

PlaceMakers

PHILIP HUANG



a DESTINATION GUIDE
'Phuket'

BY ROSEWOOD HOTELS & RESORTS



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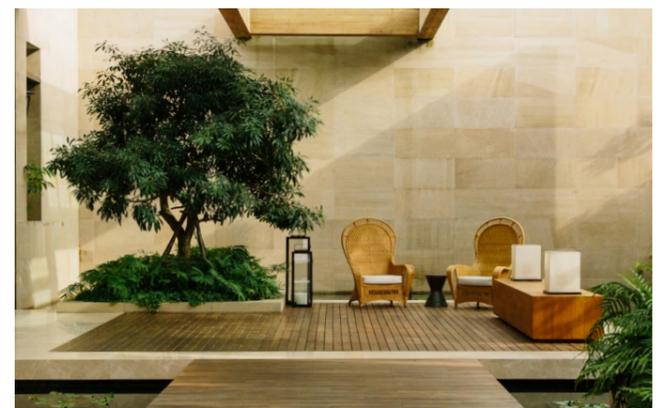


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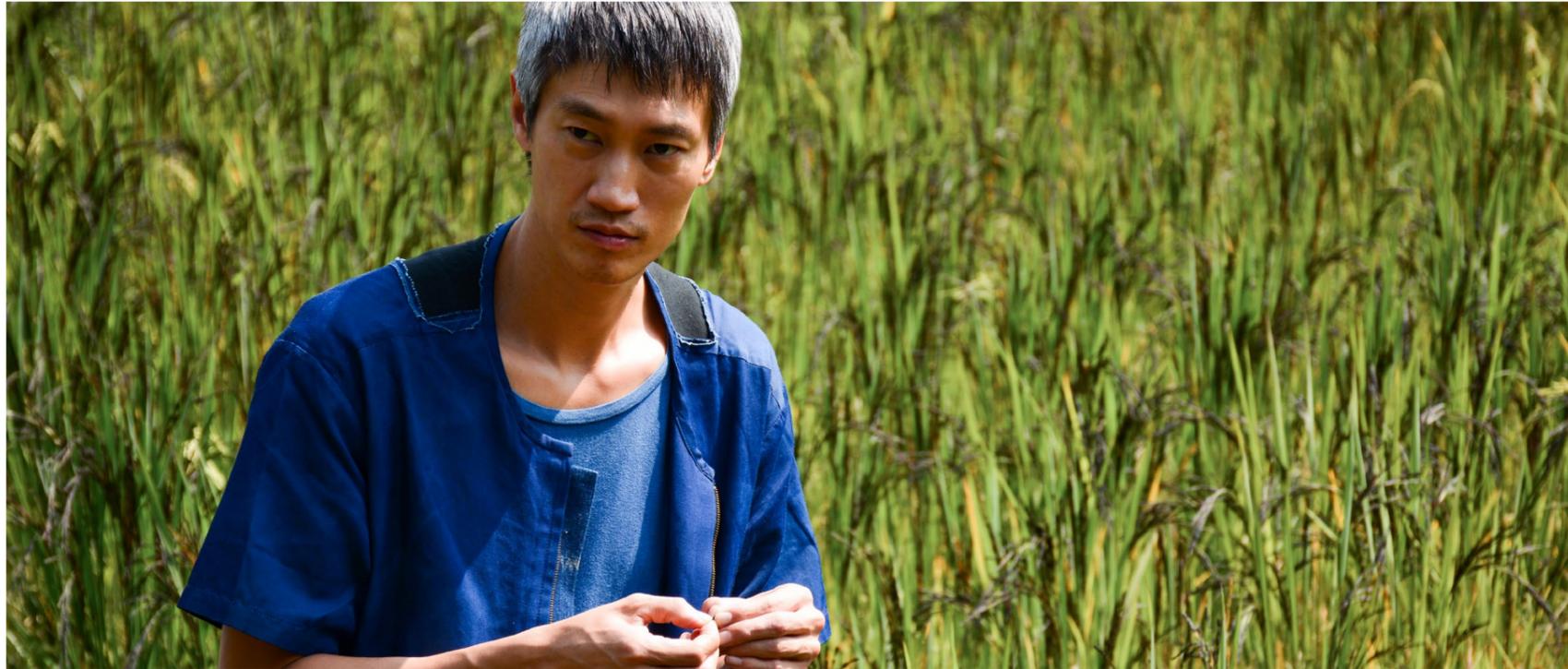
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01 PHILIP HUANG - in rural community

WHAT *is* PLACE MAKING?

Creativity and culture is the lifeblood of a city. It inspires the stories born from adventure. It speaks to the very soul of the explorer.

PlaceMakers are the embodiment of Rosewood's commitment towards elevating culture and community.

By partnering with PlaceMakers, we together explore the stories of local destinations—with the intention of crafting inspired Rosewood journeys that promote immersive property experiences, meaningful connections, and individual well-being.

Our ecosystem stems from our PlaceMakers—We invite you to explore the world with Rosewood through a local lens. To uncover the traditions, to both learn and create alongside the innovators of art, style, food, family, sustainability and health.

This approach pairs seamlessly with Rosewood's core philosophy, that A Sense of Place® exists beyond the physical form and is also discovered in the intangible essence of community.

Let Rosewood be your cultural concierge. Discover our curated experiences and in-depth destination guides, enriching your global exploration.



PHILIP HUANG

words by
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topic
SUSTAINABILITY

UNENDING TRADITIONS





03 CHOMWAN & PHILIP - photo by Phummiphath Suwananajarern

04 INDIGO - photo by Piyatat Hemmatat

The innovative collections of Philip Huang walk—and, simultaneously, forge—the line between tradition and future by harnessing the artisanal dyeing community of Sakon Nakhon and honoring their ancient practice whilst amplifying and innovating their techniques into a modern context. Rosewood embarks on a journey deep into the local culture of Phuket, Thailand, to bring these rich local stories to light.

introducing PLACEMAKER, PHILIP HUANG

In December of 2020, Rosewood Phuket revealed its Future of Tradition collaboration with Chinese-American designer, Philip Huang, at a private, natural indigo-dyeing workshop in the gardens of the Philip Huang Bangkok studio. Huang's practice, rooted in community and sustainability, sees the designer in collaboration with Indigo Grandmas of Sakon Nakhon, local women who are masters in the tradition of natural indigo dyeing.

With community at the heart of Rosewood—Rosewood Phuket has the couple 'Uncle Nun' and 'Auntie Yai' at the helm of the Ta Khai restaurant—Huang's practice speaks intimately to the values of honoring and preserving local culture.

Co-founded by former engineer and model Philip Huang and creative director Chomwan Weeraworawit in 2016, the company produces clothing that merges traditional techniques from artisans of Northeast Thailand with versatile, modern designs. The partners—in business and in life—produce pieces that utilize plant-based natural dyes, organic fibers, and hand-made textiles and accessories favored by the likes of Tilda Swinton and Palme d'Or winning director Apichatpong Weerasethakul.

Here, Huang and Weeraworawit talk to Rosewood from their home in Bangkok about family, fashion, and finding the perfect indigo hue.

What sparked your love and passion for fashion and textiles?

PHILIP: My grandmother used to own a garment factory in China—I think it was pre-WWII. She left to come to Taiwan and would always tell me stories. I was an active child, playing lots of sports, so I would have holes in my clothing, which she would always repair in red stitching. That always stuck with me, which is why there's red stitching on our labels. Whenever I work, I feel like she's a part of it.

06 SKETCHES - by Philip Huang



07 INDIGO - dyeing process

Chomwan, you've trained in law, obtained a PhD in Intellectual Property and the Textiles Industry in Developing Countries, and you're the founder of Mysterious Ordinary, a creative /cultural consultancy. As an expert on intellectual property in textiles, how does your work dovetail with Philip's?

CHOMWAN: Everything that we've done to this point has always been quite organic. I think I just wanted to find a way to merge my legal background with what I really love, which is art and fashion. I felt like there was an opportunity here to use these instruments that exist in developed legal structures, which could be really beneficial for our indigenous and rural communities, that it could benefit them. And that's kind of where it all started. That and the collaborations I've done through Mysterious Ordinary, with artists and filmmakers.

If we can tell the stories of the artisans, then we are able to give them value. There's more value, there's value and a sense of satisfaction from seeing their work in the world.

What have been some of your proudest moments with the label so far?

PHILIP: One that stands out is being able to connect with the artisans. And, it took us a while to even just observe and understand them and the best way to work together, so I'm very proud that we can collaborate at this point. Instead of just going in with an idea, you can collaborate with them in creating a new piece. I think that's very transformative, and that relationship that has taken so long to build up is probably one of the most important moments.



08 DYEING PROCESS - photo by Piyatat Hemmatat



09 INDIGO GRANDMAS - photo by Phummiphat Suwananjanjarn

Why was that so important for you to go directly to the Grandmas and work with the keepers of this tradition?

PHILIP: It came down to timing. I was coming off a 10-year modeling career, and we had just had our first child and were expecting twins as well. We had moved from New York to Bangkok and it was a fresh start.

I was fresh and curious, wanting to explore the rest of Thailand, so I was doing road trips and exploring, being away from the big city. In this spirit, it has essentially been a journey that has snowballed into what it is today.

With one of our trips to Sakon Nakhon, we really connected with one family, our first Grandma that we worked with, and it just felt like home. It reminded me of past memories of my grandmother. A lot of what we do is instinct.

CHOMWAN: For me, Thailand is home, so it's this idea of coming home and connecting back to the land and to the makers themselves. This indigo in particular is a geographical indication, which signifies the craftsmanship and knowledge, which has been passed on through generations and can't really be done

“With one of our trips to Sakon Nakhon, we really connected with one family, our first Grandma that we worked with, and it just felt like home. It reminded me of past memories of my grandmother. A lot of what we do is instinct.” — PH

10 SKETCHES - by Philip Huang



11 INDIGO - photos by Piyatat Hemmatat

anywhere else unless mastered. So, it's taken us two years to be able to create that and feel confident talking about the process.

PHILIP: Discovering more about the dye has been really interesting, as it's been around for over 6000 years. There's always something more to be discovered—like the fact that it is UV resistant, anti-bacterial and anti-microbial. Experimenting with different artists and seeing what they can do with it, we have come to understand that there's definitely more than what meets the eye.



How do you take this traditional practice and keep it moving forward in contemporary times?

CHOMWAN: This is the biggest challenge. How do we keep this alive? We realized that we need to activate and engage with the youth. The Grandmas we work with, a lot of them are in their 60s and 70s, so you've got to think about how the crafts that have been passed on for generations could go beyond being "cottage industry"? How do we play a role and making that appealing for the younger generation?

What is your relationship with Phuket, the people, the art and the mythology? What inspires you about the land?

CHOMWAN: It was our family holiday spot growing up, throughout the 80s and the 90s. Phuket was a real destination. So for a Thai person, it holds a lot of memory and value. In a way, for many of us, it was the first experience of a beach holiday or "dream island" vacation. With that, there's the mythology of the idea of vacation.



14 INDIGO - dyeing process

A GUIDE TO MAKING

The earliest known evidence of the use of the blue dye, known as indigo, dates back to 4000 BCE, when the harvest of the *Indigofera Tinctoria* began. More than just a color, it was also used as a currency known as blue gold.

Coming to occupy a central place in dyeing communities around

the world, indigo tie-dyeing has been a particularly honed skill in Phuket. In Philip Huang's process, centuries-old practices of tie-dyeing continue to play a dominant role. Collaborating with traditional artisans, the Indigo Grandmas, to refine his art form, Philip shares a look at the tactile process used to create his fashion collections.

DYEING *with* INDIGO



STEP ONE

With chosen garment, scrunch loosely into a ball and tie with rubber bands. Soak in water for at least fifteen minutes to open up the pores of the fabric for better indigo absorption.



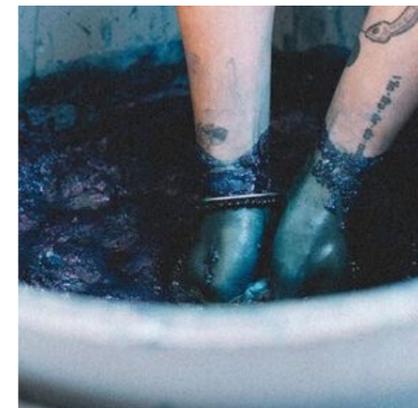
STEP TWO

Strain excess water then dip the ball into the vat just below the surface, massaging the indigo liquid into the ball.



STEP THREE

Wring out excess liquid water and leave the ball to oxidize, allowing it to turn from green to blue as it breathes in oxygen. Leave ball to oxidize for 15 minutes.



STEP FOUR

After desired color is obtained, wash the ball in clean water. After one wash remove the rubber bands and continue to wash until the water runs clear.



STEP FIVE

Machine wash the t-shirt to get rid of any remaining indigo sediment. Dry in the sun then warm iron to fix the color.



A GUIDE TO PHUKET





15 PHILIP AND TEAM - village in Sakon Nakhon

Philip Huang's relationship with Sakon Nakhon is emblematic of his approach to collaborating with the community and place. He aids in the survival of centuries-old artistic practices, and he receives inspiration, drive and passion in return. From the wildly creative to the more mundane aspects of his life, working from the land and nature plays a critical role.

For Isan, he openly reflects on his respect for expert artisans, the Indigo Grandmas, who have educated him on dyeing techniques that signify his distinctive collections.

Philip also pays tribute to the unique landscape that forms present-day Phuket and he gives thanks for the simple culinary pleasures that celebrate the multicultural community.



old TOWN PHUKET

Framed by grandiose buildings, the town is a bold reflection of the Sino-Portuguese and retro-modern influences that shaped Phuket's history, including dwellings with secret courtyards and shophouses that wind far back beyond the street-front—a signal to a life steeped in culture.

16 STREETS - of Old Town



17 STREET FOOD - by local street vendors



19 LOCALS - pushing food carts



18 ARCHITECTURE - buildings of Old Town



20 MOTORBIKE - mode of transport

what
SIGHTSEEING

where
OLD TOWN PHUKET



21 AERIAL - James Bond Island

JAMES BOND *and* PANYI ISLANDS

The nail-shaped island from *The Man with the Golden Gun*, has come to define the islands of Thailand. When James Bond was filmed here in 1979 with Sean Connery, the island became the secret lair of the infamous Bond villain. To make the production possible, an entire

what
SIGHTSEEING

where
PHANG NGA BAY

community of 1,700 Muslim sea gypsies built a floating island called Panyi to accommodate their families and have laid roots there ever since. A visit to Panyi is an immersion into a sustainable way of life.





22 SANOTIK BATIK - patterns

the ART of SANOTIK BATIK

Batik textiles originated in Java, in Indonesia, and arrived together with Muslim immigrants to Thailand. This craft has been passed on for generations and refined over time.

what
SHOPPING

where
LOCAL PHUKET
SHOPHOUSES

It is a type of resist dyeing where the resist is created with hot wax, which dries on the textiles to create a pattern; after that, the areas are painted. Using a wax pen, anything can be drawn, and thus many stories told.

In Phuket, the patterns are often of flowers and fish, with underwater life a common theme. In addition to traditional batik, Phuket is known for sanotik batik, which resembles tie-dyeing. There are various women's batik groups all over the island, which are led by master batik artists, often female artisans who create batik textiles as an additional source of income.

23 SANOTIK BATIK - pattern





24 WAVES - crashing on shore



25 SURF BOARD - on shore

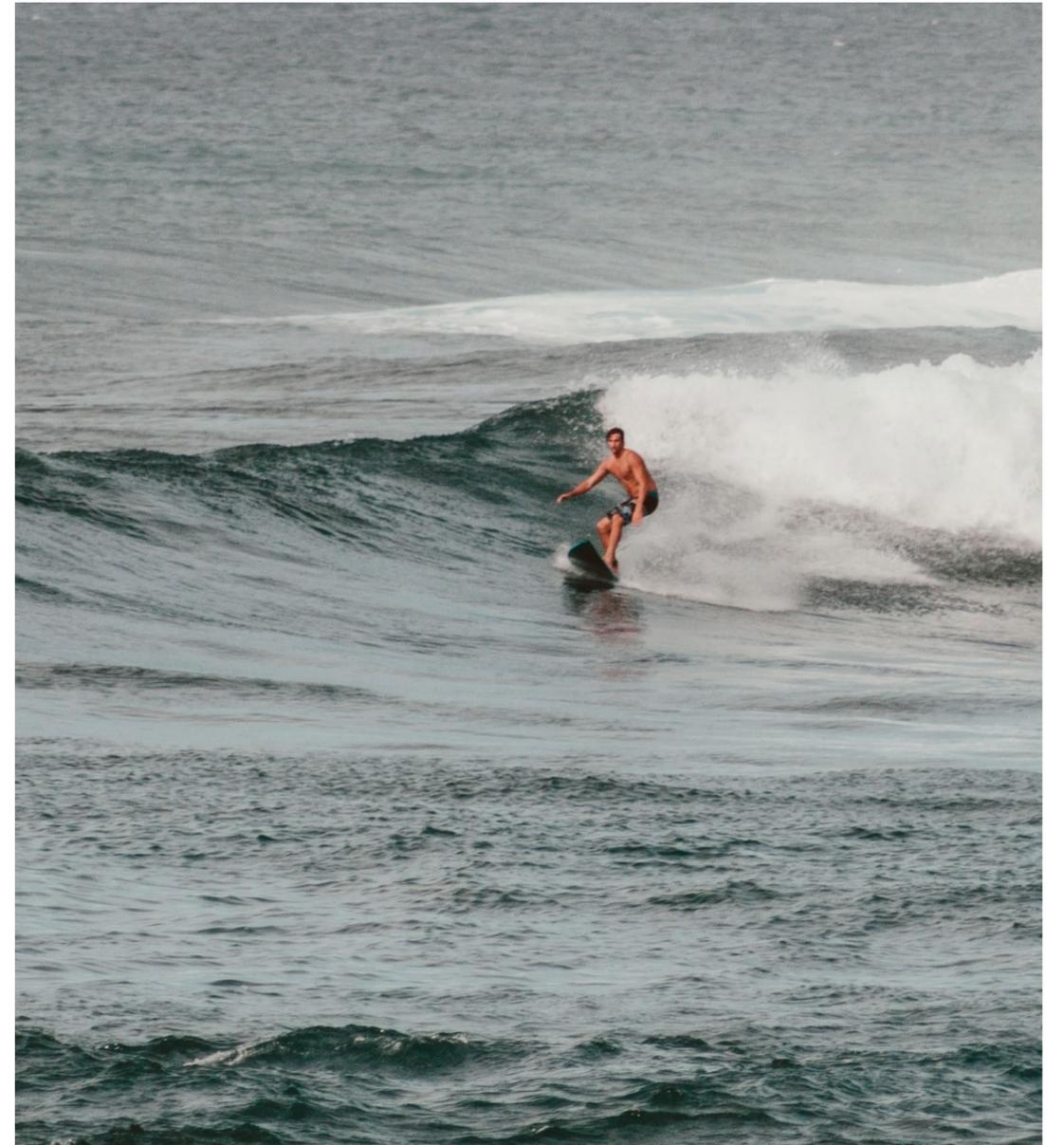
SURFING *at* KATA BEACH

what
ACTIVITY

where
KATA BEACH

Surrounded by a stretch of renowned breaks, Kata Beach is a surfing haven, particularly frequented in monsoon season when the waves roll into the beach break. For keen surfers, Jimmy's Surf School is the original spot in Kata and provides a great entry point to Phuket's shores. However, for those who prefer a relaxed afternoon, the headland-positioned, Rasta Bar, is a scenic alternative for a mindful moment by the sea.

26 SURFER - catching waves





DINING *in* PHUKET

With a wealth of multicultural influences, Old Town Phuket's restaurant scene is highly diverse, offering everything from laid-back street stalls to up-market establishments. For those wanting to get a taste of the island's signature dishes, a wander down most city streets will provide the chance to sample local delicacies—crispy coconut crepes, sticky rice dumplings (Bak Chang) and oyster omelettes (O-Tao) are all must-try dishes. Alternatively, those desiring a seated culinary experience are recommended to visit unique dining spots including:

- Raya for home-cooked southern food in an old Sino-Portugese house
- La Gaetana for the best Italian, pastas, and seafood
- Ka Jok See for Thai food and dancing afterwards
- Bookhemian for single-origin coffee, drip and latte art with an art space on top
- Torry's Ice Cream for handmade ice cream and desserts
- Ta Khai for authentic and fiery southern cuisine cooked by Auntie Yai and Uncle Nun

what
FOOD & DRINK

where
OLD TOWN PHUKET

the CHALONG BAY RUM DISTILLERY

27 MIXOLOGIST - mixing cocktail



28 RUM TASTING - samples

Once a sleepy local village with a pier that serves as the departure point for other destinations, Chalong maintains its quaint charm, by claiming the most revered Buddhist temple on the island, Wat Chalong, as well as being surrounded by nature; it also borders Kata Beach.

Situated in the center of the quaint coastal destination, the Chalong Bay distillery is now a key producer of Agricole rum and a popular spot for island tourists. For visitors to the distillery, tours include a tasting of the different spirits infused with fresh herbs, however for locals, a simple pairing of coconut water and lemongrass is the favorite choice.

what
FOOD & DRINK

where
CHALONG BAY
RUM DISTILLERY



29 BAR - pouring cocktail



Our spaces speak in historical volumes. They are living, breathing stories spun in emotion, people, service, and soul.

THE COMMON PLACE

ROSEWOOD PHUKET

30 ROSEWOOD PHUKET - Auntie Yai & Uncle Nun

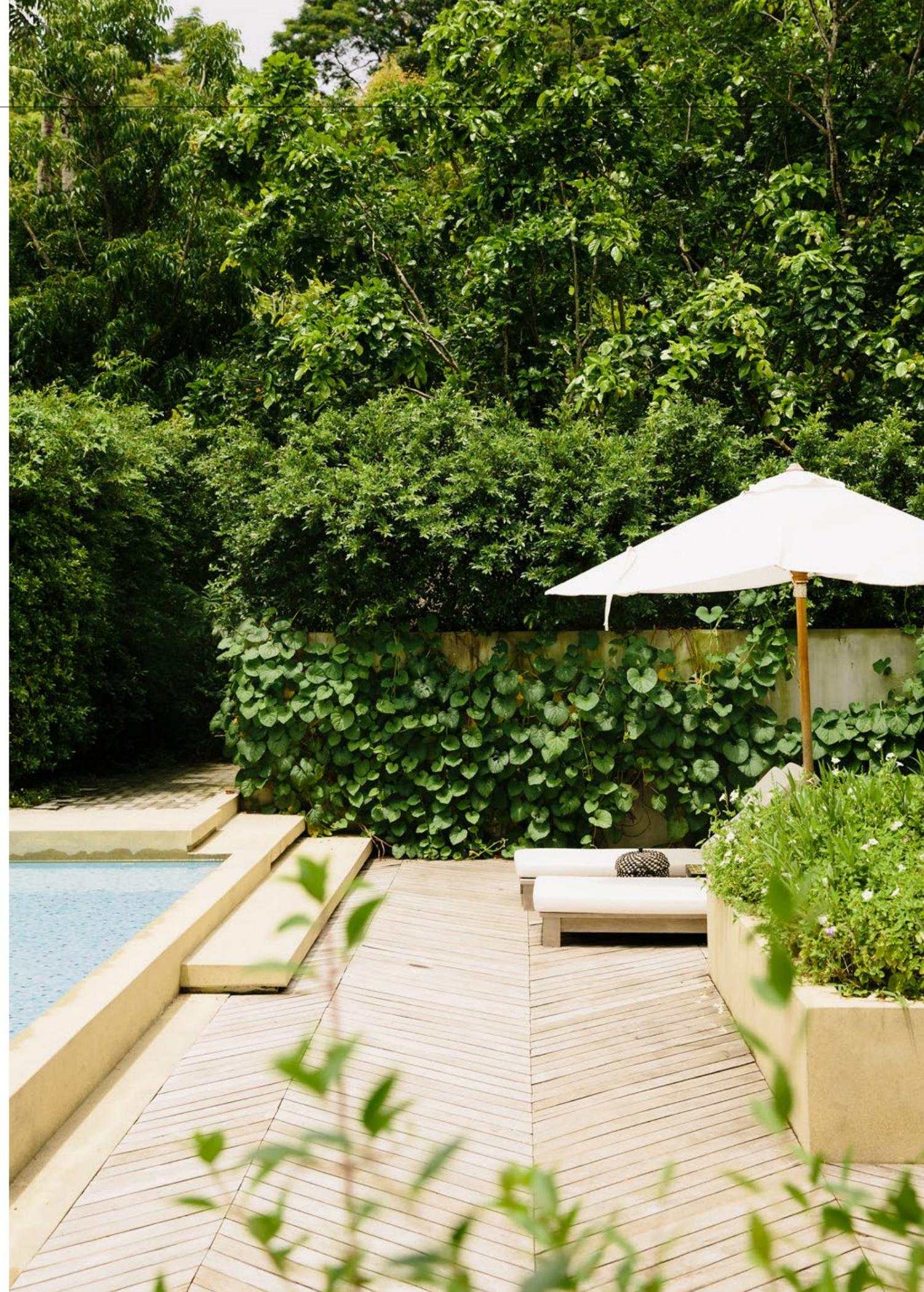


At an exquisite location along a 600-meter beach front at Emerald Bay, Rosewood Phuket represents the expression of both cultural connection and environmental harmony.

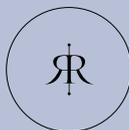
Featuring innovative, sustainable architecture with subtle Thai influences, the resort blends organically into the lush natural landscape whilst buildings made from repurposed material from a nearby fishing village pay homage to local Thai history. Home to forward-thinking food and beverage concepts such as the much-loved Ta Khai restaurant, Rosewood Phuket

ensures the local community is always at its core; this dining spot—where recipes perfected over decades are shared with guests—are a tribute to the resort’s spirit of cultural immersion. Seeing Rosewood Phuket become a center point for culture and community, it is through these concepts that the resort pursues its vision of transforming space into “place”.

We invite you to begin your journey with our community, to discover stories that speak to the very soul of the traveler, igniting one’s pursuit of crafted experiences, of wonder, and of possibility.



CRAFTING CULTURE THROUGH COMMUNITY



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