RIVER CITY
BANGKOK

TH CHOR OF ARTS AND ANTIQUES

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## *HUB OF CULTURED LIFESTYLES FOR ALL AGES*

Opened in 1985, River City Bangkok is known as Bangkok's first shopping mall on the banks of the Chao Phraya River. It has been recognised as one of the outstanding landmarks for premier art pieces and antiques during the past 32 years.

Now, with its renovation and grand reopening last year, the face-lifted River City Bangkok invites visitors to discover new experiences of art appreciation and cultured lifestyle, making it an ideal destination for people of all generations.

Commenting about River City Bangkok's new concept and image, **Linda Cheng, Managing Director**, said: "Previously, River City Bangkok only focused on antiques and arts that seemed high-end and out of reach for a majority of people. But now, as we realise that times and people's lifestyles have changed, we would like to transform the place into a hub of cultured lifestyle where art can be accessed by people of all ages, including youngsters."

"Realising the importance of art and culture as the art of living that promotes well-being, we would like to attract more youngsters to appreciate all forms of art and encourage them to better understand Thai culture that is represented in different forms of art."

"To draw attention from young people, we have a wide variety of events and activities. For instance, there's an exhibition of *'Khon'* that encourages people to learn more about the history of Thai classical performance from a specialist."

"To create new experiences of art and learning about culture, all of our activities have to be entertaining and educational at the same time."

Despite its facelift, River City Bangkok's traditional reputation as a treasure trove of art and antiques for connoisseurs continues as it has for 32 years.

RCB Auctions offers an exciting treasure-hunt experience with a wide collection of exquisite and sought-after art pieces and antiques at surprisingly reasonable prices. Hundreds of items are showcased for each auction.

In addition to art and antiques, all lifestyle aspirations are met at River City Bangkok. The renovated crafts and textiles boutiques, along with lots of exciting dining, are housed under one umbrella.

In summary, the new River City Bangkok is a comprehensive lifestyle destination with magnificent views of the Chao Phraya River.

"I believe that River City Bangkok will be a major platform for art and cultural learning and appreciation that will revive this historic district of Bangkok with new creativity and liveliness," concluded Linda Cheng.

Get updated about
art and cultural events
and lifestyle activities on
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