

Essilor presents a respectful memorial photo exhibition in Honor of His Majesty King Bhumibol Adulyadej



Essilor Distribution (Thailand) Co. Ltd., the world leader in the manufacture, assembly and distribution of optical lenses from France and Essilor Vision Foundation together with 14 of Thailand's top photographers jointly opened a photo exhibition in remembrance of His Majesty King Bhumibol Adulyadej, entitled, "Always on the Mind of all Thai People" which is now open to the public. Members of the public are welcome to visit at 3-5 Floor, Bangkok Art and Culture Centre (BACC) until October 29, 2017. The exhibition will be open during 10.00-20.00 hrs daily (except for Mondays when BACC is closed).

The photo exhibition is held in remembrance of His Majesty King Bhumibol Adulyadej under the concept "Always on the Mind of all Thai People". Featured photographers intend to convey the different ways in which Thai people present their loyalty and love to His Majesty King Bhumibol Adulyadej as seen through the lens. The exhibition features a total of 56 photographs from 14 of Thailand's top photographers depicting the life and contributions of the late Monarch, His Royal gestures, His Royal duties as well as images reflecting the loyalty of Thai people to His Majesty King Bhumibol Adulyadej. Besides the 56 photographs in the main exhibition, there will be a highlight gallery held on the fifth floor of the Bangkok Art and Culture Centre (BACC). They present His Majesty's own photographic contributions and mark the great recognition the country has for HM the King's remarkable artistic talent and Royal Grace as a patron of Thai art.

Participating photographers include Somsak Patanapitoon, Boonthachai Chaiviroonjaroen, Suraphol Sukhumtus, Wasinburi Supanichvoraparch, Kamthorn Paowattanasuk, Kiti Kittiphongsathaporn, Puttitor Promduang, Sanchai Lungrung, Phalat Chaipitakkoon, Nakit Jaroonsrirak, Jiratha Narapittayanart, Alizz Vichchou, Vanthanee Apiwattanasawee and Wannapong Surarochprajak. Apart from the exhibition itself, Essilor Distribution (Thailand) Co. Ltd. and Essilor Vision Foundation together with the 14 photographers co-created a commemorative book in remembrance of King Bhumibol which aims to convey the entire story of the late King and the King's Philosophy through the camera lens in book format. During His 70-year reign, HM the King dedicated Himself to improving His people's lives in order to inspire and be the guiding light in every Thai person's world, helping everyone to make positive adjustments in their own life. This book serves as a memorial box for Thai people to pledge remembrance to HM King Bhumibol Adulyadej, whilst also serving as respectful tribute to the late Monarch, honoring His Royal Grace throughout his 70 years on the throne.

The book features four concepts, including The King's Philosophy; this will convey stories of the Royal projects for country development to improve living standards of people such as in the Sufficiency Economy Philosophy, the Agricultural Land on High Hills project and many more. The next part is Royal Guidance; all the photos feature the ways and means of sustainable development for Thai people who follow in the King's footsteps. The next topic is In Honor of His Majesty King Bhumibol Adulyadej; these pictures reflect the loyalty of Thai people to their beloved King for His dedicating himself to Thailand during His 70-year reign. Finally, Under His Graciousness will present the growth of the nation and the happiness of Thai citizens living under His Majesty's Glory. Those who are interested in collecting a commemorative book in remembrance of HM King Bhumibol can receive this book by making a donation in support of the Elephant and Environment Foundation in Chiang Mai, for which Essilor will have a donation table located at 5th Floor, Bangkok

Art and Culture Centre (BACC) on Sunday, 22th October 2017 from 15.52 - 20.00 pm. A total of 300 copies are available, and Essilor customers who buy one pair of Progressive Varilux X Series will receive the commemorative book free of charge.

For more information, please visit website <http://www.essilor.co.th>