

# ONE COAST

LIFESTYLE & FASHION BANGKOK PHUKET SAMUI DUBAI ABU DHABI

CHANDRA EXOTIC  
ISLAND FASHION  
AT INIALA BEACH HOUSE PHUKET

KEEMALA  
PHUKET

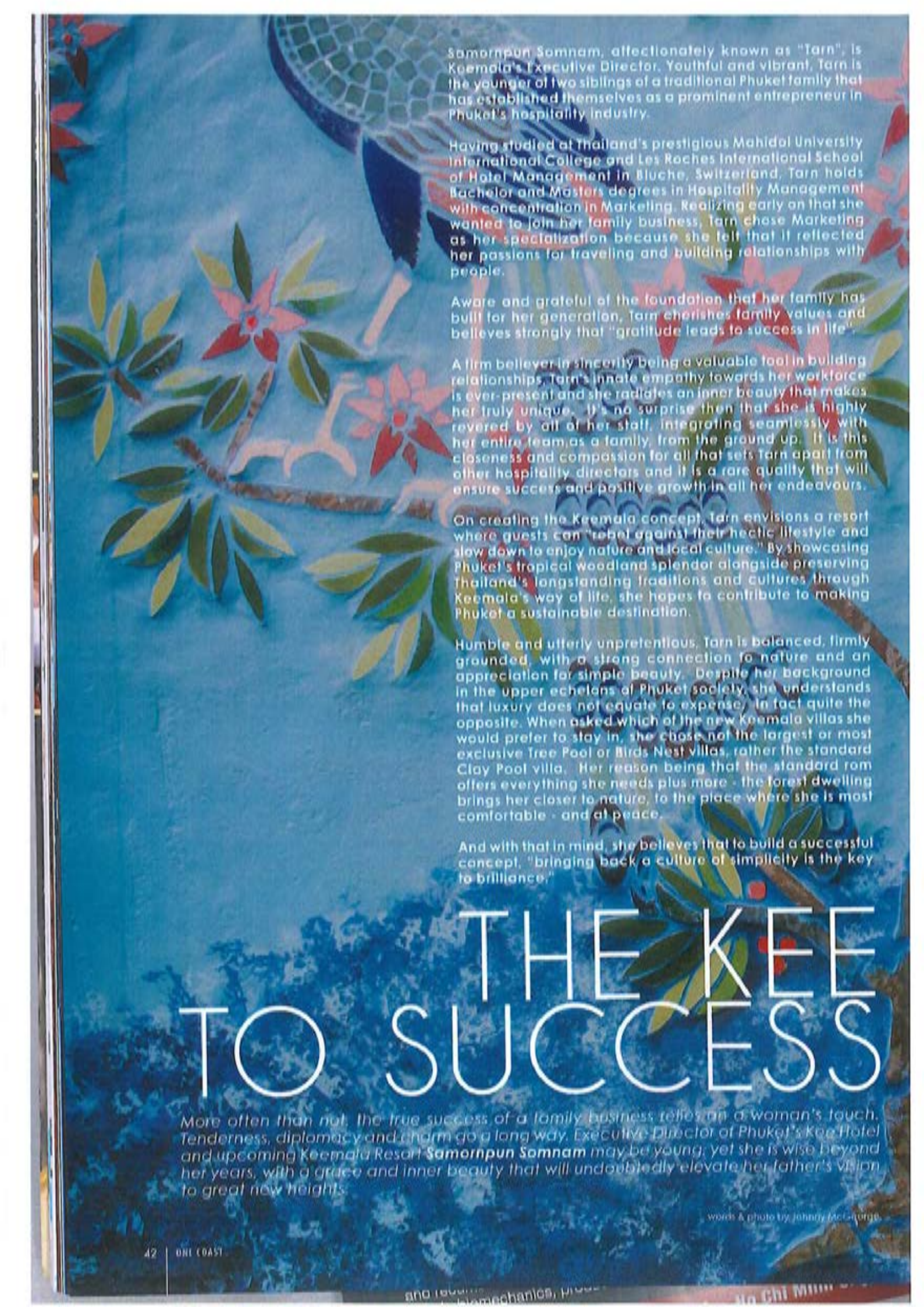
RETURN TO THE SOURCE

MIDNIGHT  
AT THE OASIS

DESERT CAMPING IN THE UAE

FOCUSABOUT HER





Samornpun Somnam, affectionately known as "Tarn", is Keemala's Executive Director. Youthful and vibrant, Tarn is the younger of two siblings of a traditional Phuket family that has established themselves as a prominent entrepreneur in Phuket's hospitality industry.

Having studied at Thailand's prestigious Mahidol University International College and Les Roches International School of Hotel Management in Bluche, Switzerland, Tarn holds Bachelor and Masters degrees in Hospitality Management with concentration in Marketing. Realizing early on that she wanted to join her family business, Tarn chose Marketing as her specialization because she felt that it reflected her passions for traveling and building relationships with people.

Aware and grateful of the foundation that her family has built for her generation, Tarn cherishes family values and believes strongly that "gratitude leads to success in life".

A firm believer in sincerity being a valuable tool in building relationships, Tarn's innate empathy towards her workforce is ever-present and she radiates an inner beauty that makes her truly unique. It's no surprise then that she is highly revered by all of her staff, integrating seamlessly with her entire team as a family, from the ground up. It is this closeness and compassion for all that sets Tarn apart from other hospitality directors and it is a rare quality that will ensure success and positive growth in all her endeavours.

On creating the Keemala concept, Tarn envisions a resort where guests can "rebel against their hectic lifestyle and slow down to enjoy nature and local culture." By showcasing Phuket's tropical woodland splendor alongside preserving Thailand's longstanding traditions and cultures through Keemala's way of life, she hopes to contribute to making Phuket a sustainable destination.

Humble and utterly unpretentious, Tarn is balanced, firmly grounded, with a strong connection to nature and an appreciation for simple beauty. Despite her background in the upper echelons of Phuket society, she understands that luxury does not equate to expense, in fact quite the opposite. When asked which of the new Keemala villas she would prefer to stay in, she chose not the largest or most exclusive Tree Pool or Birds Nest villas, rather the standard Clay Pool villa. Her reason being that the standard room offers everything she needs plus more - the forest dwelling brings her closer to nature, to the place where she is most comfortable - and at peace.

And with that in mind, she believes that to build a successful concept, "bringing back a culture of simplicity is the key to brilliance."

# THE KEE TO SUCCESS

More often than not, the true success of a family business relies on a woman's touch. Tenderness, diplomacy and charm go a long way. Executive Director of Phuket's Keemala Hotel and upcoming Keemala Resort **Samornpun Somnam** may be young, yet she is wise beyond her years, with a grace and inner beauty that will undoubtedly elevate her father's vision to great new heights.

words & photo by Jenni MacGeorge



A rustic bathroom with wood-paneled walls. Two stone sinks are on a wooden vanity. A large mirror with a wooden frame is above the sinks. Three woven light fixtures hang from the ceiling. A towel rack with a towel is on the left. A vase of orange flowers is on the vanity. The floor is made of stone tiles.

# Return To The Source

IMMERSE YOURSELF IN RUSTIC LUXURY AS YOU GO BACK TO NATURE AMONG THE STUNNING VILLAS OF **KEEMALA**, PHUKET'S ALL NEW ENCHANTED WONDERLAND



## KEEMALA

The newest and arguably most unique luxury property Phuket has to offer, Keemala is a stunning vision of natural beauty encapsulated in a series of extraordinary pool villas.

Nestled well away from the crowds and overlooking Kamala Village and the Andaman Sea, Keemala is nestled within lush woodlands, with conceptual design unlike anything you've seen before.

Inspired by the whimsical histories of bygone forest dwellers whose lifestyles were closely linked to nature and their environments, the villas follow the facets of nature from the earth, trees and sky as the property immerses guests in an enchanting evergreen wonderland.

The concept focuses on enhancing your quality of life. For fun seekers the resort is close enough to Kamala Beach, Patong Beach and the and all the dynamic action that Phuket has to offer, yet far enough removed to step back and enjoy the tranquil surroundings of the rainforest, with a plethora of holistic activities and cuisine to aid wellbeing.

Perfect for a romantic getaway or a special occasion with friends and family, the earthy pod-like secluded dwellings are so enchanting you may never leave the sanctuary of your private pool.





The property features 16 'Clay Pool Cottages', reflecting the earthiness of the 'Pa-ta-pea' clan who believed in a strong connection to the earth and were leaders in agriculture at the time.

Moving up the land are 7 Tent Pool Villas, inspired by the 'Khon-Jorn Clan' (Wanderer Clan). Due to their nomadic ways they'd prefer to construct semi-permanent homes, so they could easily move on. The Tent Pool Villas incorporate highly textural interiors to highlight their pursuant lifestyle.

Elevated on the sloping plot you will find seven, two-storey 'Tree Pool Houses'. These represent the 'We-Ha' people who worshipped the universe and chose to live suspended from the trees to be nearer to the sky. A clan of healers, creators, architects and inventors, the design of the tree houses echo their innovation and are seemingly suspended from the trees, accessible by a skywalk.

Lastly, the eight 'Bird's Nest Pool Villas' are inspired by the 'Rung-Nok' community. This group enjoyed an opulent way of life compared to other clans. Thus the interwoven design of their homes was to aid protection and privacy.

This clan was thought to be more superior in both intellect and spirituality, comprised of artists, poets, musicians, philosophers and astrologers. They believed that the future could be predicted from astrology. They would bathe under the moonlight believing that their souls would be replenished.

With such a strong concept and design ethos, Keemala is set to be Phuket's most desirable destination for nature lovers, alternate healthers and those looking for a truly enchanting wonderland.

[www.keemala.com](http://www.keemala.com)