

“Design Guideline for Edutainment Center” Proceeding of The 9th Sarasatr Conference, Chulalongkorn University, by Waraluk Pansuwan, Rachadaporn Kanitpun, 20-21 October,2005.

Abstract

New communication technology and increasingly dynamism of information has driven education beyond the limits of classrooms, or institutions. Informal education has become an important strategy in promoting the idea of life-long learning. The existing libraries in Thailand are outdated and in need of revitalization to serve the rapidly changing lifestyles of people and there is no other spaces provided for self development of people in the society. The design of spaces for learning has a lot to do with users’ behaviour and psychology of learning in order to play their roles efficiently. The concept of conventional library where books and other information are kept on stacks after stacks awaiting for people to take them down seems irrelevant and no longer capable to attract interests of the youth. It seems to be an urgent need in our society to rethink about different issues related to learning in order to come up with a more relevant design concept of spaces for informal learning and self-development, or in this research “Edutainment Center.” The focus of study is the age group between 12-21, the most important socio-economic forces that we should cultivate a good attitude in learning as well as in self-development.