Koh Samui’s SEEN Samui Beach Club and Soho Hospitality Make Waves at the Prestigious 2021 Luxury Lifestyle Awards





Bangkok, July 21th, 2021 – Koh Samui’s hottest hangout SEEN Samui Beach Club and Soho Hospitality have been awarded Best Luxury Commercial Interior Design in Thailand by the 13th Annual Luxury Lifestyle Awards 2021, by a judging panel of international architecture and design professionals.

The Luxury Lifestyle Awards are one of the most prestigious, respected, and recognized award brands for the luxury market. The awards are conducted via an independent research process and are regarded as one of the most distinguished in the world. The objective of these awards is to recognize excellence across the whole range of industry sectors and maintain the highest standards in the property industry worldwide.

Owned by Minor Hotels and designed by Bangkok based, Soho Hospitality, SEEN Samui boasts mid-century architecture and uses high contrast geometric patterns and organic curves. Embracing the nostalgia of Miami and California’s beach club culture, the design aesthetic is retro-1950’s chic, influenced by the resurgence of mid-century tropical design. The minimalist architecture is offset by mirrored furniture pieces, abundant metallics and opulent fabrics in bright colours.

Commenting on the prestigious accolade for SEEN Beach Club Samui, Mr. Emanuel Grosch, General Manager, said, “We are thrilled to receive such high praise for our unforgettable Samui hotspot, and we are especially proud of the fact that this international award does not judge architecture and interior design only, but nods to our impeccable reputation and professional performance”.

In recognition of Soho Hospitality’s impeccable reputation and professional performance, the Bangkok based design house was also awarded Best Luxury Interior Design Studio in Thailand. Founded in 2010, Soho Hospitality is a Bangkok based integrated creative studio & restaurant group delivering compelling hospitality experiences from concept to design, development and management.

Founder and Chief Executive Officer, Rohit Sachdev said, ‘We are delighted to be recognized for the interior design of Seen Beach Club in Koh Samui. Working alongside Minor Hotels, we set out to conceptualize a beach club inspired by a mid-century tropical design that would rival the best beach clubs in the world. We are proud to bring our goal to fruition.”

With its frontline Chaweng beach location and stunning panoramic sea views, SEEN is the place to party in Koh Samui. Open daily from 10am. For more information visit the website: www.seenbeachclubsamui.com