



Seeds of Knowledge:  
**ADITAYATHORN** Building  
**LAUNCHED**



Jan-Mar 2017

# KaleidoScope

Mahidol University International College Newsletter

KaleidoScope is environment-friendly.



Recycled post-consumer waste fiber



100% of the wind-generated electricity used to manufacture



Mohawk manufactured with renewable, non-polluting wind-generated electricity



Environmental standards for a sustainable world

*KaleidoScope* magazine is the official publication of Mahidol University International College (MUIC). It is published four times a year.

#### Advisors

Assoc. Prof. Dr. Phitaya Charupoonphol  
Asst. Prof. Dr. Sumalee Singhaniyom  
Asst. Prof. Dr. Kangwan Yodwitsak  
Asst. Prof. Dr. Sarayut Nathaphan

#### Publisher

Mr. Korrachai Lekpetch

#### Editor

Mr. George Amurao

#### Circulation Officer

Ms. Ketravee Phatanakaew

#### Art Director

Mr. Pratchaya Leelaprachayanont

#### Photographers

Mr. Korrachai Lekpetch  
Mr. Pratchaya Leelaprachayanont  
Mr. Sakon Lumpongphan

#### KaleidoScope Editorial and Production Office

Room 1110, MUIC Building 1,  
999 Phutthamonthon Sai 4 Road,  
Salaya, Nakhon Pathom  
Thailand 73170  
Telephone: +66 (0) 2441 5090 Ext.  
1613  
Fax: +66 (0) 2441 0629  
Email: icwww@mahidol.ac.th  
[www.muic.mahidol.ac.th](http://www.muic.mahidol.ac.th)



### This Issue's Cover

HRH Princess Aditayathorn Mahidol plants a "Rachavadee" (Butterfly Bush/Summer Lilac) during the inauguration of MUIC's newest facility, Aditayathorn Building, on March 26, 2017.

## EDITORIAL

# NEW BUILDING,

## More Achievements

The biggest story this term is the inauguration of MUIC's newest structure, Aditayathorn Building, which can accommodate 2,000 students who would greatly benefit from its brand-new facilities. HRH Princess Aditayathorn Mahidol, an MUIC alumna after whom the building is named, presided over the grand opening of the building, making the event truly special indeed.

In this issue, celebrate with our student achievers in our new section called Hall of Fame, catch up with our alumni, and learn about our exchange students' experiences from their studies abroad.

## FRESHMAN TALK

### COLLEGE CUISINE: A FRESHMAN'S FIRST TASTE

By Mr. Sathin Termpnichdee  
(Social Science major)

It was during the early days of MUIC registration that I first set foot in the Atrium, MUIC's cafeteria.

Later, in the trimester's first week, I had my first taste of the Atrium cafeteria's "yen ta fo." It soon became my no. 1 lunch for the next three weeks. For me, the combination of rice noodles swimming in red sauce, crunchy diced water spinach, and assorted seafood bites never got old. A hot bowl of "yen ta fo" was a welcome sight after a tiring eternity of lectures.

Then, during the stressful period of midterms, I sampled another cafeteria food. I tried the deep-fried fish balls while studying for a psychology exam in the cafeteria. It was a comforting snack which helped me feel a bit better before the exam began. After all, who can think on an empty stomach?

The College's food fair was an exciting experience for me; all I remember was the flurry of unique flavors. It also offered a glimpse of the culinary skills of MUIC students. As expected, the higher quality food in the fair had a higher price tag—but it was all worth it. I will be awaiting the next one with much anticipation.

Over the course of the trimester I have been delighted to try out many dishes that MUIC has to offer. From a freshman's perspective, it is very reassuring to know that one will be eating well for the next four years.



# MEDICALSCHOOL *Achievers*

**Two Biomedical Science alumni have sent word that they are doing well in their medical studies.**

**D**r. **Boonyanut Maturostrakul** was recently accepted into the Internal Medicine Residency Program of Lincoln Medical Center, a prestigious medical school in New York. She was among the 35 finalists chosen over 5,000 applicants to the internal medicine position.

Dr. Boonyanut, who graduated from MUIC in 2012, told *Kaleidoscope* in an interview: "I chose Lincoln because I have been doing all my elective rotations there and I've grown to love the hospital and the people working there."

"The most important life lesson that I have learned during my time at MUIC was to never give up and stay positive, even when everything else was working against you," she said.

Meanwhile, **Ms. Natnicha Noppornmongkul** who received a medical school scholarship grant from St. George's University (SGU) in the Caribbean island of Grenada

recently attended SGU's 20th biannual White Coat Ceremony at Northumbria University in the UK. She will complete there the first year of her MD studies as part of the Keith B. Taylor Global Scholars Program (KBTGS). She joined over 90 other international students on the program, which teaches first year sciences at Northumbria University, before completing her pre-clinical training in Grenada.

A dual degree agreement between the two universities allows MUIC students who have completed three years of pre-medicine studies in Thailand to be eligible to complete their medical degree at SGU.



Dr. Boonyanut Maturostrakul



Ms. Natnicha Noppornmongkul  
(2<sup>nd</sup> from right)



## Science Alumnus' **AWARD-WINNING PAPER**

**A** Science alumnus of Mahidol University International College (MUIC) received two awards when he presented his research paper at the 6th ITiChE International Conference, in conjunction with the 26th TICHe National Conference on October 26-28, 2016 in Bangkok.

Mr. Pakpong Roongruangsree, a Chemistry major (Batch 2016) and currently an intern at the Thailand National Nanotechnology Center at the National Science and Technology Development Agency (NSTDA), was given the "Excellent Paper Award" and the "Oral Presentation Award" after he presented his research paper entitled "Polyaniline-functionalized reduced graphene oxide chemiresistive sensor for a detection of VOCs" which is based on his undergraduate thesis.



# Rise to the Top: MUIC INAUGURATES NEW BUILDING



## Royal Presence

The 26th of March this year was indeed a very special day for Mahidol University International College (MUIC). Its newest building was inaugurated that day, the highlight of MUIC's 31st anniversary celebration. Not only that, one of the College's distinguished alumni presided over the ceremony: Her Royal Highness Princess Aditayathorn Mahidol, after whom the building was named.

In the presence of Mahidol University and MUIC executives, faculty members, staff and students, along with civilian, military and police leaders of Nakhon Pathom province, the ceremony began with the Princess performing Buddhist rites. After presentations by Assoc. Prof. Phitaya Charupoonphol, MUIC Dean, and Clinical Prof.

Udom Kachintorn, M.D., President of Mahidol University, the Princess proceeded to a dais and unveiled the signboard bearing the name of the new building. Afterwards, Her Royal Highness presented an offering to the monks.

In recognition of the Princess' achievements, the Mahidol Alumni Association presented to her the Mahidol Thayakorn Award, one that is given to the university's outstanding alumni.

Following this, Dean Phitaya presented to the Princess the outstanding alumni of MUIC from 2015 and 2016. They received memorial pins from Her Royal Highness.

The MUIC Dean then announced the establishment

of the Princess Aditayathorn Mahidol Foundation, which includes 166 scholars from MUIC. Mr. Michael Naglis, Associate Dean for Student Affairs, received the memorial pin on their behalf.

As a token of appreciation for their support, MUIC's 49 patrons received memorial pins from Her Royal Highness. Prof. Emeritus Dr. Serene Pibooniyom, MUIC's first Director, presented her group's cash donation for Her Royal Highness' charity work.

The Princess planted a purple "Rachavadee" (Butterfly Bush/Summer Lilac), after which she went inside Aditayathorn Building to view the exhibition. Her Royal Highness then signed her name on the new building's plaque, officially concluding the inauguration process.



## Center of Learning

One of the first things that would strike a visitor to Aditayathorn Building is its modern influences—the clean and simple lines girding the concrete-and-glass square building. A professor from the Fine and Applied Arts Division even said that its design is comparable to the Bauhaus, the famous German art and design school that promotes modern creative thinking. Indeed, Aditayathorn Building's architect, Mr. Chatree Ladalalitsakun of Tonsilp Studio Co. Ltd., describes the design as "Thai Modern Style," explaining that he fused Modern Art elements with tropical design. The latter, he said, is aimed at assuring a good quality of life for both students and staff through environmental-friendly designs highlighted by Aditayathorn Building's green court, the open space on the second floor of the building that serves as an indoor park.



Other green features of Aditayathorn Building include shady trees in the building's perimeter, a combination of energy-efficient air-conditioners and natural ventilation, energy-efficient lighting system, renewable energy use, water-saving sanitation system, waste segregation and recycling facility, among others. And because the Ministry of Energy found that Aditayathorn Building saves 60% energy compared to other building design entries, it bestowed upon the new building the "Energy Efficiency Building Design Award for New Building" in November 2016.

The new building is easily accessible via the Salaya campus' Gate 2. It is six stories high with three levels of underground parking facilities. With Aditayathorn Building's total area of 67,901 sq.m., students are provided with more than enough space for learning. Upon entering the building, one would be met by a cavernous yet light and

airy study hall. Around 2,000 students can be accommodated inside the new structure, which has 30 classrooms, seven computer laboratories, 47 laboratories, and three studios including a screening room. It also has 10 meeting rooms and 81 faculty offices, and, for additional amenities, there are eight restaurants, four canteens, a convenience store, a fitness center, plus about 500 parking spaces.

Aditayathorn Building's opening marks a new milestone as MUIC continues to offer international tertiary education. As Dean Phitaya noted, "As MUIC's center of learning, Aditayathorn Building will not only be a source of stability and sustainable development for the College but will also play a crucial role in offering more educational opportunities that will spur educational development."



### Movers and Shakers

Posing with HRH Princess Aditayathorn Mahidol (center) are

**MUIC Dean Assoc. Prof. Phitaya Charupoonphol** (top row, 5<sup>th</sup> from left), former **MUIC Directors / Deans Prof. Dr. Serene Piboonniyom** (bottom row, 3<sup>rd</sup> from left), **Prof. Dr. Chariya Brockelman**, (bottom row, 2<sup>nd</sup> from right) and **Prof. Dr. Rassmidara Hoonsawat** (bottom row, 1<sup>st</sup> from right), along with **MU President Clinical Prof. Udom Kachintorn** (top row, 6<sup>th</sup> from left), **executives and officers of Mahidol University**, **Gov. Adisak Thepart**, **Governor of Nakhon Pathom** (middle row, 5<sup>th</sup> from left) and other government officials.



### MUIC Leadership

Assoc. Prof. Dr. Phitaya Charupoonphol, MUIC Dean (top row, 6<sup>th</sup> from left), poses with MUIC executives, division chairpersons, and inauguration committee officers.



### MUIC Outstanding Alumni

From left to right: **Asst. Prof. Dr. Teeranee Techasrivichien** (MUIC Class of 2006), **Assoc. Prof. Dr. Pattanaporn Chatjuthamard** (1995), **Dr. Thadthong Bhrammanee** (1994), **Mr. Vitthapong Hutasuwan** (2012), **Mr. Thosaphol Suppametheekulwat** (2002), **Mr. Unnawut Leepaisalsuwanna** (2009), **Mr. Phee Boonchanawiwat** (2008), and **Ms. Charoenporn Kaewmanorom** (2010)

### HRH Princess Aditayathorn Mahidol: Education and Creativity at MUIC

**Her Royal Highness Princess Aditayathorn Mahidol** is the second daughter of Her Royal Highness Princess Chulabhorn Walailak. After finishing her secondary education in the United States, she continued her studies in 2010 at Mahidol University International College's (MUIC) Communication Design program, a pioneering international program in the Kingdom. Praised by her mentors for her deep appreciation of her Thai heritage and also her international outlook, she received the Best Communication Design Thesis Award for her thesis "Redesign Packaging for Royal Chitralada Agricultural Products." Initially displayed at the Media Arts Exhibition at Bangkok Art and Culture Centre hosted by MUIC's Fine and Applied Arts Division on August 2-5, 2011, her thesis was also exhibited twice in Mahidol University which, on one occasion, was graced by the presence of Her Royal Highness Princess Sirindhorn. Royal Chitralada Agricultural Products is currently rebranding its merchandise using the Princess' designs. HRH Princess Aditayathorn graduated on July 4, 2011 and was inducted into the MUIC Alumni Association with special membership no. 0009 in reference to His Majesty the Late King Rama 9. She was also selected as one of the Outstanding Alumni Awardees for 2016 by the Mahidol University Alumni Association for her achievements. It is only fitting that the new building inspired by Modern Art will carry the name of HRH Princess Aditayathorn who herself is an accomplished design artist.

# Back *From* STUDIES ABROAD

## Asian CHALLENGE

**Mr. Thanatat “Bam” Lapsiriatkul**, a Marketing major, said Asia presented a challenge to him. “I would like to challenge myself if I can stay in another (Asian) country and if I will be able to adjust and settle there or not.”

Under scholarship from the ASEAN International Mobility for Students Program (AIMS), Bam chose to study at Universitas Gadjah Mada in the city of Yogyakarta, in Indonesia, enrolling in Management Science, Strategic Management, Business Ethics, and Global Marketing Strategies classes.

Bam noted that only a few Thais are familiar with Indonesia, and that it has the biggest population in Southeast Asia. “Maybe I can use what I learned about Indonesia for future business purposes.”



Universitas Gadjah Mada. “They focus more on class discussions and student participation instead of just giving lectures.”

Bam also traveled widely during his five-month stay in Indonesia. “My friends and I traveled together every weekend. Sometimes, we rode our scooters to beaches, mountains, and forest. We flew to Singapore, Lombok, and many places together. We learned much from our experiences.”

For Thai exchange students, the usual destinations are universities in the West. For those few who made the decision to study in Asian countries, what was their exchange study experience?

*Kaleidoscope* interviews two students.



## COMFORT Zone

Feeling the need to get out of her comfort zone, **Ms. Pinyapat “Jane” Manasboonpermpool**, an International Business major, decided to sign up for a semester’s worth of exchange study at Singapore Management University (SMU).

Jane quickly found herself out of her depth as soon as she started attending her classes. “My professors always expected us to contribute something valuable in the discussions. The environment was very competitive and intense.”

Jane found her classmates endlessly preparing for their classes in advance. “Singaporeans usually have a hectic schedule. They do not like to waste time on unplanned activities.”

Her Singaporean classmates were not as heartless as she had at first thought them to be, however. “They also taught me how to prepare myself more effectively for the next class.”

This experience plus her travels to Malaysia, Japan, Indonesia, and South Korea with her friends prompted Jane to say, “Studying abroad served as a valuable chance for me to connect with many potential young leaders and entrepreneurs.”

# Mahidol University



Still **No. 1** University in Thailand  
Times Higher Education (THE) Asian Rankings

## MARKETING PLAN CHAMPIONS

Three Business Administration students had to battle 500 other teams from all over Thailand in order to win the much-coveted 1st Prize in the Thai-Danish Dairy Farm Marketing Plan Competition on February 4, 2017. Teammates **Mr. Piyawat Sangprasertkrid** (Finance), **Mr. Ariya Pongkularb** (Marketing), and **Ms. Kamolchat Chongviriyaphan** (Marketing) were awarded a cash prize of THB100,000. They will also receive the Princess Cup from the Princess Sirindhorn Foundation in recognition of their achievement.



Being an exchange student is not only about travelling! Social Science major **Ms. Pongpisuth Jongudomsuk** proved she can hack it abroad when she received the Exchange and Visiting International Student Academic Excellence Award from the University of Wisconsin-Madison in the US for garnering a grade point average of 4.0 during her stay in the said university during Semester 1/2016-2017.

## INTERNATIONAL AWARD FOR COMMUNICATION DESIGN SENIOR



Communication Design senior **Ms. Haeji An's** entry to the HOW International Design Awards entitled, "Upon a Doi," was chosen as Outstanding Achievement winner under the Student Category last January. Inspired by Thai hill tribes, the winning entry was featured on the website Howdesign.com and would be published in the Spring 2017 issue of HOW Magazine.



Competing against 60 other contestants, **Mr. Krittin Phunghansaporn**, a Communication Design student won the 1st Prize in the Comic Strip category in the "Upgrade Your Life: Digital Media Design Competition 2016" on February 24, 2017 at Sripatum University. He received 30,000 Baht cash prize and an award from Her Royal Highness Princess Maha Chakri Sirindhorn.

## BEST PAPER IN M.I.C.E. CONFERENCE

Tourism and Hospitality Management (THM) students **Ms. Araya Kalapuk** and **Ms. Pimboon Thanwiset** won the Best Research Paper Award at the 2nd International MICE Forum and Undergraduate Student Research Conference held at Queen Sirikit Conventional Center on March 9, 2017. Their research paper entitled "Barriers in Sustainable Event Practices of Hotel Venue Management in Bangkok, Thailand" bested finalists from the University of North Texas, Incheon National University, and Siam University.

