

# 101 THE THIRD PLACE takes the winners of the short film contest 'My Third Place' to Tokyo



101 THE THIRD PLACE has taken the winners of the short film contest 'My Third Place' to a study visit trip at famous Japanese TV stations and visit 'Third Places' in Japan, helping young Thai moviemakers gain skills and inspiration.

October 1, 2018, Tokyo - Winners of a short film contest under the theme 'My Third Place at 101 The Third Place' have visited Fuji Television and NHK Studio Park - Japan's leading television stations - and famous 'Third Places' in Tokyo such as Daikanyama T-Site and La Kagu on a study trip by MQDC (Magnolias Quality Development Corporation Limited), a subsidiary of DTGO Corporation Limited and the developer of 101 The Third Place, where you can enjoy a good life every day.

Nicha Srisanguansakul, Senior Vice President at MQDC, said: "The 'My Third Place' short film contest by 101 The Third Place, a new third place for the people of Bangkok, got a strong response from students and enthusiasts of short films. With over 300 entries, we can see creativity and new perspectives that can open up future careers in film production. We focus on learning by doing, helping Thai youths enhance their skills. As part of their prize, the contest winners are getting to a study visit trip at Fuji TV and NHK Studio Park as well as to visit 'Third Places' in Tokyo. We want to give an opportunity to gain experience in TV production and to hear from experts as well as to visit Daikanyama T-Site and La Kagu, Tokyo's 'Third Places', with fashion boutiques, lifestyle shops, and cool working areas. We hope this activity will provide inspiration to create short films for national release."

A 'Third Place' is an environment where people meet beyond home (first place) and work (second place). Ray Oldenburg argued in his book *The Great Good Place* that third places make a crucial contribution to urban life.

Mr. Thabadee Nakmora, from Nacho Team, Bangkok University, with the winning short film 'The Real World', said: "I am delighted that our work won the director's attention and gave me the chance to join the trip, learning new skills from real-world experiences and gaining new perspectives. Thank you, 101 The Third Place."

Mr. Natee Mahawong and Mr. Wiput Vitayarueangdej of Bandplear Team from Bangkok Christian College School, whose short film 'Genre' won the contest's Popular Vote, said: "I and my friends are delighted and honored to be part of this trip to open a world of new learning from the trainers and the team of 101 The Third Place. The whole trip is informative. Around the corner is a great exchange of knowledge and I appreciate this chance to learn about 101 The Third Place."

Hashtag #MQDC, #101TheThirdPlace

About the Short Film Contest 'My Third Place at 101 The Third Place'

'My Third Place' 3-Minute Short Story Contest (Storyboard Format) by 101 The Third Place

## 1. Principles and rationale

Magnolia Quality Development Corporation Limited (MQDC), the developer of 101 The Third Place, has organized a 3-minute short film competition under the theme 'My Third Place at 101 The Third Place' with a prize of a study visit trip to Japan totaling THB500,000. The winning film will be remade by professionals for screening online and on BTS media.

MQDC wants to take knowledge out of the classroom. This is a real work experience and will concretely help develop future potential.

## 2. Objectives:

To provide a platform for students to showcase their talents and create short films.

## 3. Target audience:

University students nationwide

## 4. Project duration:

26 March 2018 - 30 September 2018

Entries accepted from 26 March 2018 to 31 May 2018.

## 5. The project includes:

### 5.1 PR activities

Students are invited to participate in the contest. These activities will be promoted to universities nationwide through printed media such as posters and leaflets, as well as academic seminars on campus. An expert on short films will give lectures at universities around Bangkok and other provinces.

- Students work in teams with up to 4 members
- Each team submits a storyboard for a 3-minute short film based on the contest's topic
- Each team can submit only 1 work
- Entries must not be submitted to other competitions
- Students can submit their entries at participating faculties and universities or at [www.whizdom101bangkok.com](http://www.whizdom101bangkok.com), identifying their submissions as for the short film competition by 101 The Third Place under the topic 'My Third Place'.

The contest has engaged established and award-winning directors and national judges including

Mr Surakrich Sattatam, a well-known film director, and Mr Patara Vijupanont, Founder & Strategic Communications Manager at Pixel Serum, who gives workshops on short films at top academic institutes throughout Thailand such as Bangkok University, the University of the Thai Chamber of Commerce, Thammasat University, and Assumption University (ABAC).

## Award summary

Two teams - the judges' choice and the winners of the public vote on social media - will each win a study visit to a TV station in Japan.

The entry picked by the judging panel will also be remade by professionals for publishing online and on BTS media.

The judges picked 5 teams and 20 contestants in the final round:

1. "The Real World" from Nacho team, Bangkok University <https://goo.gl/1m1xVa>
2. "Genre" from Bandplear team, Bangkok Christian College <https://goo.gl/y yiTcN>
3. "Lift Me Alone" from Yen Nee Kin Kai team, Silpakorn University <https://goo.gl/LFdbnP>
4. "Sunday" from THRIVE team, Chulalongkorn University, Thammasat University, and Assumption University  
<https://goo.gl/RQFau2>

5. "Yellow" from RIP127, Silpakorn University <https://goo.gl/bcXgKq>

Winners were announced on August 14, 2018:

Winner: Mr. Thabadee Nakmora, Nacho Team from Bangkok University, the director of "The Real World"

Popular Vote: Mr. Natee Mahawong and Mr. Wiput Vitayarueangdej, Bandplear Team from Bangkok Christian College School, for "Genre"

These three contestants joined the study trip to Japan.

About Magnolia Quality Development Corporation Limited (MQDC)

Magnolia Quality Development Corporation Limited (MQDC) is a business unit of DTGO Corporation Limited (DTGO) that develops, invests in, and manages villa, condominium, and mixed-use projects with a corporate commitment 'for all well-being'.

MQDC develops residential and mixed-use projects under the luxury Magnolias brand and the youthful, urban Whizdom brand. The company has also set up The Aspen Tree to provide eldercare residences and full-spectrum services, enabling 'aging in place' and the recently mixed use quality project 'The Forestias'.

The MQDC portfolio includes global and national landmarks such as ICONSIAM and groundbreaking applications of energy-saving technology such as 101 The Third Place. The company provides an industry-leading 30-year warranty on its residential units in line with its exceptional construction standards.

Applying its philosophy of 'sustainnovation' MQDC aims to lead its sector in sustainability.

The company supports the Bangkok-based Research & Innovation for Sustainability Center (RISC), Asia's first research base for sustainable building with a focus on well-being.

MQDC also pursues innovation in energy-efficient technologies such as district cooling and onsite power through the EEC-DT joint venture between EEC Engineering Network and DTGO.

MQDC is determined to operate with concern for all life on Earth, advancing this agenda through sustainable development for the wider benefit of society. For more information, visit [www.mqdc.com](http://www.mqdc.com).

About 101 The Third Place

101 The Third Place is an innovative lifestyle complex on more than 30,000 square meters on Sukhumvit Road. Located near Punnawithi BTS station, it has over 200 shops as well as facilities to meet all needs of everyday life in four zones.

1. 101 Park: Internal and external areas perfectly combine with more than 5,000 square meters of green space integrated throughout the complex. With a total space of more than 3 rai, including roof gardens, the park is designed in harmony with local nature to restore the original ecosystem. The large lawns can be converted for hosting events and activities like parks and campuses in major cities.

2. Hillside Town: Unlike a conventional retail space, where shops are simply located along your route, it offers a different shopping experience with great food to fuel you during your journey through the beautiful ambience of a little hillside town.

3. 24-Hour Street: Urban lifestyles never stop running. 101 The Third Place gives you a life without limit on its sleepless streets, filled with modern amenities and outlets, including restaurants, coffee shops, convenience stores, and services to meet the needs of energetic startups and the sleep-late society.

4. 101 Track: Thailand first integrated bicycle lane and elevated multi-level running track, 1.3 km long, connecting BTS Punnawithi Station with the complex. Runners and spinners get to exercise in a cool atmosphere with scenic views of the project.

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