

Academic Collaboration and their Role towards Community Engagement Projects and Social Sustainability: A Case Study of the Ladmayom Canal Market

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This paper is the work in progress of "community fleamarket" research. It is a new learning concept for both teachers and students to work with real people. The main focus will be on the recent affected 2011 flood zone of the west side of Bangkok City across the Chao Phya River, which was one of the major affected areas and had been flooded for more than two months. Hence, Ladmayom Canal Market (weekend water-featured market) is the case study for our research, and collaboration amongst other schools, academics and NGOs is in future development.

Besides the recovery program, the architecture / communication design students are working with the market community and draw up preliminary ideas on how to recover based on community needs, problems, and sustainability. Participatory design is the key element. In the end, the student came up with a design proposal to bring back the sense of normality and ideas for a more sustainable future. Also, the role of the designer and the academic institution towards a more complex society will be discussed, as architecture could be a powerful tool in building a more livable environment and social sustainability.

Keywords: Community Engagement, Role, Academic Collaboration, Water-based Society, Flood Zone, Tourism, Ludmayom Canal Market

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