

# REAL ESTATE

*magazine*  
THAILAND



## Ming Ming

Living Together With A Star Architect

Issue 112 • September 2010

เรียล เอสเตท แม็กกาซีน ไทยแลนด์



Living with star architect Mario Kleff

# Jiang Li Wongsin

aka Ming Ming

Text: Zen Xerces

Photos: Frank Keller

**G**rowing up into an multi-facetted world of creativity, design and international business is Jiang Li Wongsin (aka Ming Ming), the daughter of Nittaya Wongsin and Mario Kleff.

The youngest member of the Wandee group family leads an amazing life and the degree of self-organisation and self-confidence she displays is extraordinary.

Even though just five years old, she is integrated in many of the routines at the successful Wandee group office and has

experienced the growth of the company.

Her daily routines after school comprise a variety of activities including dancing, fitness and Taek Won Do.

## Electronic gadgets

Together with her personal assistant and friend Ou, she enjoys shopping, buying her dresses, shoes and fashion accessories or the electronic gadgets at Central Festival.

When she comes home, you can see her scooting around on her pink, customised ATV quad

bike or her battery-powered Porsche Convertible.

Here, we talk to Ming Ming and find out how she balances her daily routines and what activities she likes most.

Asked how she likes to have such a famous father she smiles and says: "Baba is ok – many people come to talk to him every day. He is always on the computer and works long time every day to design big condos or a new house.

"But Ming feel happy, cause baba like it and Ming Ming can learn much and see what baba

is doing ... mama is busy too, many people in Pattaya know her."

Asking Ming what she understands of what Meow, her mother, is doing in the Wandee group, the young girl answers: "Baba design the condos but mama talk to our workers and build the condos. Sometimes Ming goes together with Ou or mama to construction and look the work; see everything is ok or not."

It's pretty amazing to see her walking through the office

● Turn to Page 37

## Mario Kleff prepares his next move





Wandee group's youngest team member

**Jiang Li Wongsin**







**Nittaya Wongsin**  
aka Meow

● **From Page 32**

when she suddenly stops and explains that this one floor tile wasn't done right. Ming is able to hear floor tiles that are properly laid ... and the ones that not.

Her father Mario Kleff explains, that Ming found this out by herself at age of three while walking in shopping centers with high heels that produces different sounds on the tiles.

At only five years, Jiang Li is following the footsteps of her parents and has a very organised lifestyle.

**Laptop computer**

"Ming also very busy every day. Ming have many things upstairs in the rooms.... there is a big TV, a laptop computer, an iPhone and a stereo and many DVDs," she says.

"In another room Ming have a kitchen and a hair salon, where Ming like take care hair baba.... now baba bought me a new iPad, this is so nice. Now Ming can

play more games and move everything around."

Are you in school already? "Yes, school is good, too, Ming like the teachers and the other boys and girls in the class. Learning languages is Ming's favorite subject. Ming get to learn Thai, English and Chinese which is really smart baba talk."

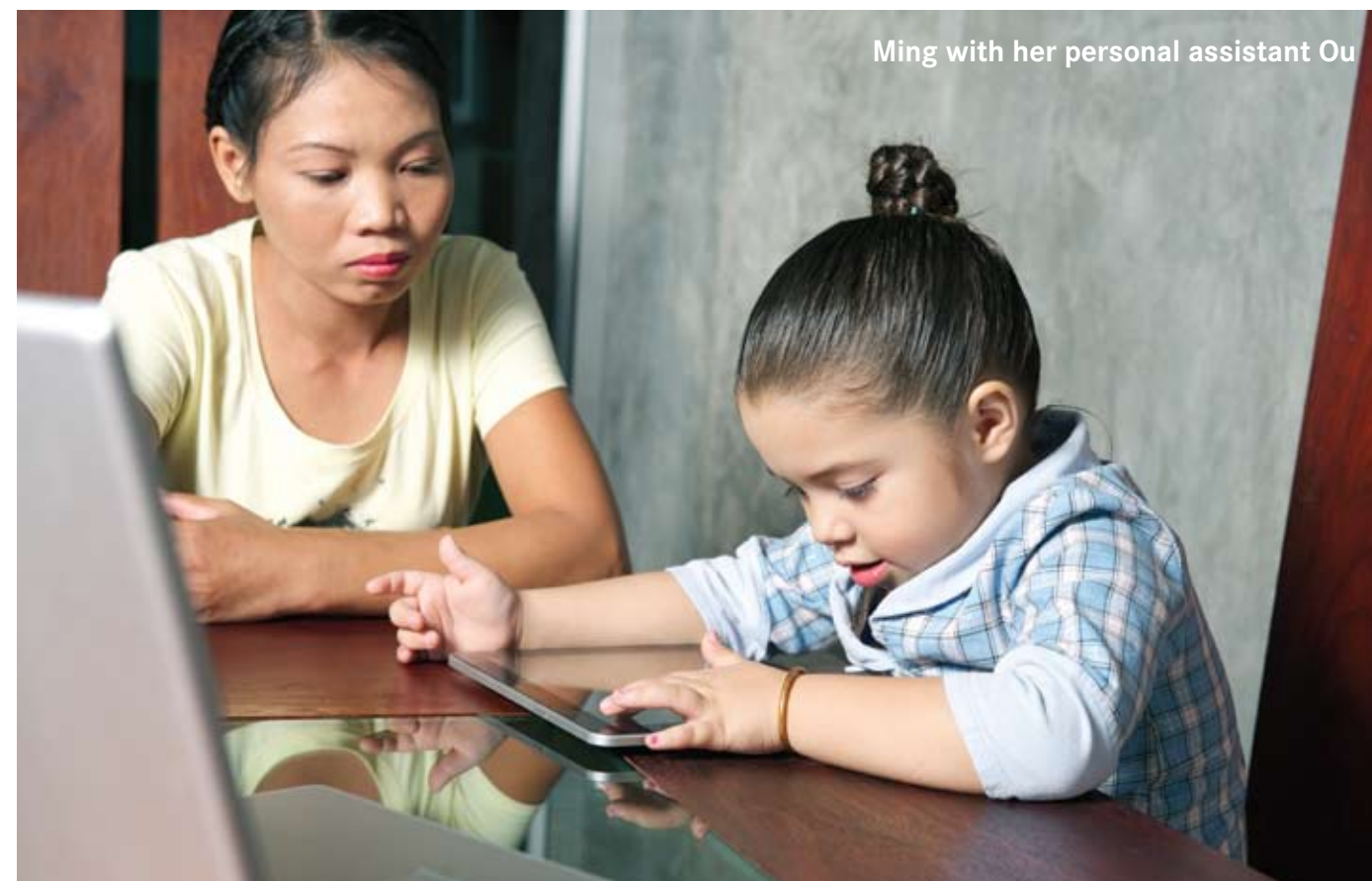
If you look around the headquarters of Wandee group, you will see Ming Ming's fingerprint all over the modern offices. She likes fashion and collects shoes like a supermodel – more than 30 pairs of glamorous shoes are neatly lined up on the floor: "All of the shoes is special to Ming. The Barbie ones are very nice, but Ming also like the ones in gold and silver," explains the pretty girl with a shy smile.

It doesn't seem to disturb this young lady when the Wandee group office holds meetings every day and investors and clients come

● **Turn to Page 40**



**Ming's shoe collection**



**Ming with her personal assistant Ou**



**Nittaya Wongsin**

Managing director and marketing expert, Wandeegroup



**Mario Kleff**

CEO and star architect  
Wandeegroup







**Ming Ming**  
touching her iPad

● **From Page 37**

to speak to Mario Kleff's architects or Nittaya Wongsin's sales staff.

Just like her father, Ming Ming loves performance cars and motorbikes: "Ming like to drive this one here, it's new ATV. Du zi ... du, Baba has a big one, the green and loud chopper - very loud, and one day baba give Ming the pink motorcycle - Ming like it very much. But, Ming also like the yellow car. Sometimes Ming drive it around the office, and sometimes on the street.

**Favourite colour**

The last question we asked Ming Ming is what is her favourite colour, she thinks for a moment and answers confidently: "Shiny! I like all colours that are shiny because they make you happy."

It comes to no surprise that Ming's parents are very proud and pleased to see their daughter enjoy this unusual upbringing. When we asked Meow, her mother, about the very special lifestyle of her young daughter

and whether she's concerned about Ming's early exposure to the business aspects of life, Meow answers: "It's perfect. Work and play are all part of life and at Wandee group it's not stressful.

**Great freedom**

"So Mario and I are pleased that Ming can experience both right from the start. Most important of all, Ming herself likes the world she grows up in and has great freedom of choice any time on her activities."

Having experience with real estate bureaus and developers in Pattaya, it is genuinely amazing every time you visit the Wandee group, is the calm, zen-like atmosphere that surrounds visitors and staff alike.

But while the atmosphere is peaceful and stress-free, at the same time the team of architects and commercial managers handle dozens of different projects in all stages including the preparation of the launch of

● **Turn to Page 42**

Following her father:

# Jiang Li

with high-speed ATV





#### ● From Page 40

their first development which certainly adds a new dimension to the scope of the Wandee group activities, affecting every single Wandee group employee. Nittaya Wongsin, aka Meow, is the managing director of Wandee group, a strong businesswoman from a Chinese background and shares with Mario a passion for intelligence and aesthetics which is expressed in every creation of Wandee group.

During the daytime you can see Meow riding around in Pattaya in her sleek black BMW visiting the different construction sites between Naklua and Jomtien.

#### On all levels

She manages hands-on all the different tasks of translating the creative design of her husband Mario Kleff into a finished building. During this process she skillfully works on all levels and feels just as comfortable dealing with construction workers and foremen as in a formal meeting with investors discussing financial and legal matters.

Experience, responsibility and business skills are deeply rooted in her personality and in her Chinese descent of a pristine lineage one of Pattaya's most respected and well-connected families. Her studies at a British university and time as marketing manager at a multi-national company in Bangkok gave a well rounded preparation for the range of professional challenges as managing director of Wandee group.

Now her responsibility reaches an even higher level as Wandee group are now preparing the launch of their first project THE TOUCH and she plans all steps behind the project in meticulous detail.

Another member of the Wandee group organisation who is busy preparing details on the new project is Saksit Vongaram

(aka Tong). Tong has now been working for five years as an architect under Mario Kleff and is responsible for translating the creative ideas that Wandee group has become known for into computer designs.

Now he is focussed on creating a modern living space for a new generation of customers.

Based on Mario Kleff's designs, Tong initially creates 2D computer designs that are then used in the approval process to obtain the licenses and permissions. The next task for Tong is to take these drawings into 3D Studio Max and to build a digital original, from which high-end renderings are created to be used as presentation tools with clients and investors.

Tong is a gentle, soft spoken guy and represents a different part of the spectrum compared to his boss Mario Kleff, but at the same time he shares his passion for quality and perfection.

#### Patient 'realiser'

While his CEO applies an instantaneous creation process "design is in my mind", Tong is a patient "realiser" since his first days at Wandee group.

Today, then he has become an avid user of electronic tools and during his work on more than 40 condominium buildings including the iconic 38-storey high-rise W-Tower at Wong

Amat Beach and a number of high-end private villas gained vast experience in designs and components that are applied in iconic architecture. This repertoire is essential to cope with the challenge to fulfil the requirements of the constant new jobs that clients are contracting with the Wandee group.

#### Working on THE TOUCH

Tong's current projects include THE TOUCH, which presents a number of different challenges. The basis is a solid structure based on the proven cellular beam technology, allowing large spans and floor-to-ceiling windows that run edge-to-edge in each room.

Based on this foundation, Tong creates layouts that are like an operating system, fully wired and prepared to accept the technology to network within the local community and the outside world.

His briefing was to design the structure like an open source operating system so it can accept services tailor-made for the requirements of its users.

Talking with Tong it becomes obvious that he represents a new generation of Thai professionals which easily bridge the roots of his culture with the requirements of modern designs of the 21st century.

Like the cellular beam

technology utilised in the construction he can also create a bridge from his original culture to cutting edge designs of a world class standard.

His premier ambition, however, is to continue learning from his mentor Mario, whose uncompromising style is an ever-new challenge and takes him to new levels of performance.

Last, but not least, we also met with Uli Kaiser, 46, who joined Wandee group in July in the role of sales & marketing executive for the new project THE TOUCH.

Uli, who has a 15-year background of sales experience in Asia in the investment industry, is very upbeat and enthusiastic about his new position.

"I like it!" he said. "Working for the Wandee group is a fantastic opportunity. I like to work with this company, which in my view belongs among the very best in the industry. Mario is really is a 'high-speed' personality, a brilliant designer, a clear thinker and gifted visionary.

#### Excellent relationships

"Meow is a professional business woman with excellent relationships with the authorities and the government. And our project THE TOUCH does really break new ground in terms of design, value and customer satisfaction and takes the real estate industry to a new level."

Finally, from my standpoint as a journalist and following the real estate market in Pattaya since many years, it is fascinating to watch Mario Kleff leading the Wandee group to step up year by year, respond to ever greater challenges and finally turning into a full fledged real estate developer in his own right.

No doubt the new project will "set new standards outside standards" and be a benchmark not only for the local, but also on an international level. Q



Nittaya  
Wongsin



Saksit Vongaram  
aka Tong, Architect  
Wandee group