)

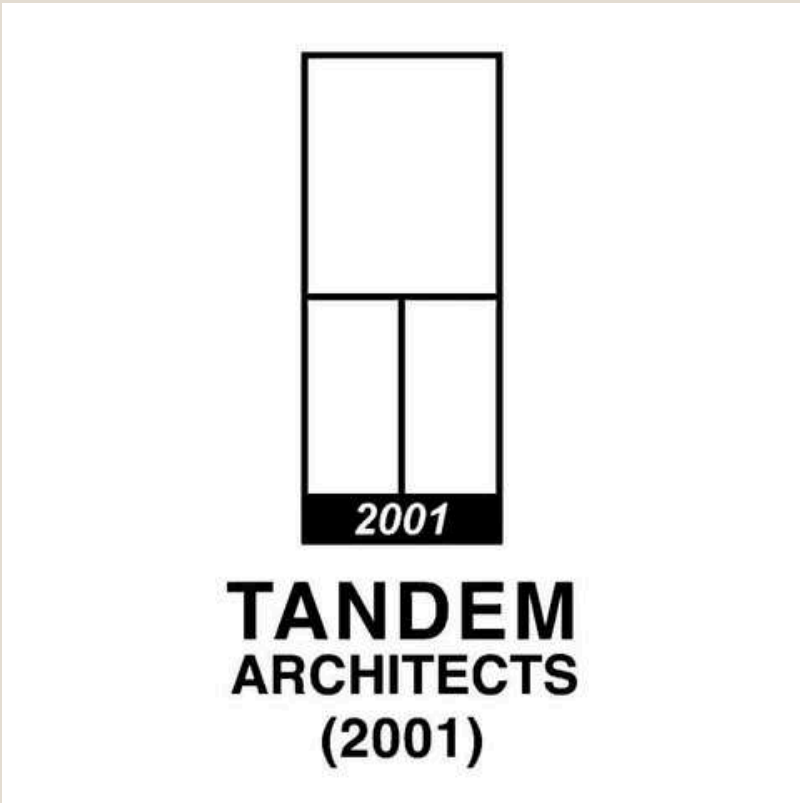
- **Floor 51:** Panoramic Sky Pool & Sky Foyer.
- **Floor 52:** Private Gym & Private Onsen (The Exclusive Restoration).
- **Floor 53:** Sky Bar, Co-kitchen, Co-working Sky Terrace, and Panoramic View Balcony.

SOONDRI SIGNATURE HIGHLIGHTS

- **THE BEACHFRONT COLLECTION:** An extremely rare offering of only 3 Beachfront Villa structures, providing ultimate beachfront seclusion and direct private beach access.
- **THE PENTHOUSE RARITY:** A limited masterpiece collection of only 4 Penthouse units in the entire development, ensuring maximum exclusivity.
- **SUPERIOR LIFT-TO-UNIT PRIVACY:** Featuring a high lift-to-unit ratio with 4 Passenger lifts + 1 Fireman lift, including Private Lift Access designed for premier front-tier residences.
- **PET-FRIENDLY SANCTUARY:** Thoughtfully curated Pet-Friendly zones at the Beachfront Villas and dedicated Residential Floors (37-39, 49-50) for modern lifestyles.
- **DEEP WELLBEING INFRASTRUCTURE:** Vertically distributed amenities designed to nurture both high-performance movement and restorative recovery at every level.



Architect:
Tandem Architects
([website](#))

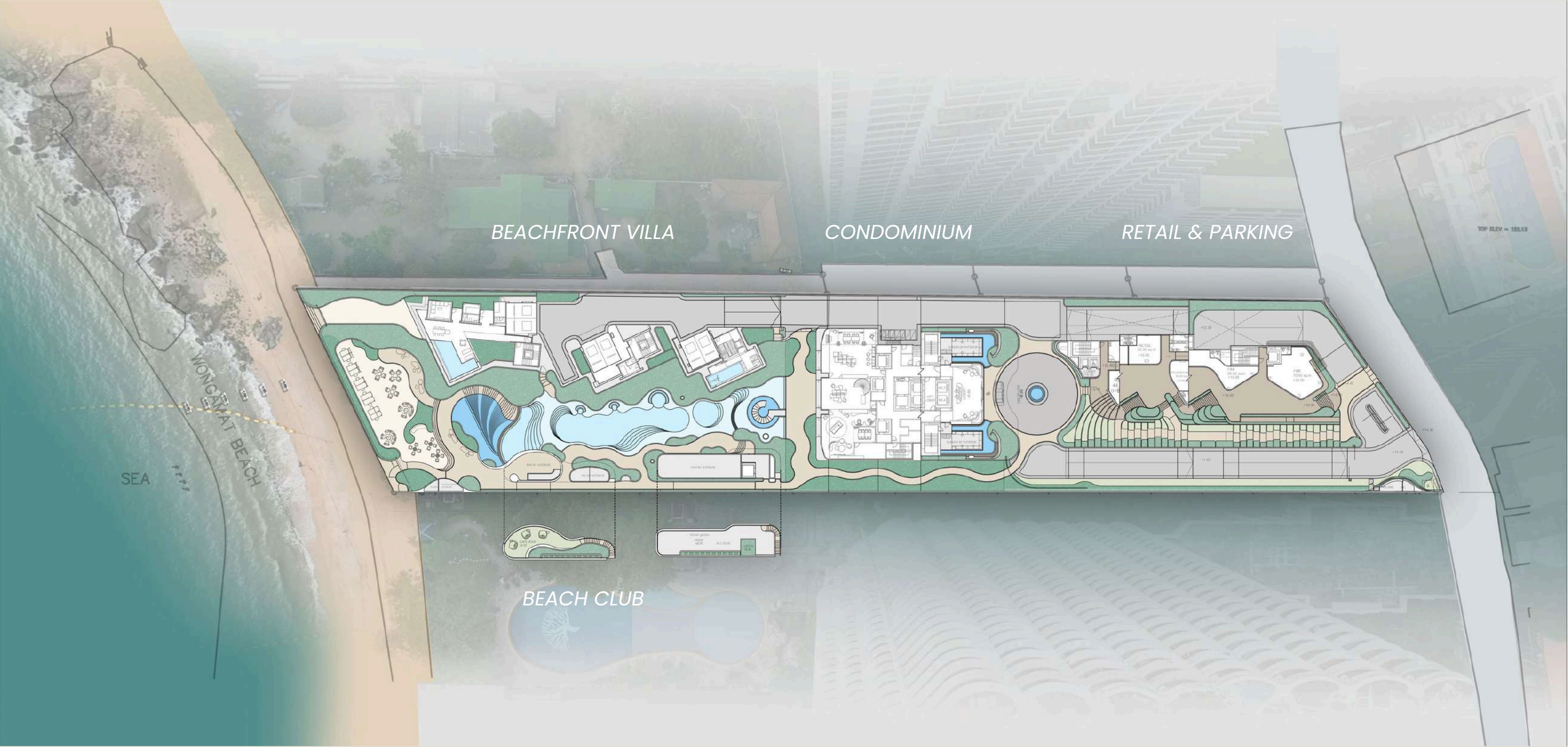


Interior Design:
PIA Interior
([website](#))



Landscape Design:
TROP: terrains + open space
([website](#))









SOONDRI + HOUSE OF DEEP FEELING: "THE BREATH TOWER"

"Livable wind becomes the architecture of longevity."

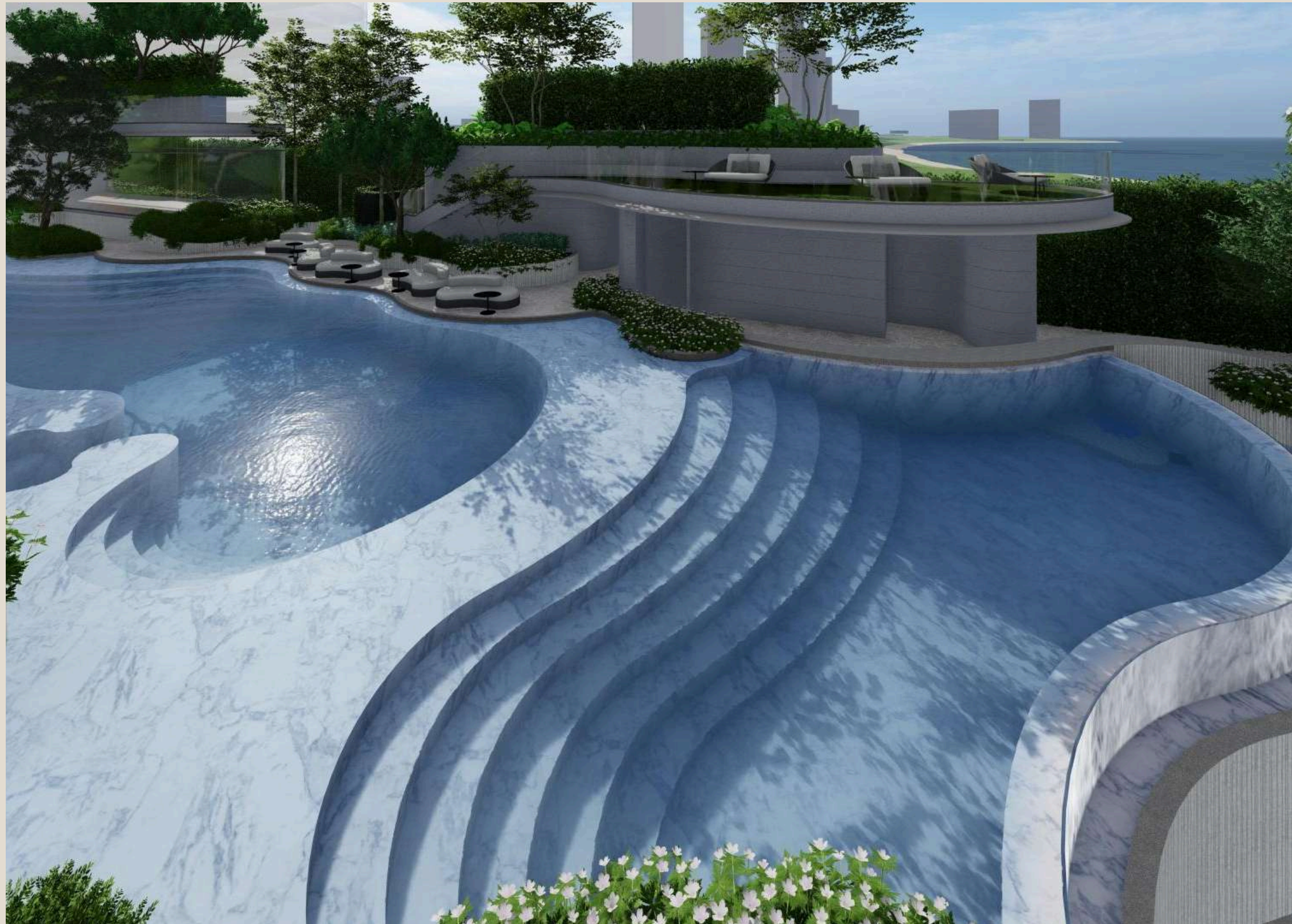


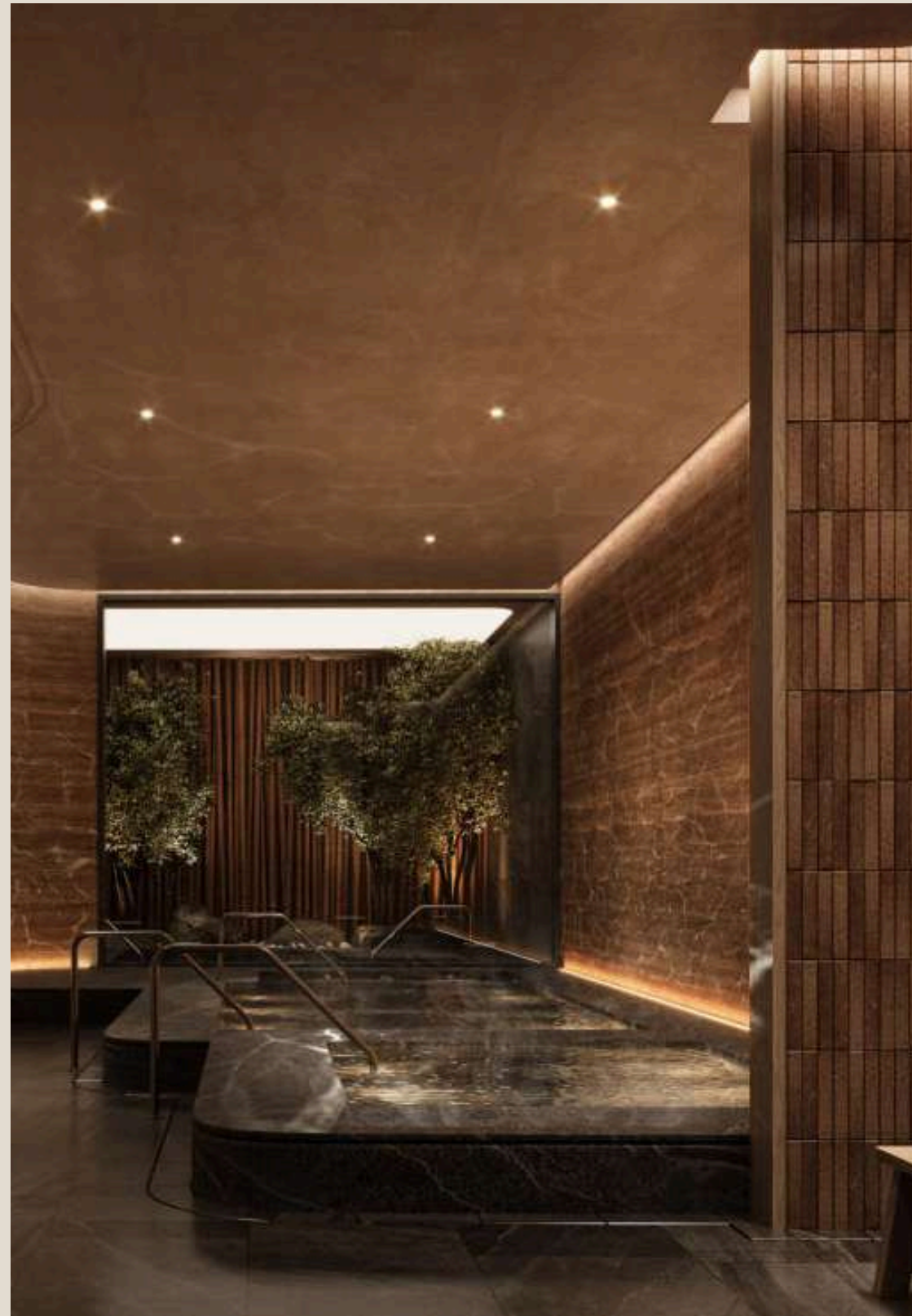
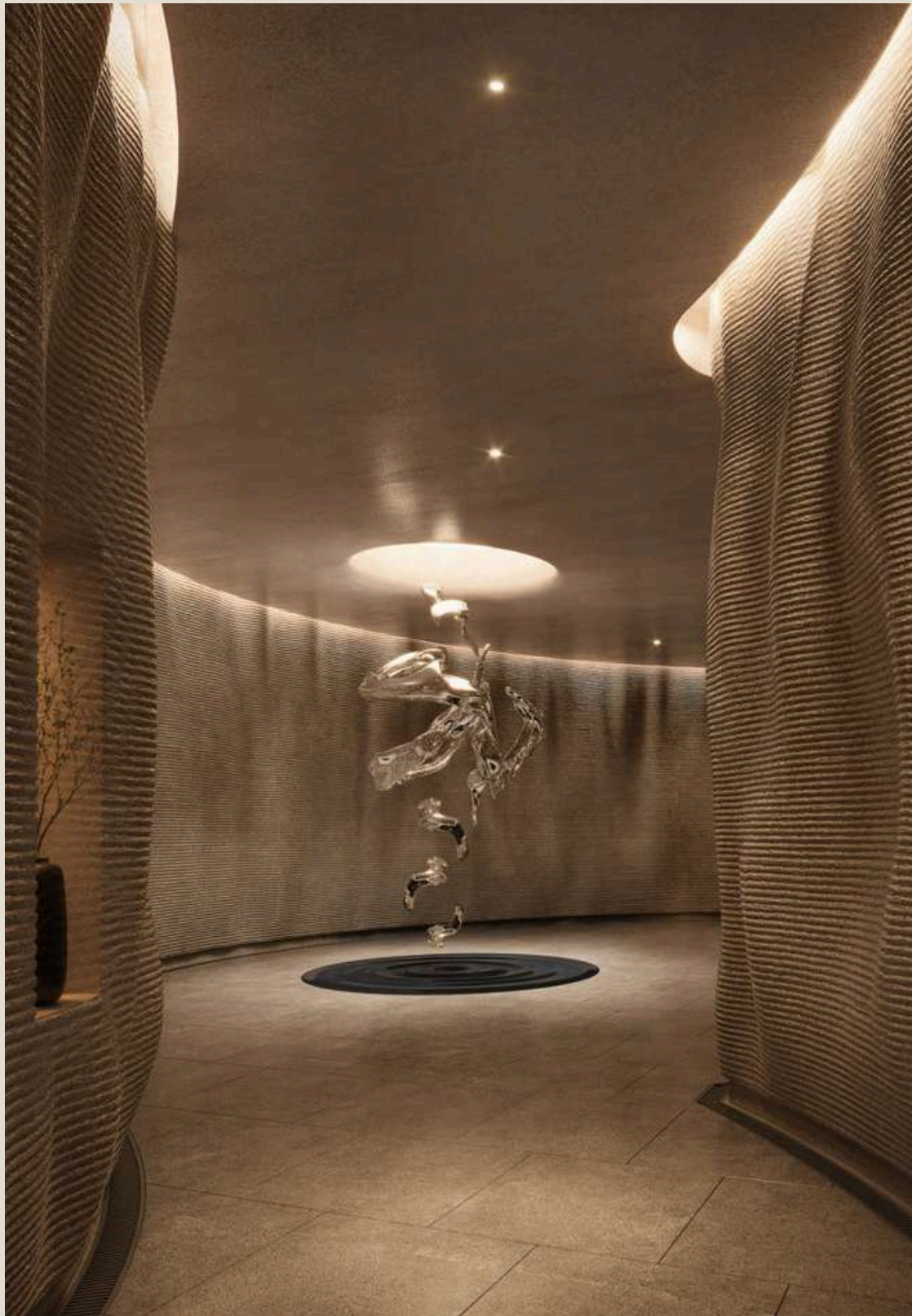
"The sea breeze that passes through and envelops the body evokes a delicate sense of aesthetic pleasure."











"ONLY THREE EXIST IN ALL OF PATTAYA."

Along the entire coastline of Wongamat — the most coveted shore on Thailand's Eastern Seaboard —

there are exactly three Beachfront Villas within SOONDRI.

Not floors above the sea. Not views of the sea.

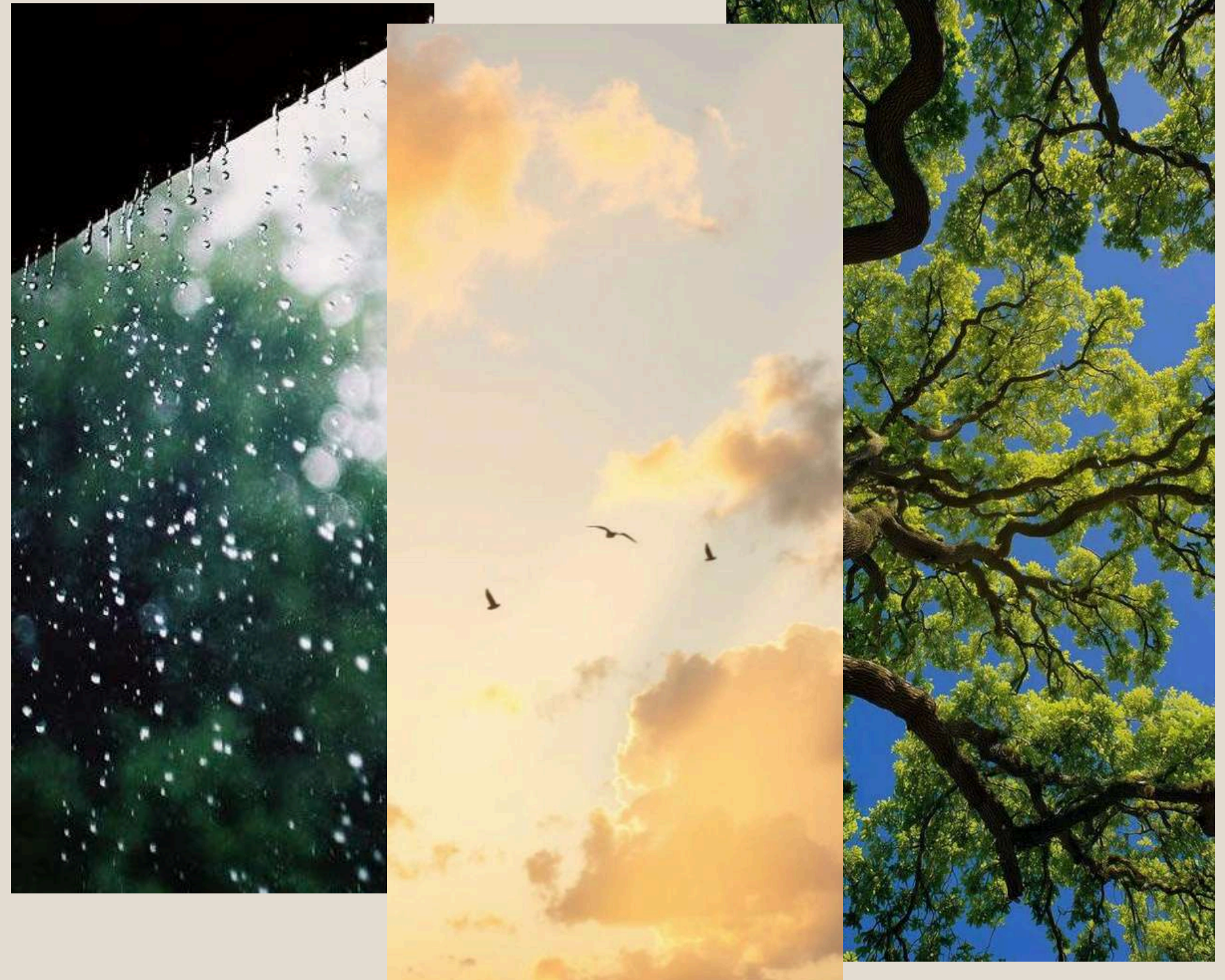
The sea, right in front of your door.

Each Villa stands as its own architectural statement.

Each is designed with a distinct soul, a distinct philosophy,
a distinct way of living with the ocean.

You do not choose a unit.

You choose a way of life.















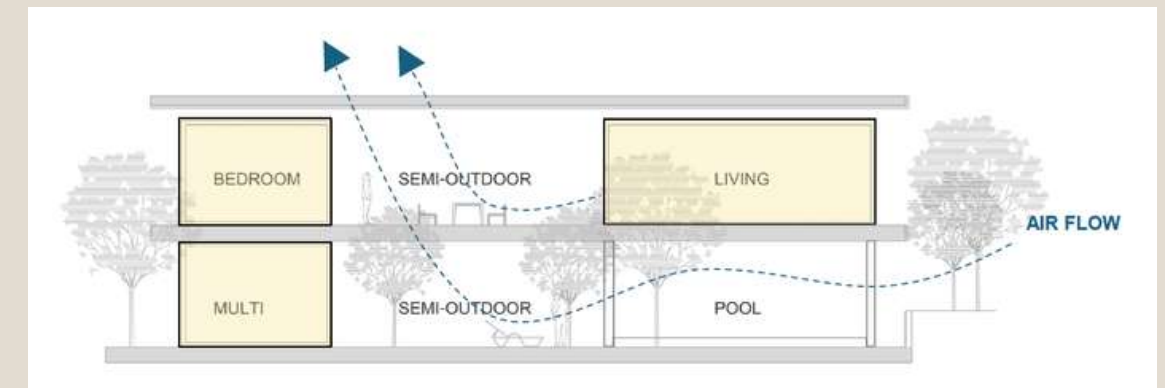
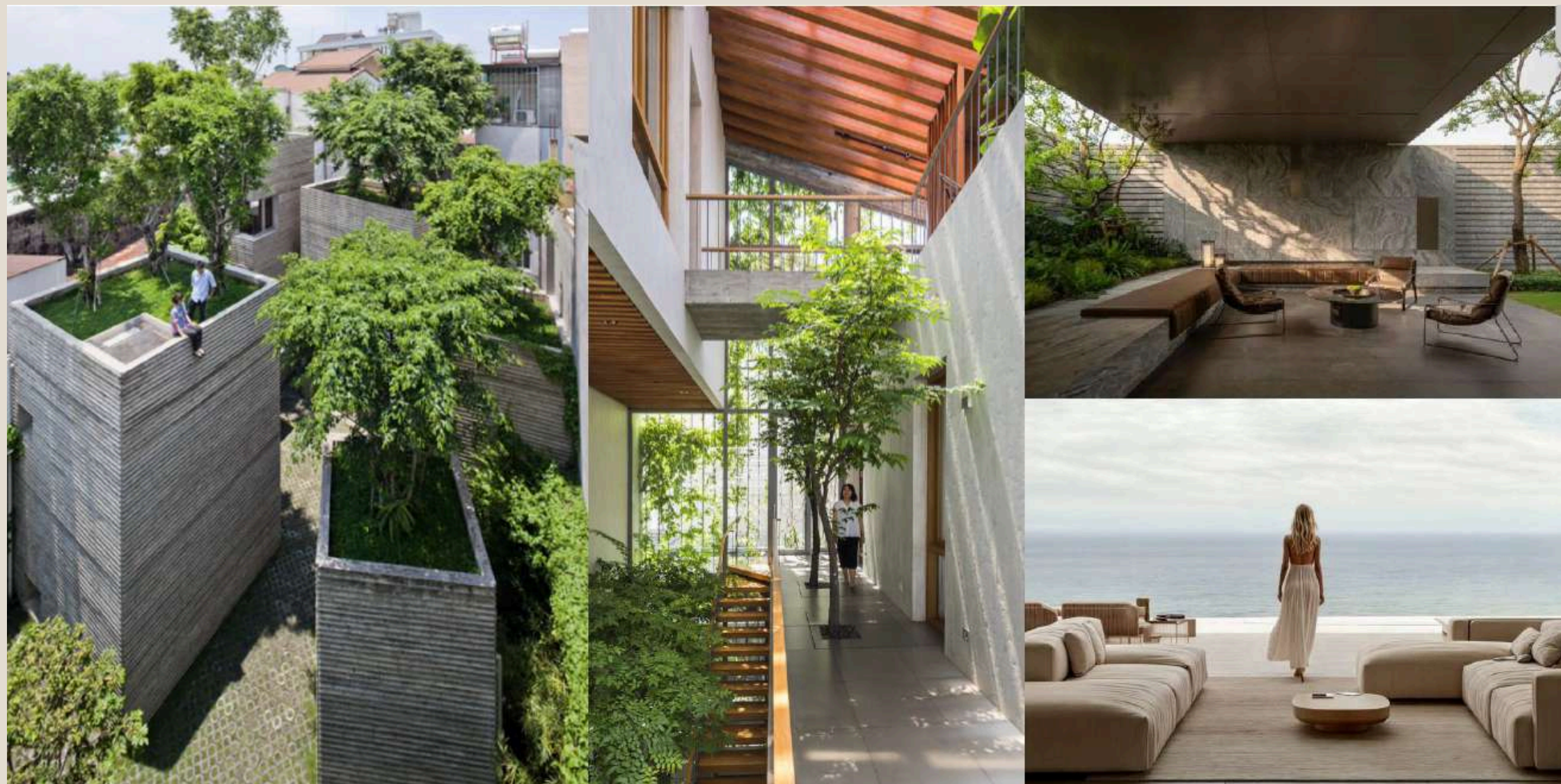




VILLA 1

THE OPEN SANCTUARY

Airflow Ventilation · Indoor–Outdoor Living · Green Courtyard · Open Spatial Connection



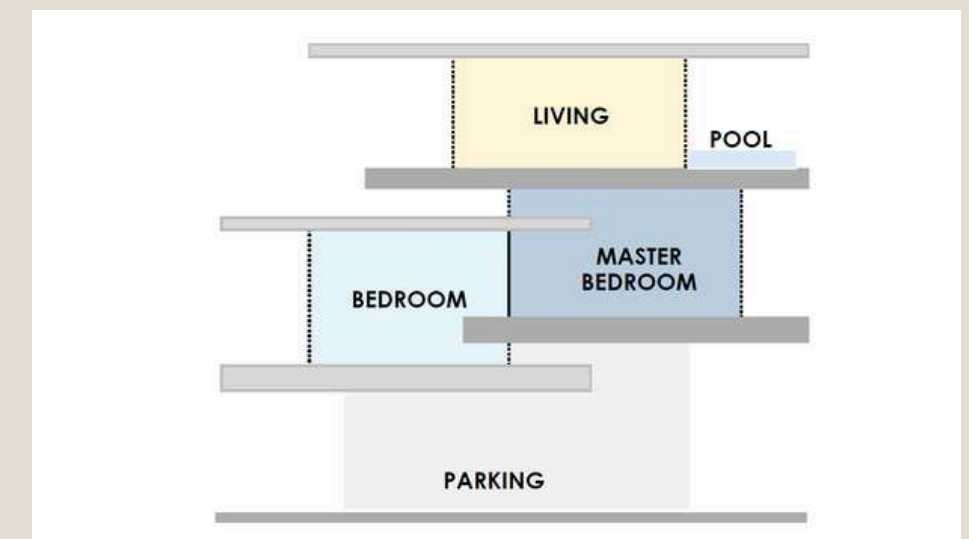
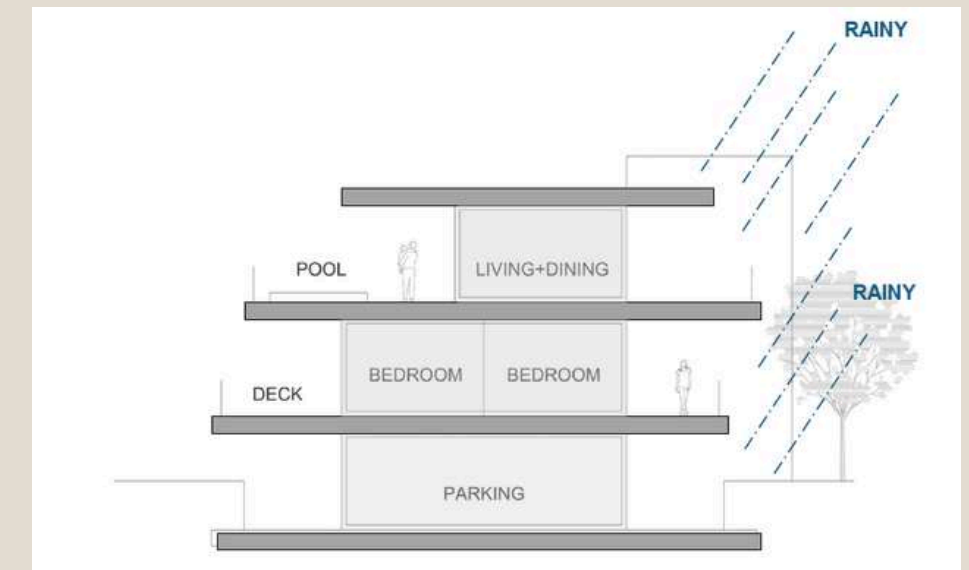
A villa where sea breezes, natural light, and greenery become part of everyday living. Indoor and semi-outdoor spaces flow seamlessly between the residence, pool, and garden, creating an open, calm, and restorative sanctuary.



VILLA 2

THE ORGANIC HORIZON

Organic Architecture · Layered Horizons · Cantilevered Form · Water & Landscape Integration



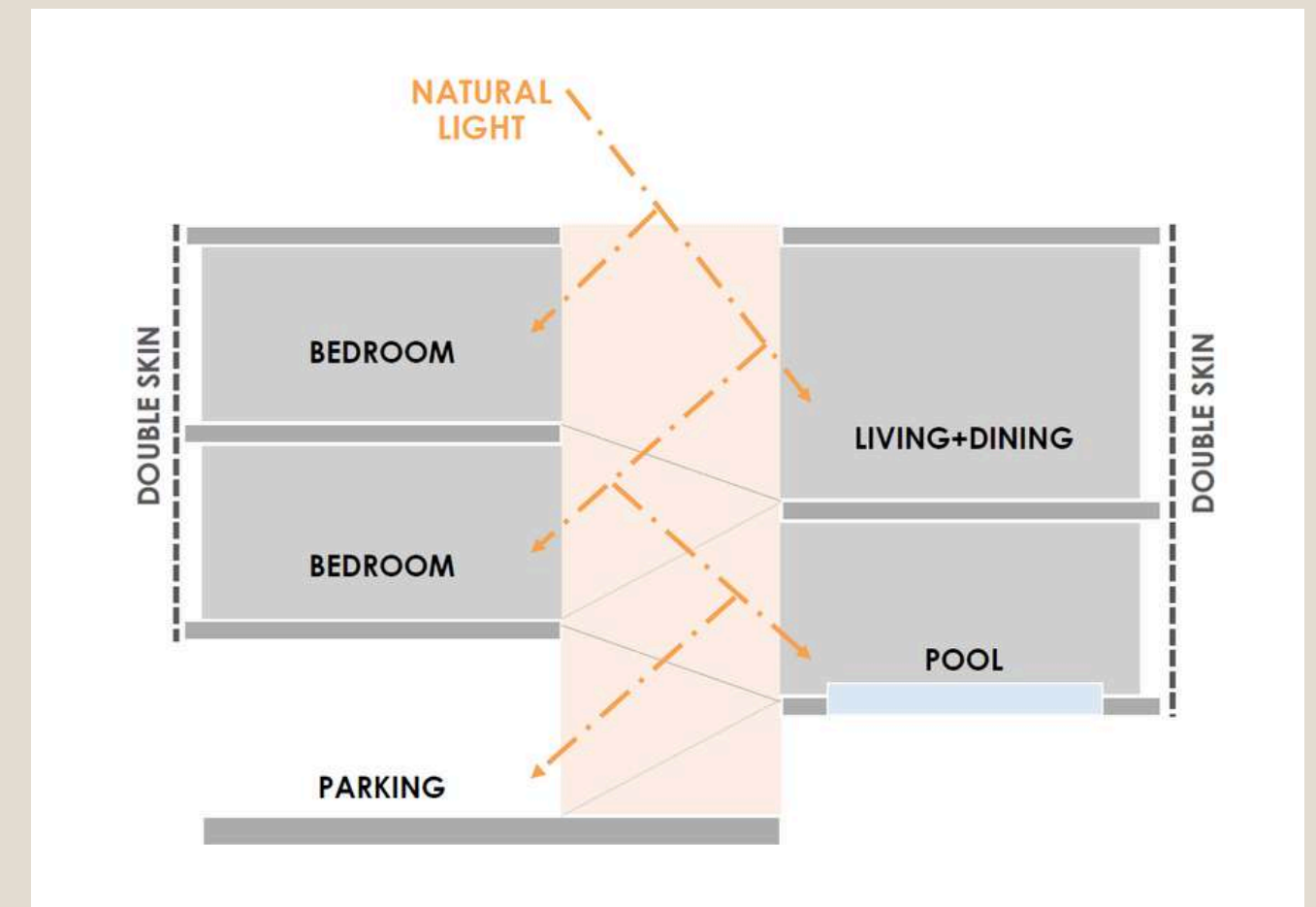
Inspired by the principles of Organic Architecture, the villa is expressed through horizontal lines, cantilevered forms, and layered terraces. Architecture, landscape, water, and horizon are composed as one continuous living experience.



VILLA 3

THE LIGHT & PRIVACY HOUSE

Double Skin · Natural Light · Perforated Screen · Privacy by Design



A residence shaped by light, shadow, and privacy.

Double-skin façades and carefully positioned openings filter natural light while creating a layered sense of seclusion—balancing a strong architectural presence with a calm interior experience.





CRAFTWORK.

Livable Art Piece

SCANDRI

WONGAMAT

สุนทรีย์ วงศ์อมาตย์

Where Your Presence Awakens

www.soondriwongamat.com