

**J&C Joel**   
Inspiration in every performance

**true icon**  
HALL

**ICONSIAM**  
**TRUE ICON HALL**

Thailand / Bangkok

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

# ICONSIAM TRUE ICON HALL

Country / City: Thailand / Bangkok

Completion: 2020

Capacity: 2,700 seats

Usage: Performance Venues

## Technology



Traditional  
Drapery



Projection

## Overview

True Icon Hall is a world-class, versatile, and soundproof auditorium located on the 7th floor of ICONSIAM in Bangkok. As one of the venue's 'seven wonders', it offers approximately 12,000m<sup>2</sup> of space and can accommodate up to 2,700 guests.

To support the hall's multifunctional design, J&C Joel supplied soft proscenium legs and a portal system, allowing operators to adapt the layout quickly and efficiently. The proscenium was made from Rose Brand's Crescent IFR Velour in black. Notably, this fabric is both durable and versatile, with a width of 137cm and a weight of 450gm<sup>2</sup>.

The prosceniums were sewn with 25% fullness knife pleats. This allowed them to hang evenly and increase their acoustic absorption properties. Additionally, the team used the same black Crescent IFR Velour to manufacture all masking drapery, sewing it flat for a clean finish.

Moreover, J&C Joel supplied a Twin White Dual Projection Screen (PVC045). Meanwhile, the team installed two seamless mid-stage Sharktooth Gauze screens. Each screen measures 22.8m wide with a 9.144m drop. Available in both black and white.

For the Front of House drapery, J&C Joel manufactured Rose Brand's Crescent IFR Velour in the colour rouge. Sewn with 100% fullness box pleats, the Front of House drapes gave the venue a traditional and elegant bearing.

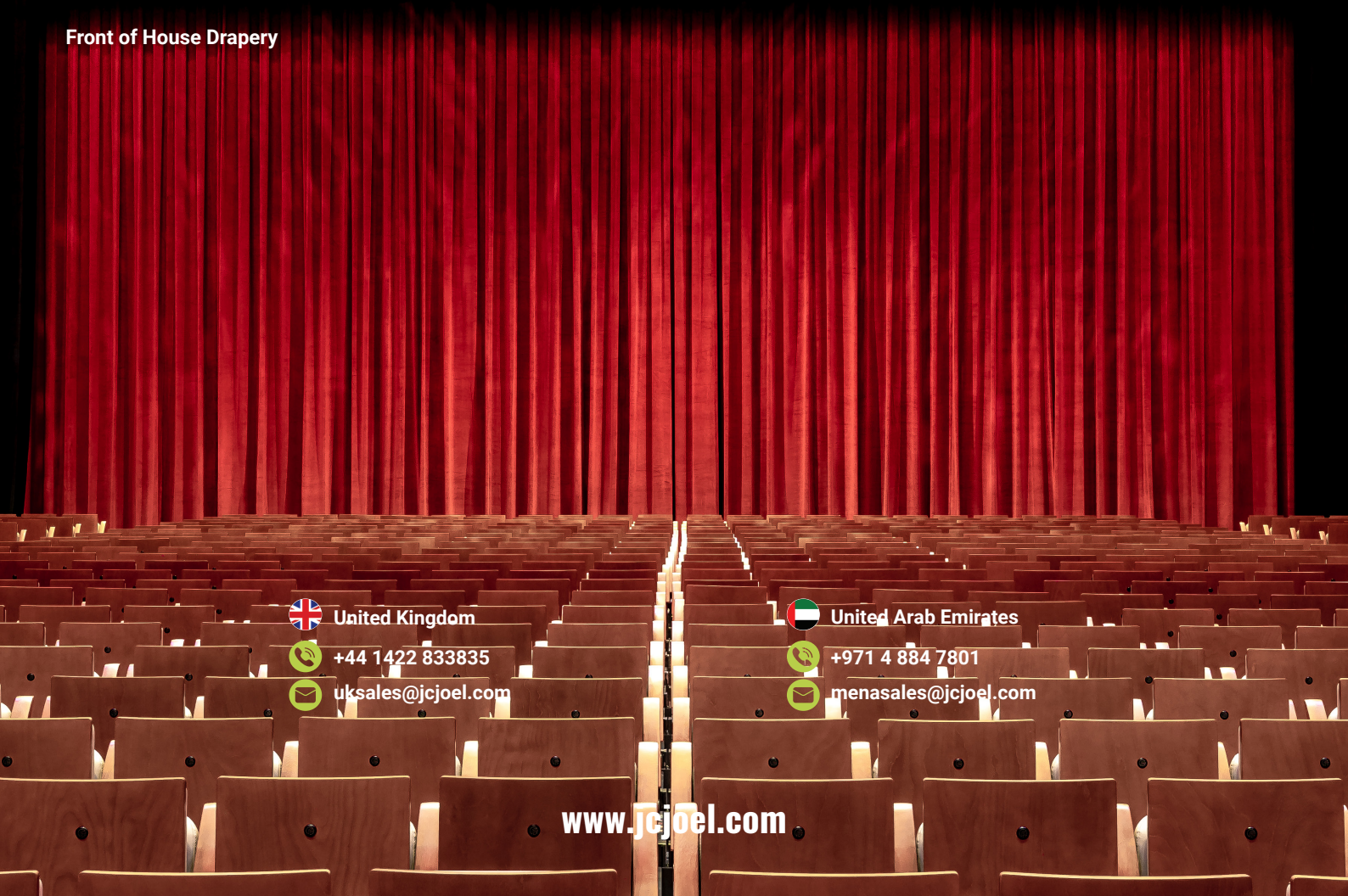
To support storage and transport, J&C Joel provided a set of stackable flight cases, including 18 large (FLC002) and 7 small (FLC001) units. J&C Joel lined each case with carpet to protect the drapery from damage, and local partner Digitra carried out the installation.




Alistair Leak, J&C Joel's International Sales Representative for ASEAN, commented: "This was a phenomenal project to be awarded for J&C Joel, and the customer is delighted with the result".




Twin White Dual Projection Screens



Front of House Drapery



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