

MBK GROUP transforms garbage into gifts with the ideas of top designers and the help of disabled kids



MBK GROUP has launched its latest social development project “Gift for Sharing” which aims to transform waste paper into ornaments, home decorative items and products of many designs.

Products are being created under the WOW (Worth of Waste) brand, so named not just because of the products’ attractiveness but also because the ideas behind them were amazing – created from waste paper and produced by people with physical, hearing and intellectual disabilities from Tungmahamek School for the Deaf, the Saengsawang Foundation, and Phrapradaeng Center for Empowerment and Vocational Development for Persons with Disabilities. The project is exceptional in adding value to waste materials and creating genuine benefits, while not generating waste in the production process. The project helps people realize that everyday waste can be valuable when coupled with creative ideas and design, and it can improve the quality of life of underprivileged people in society as well.



Karnokratt Chuthanondha, Vice President of Corporate Communications department of MBK Public Company Limited, said: “MBK GROUP is aware of the waste problem, which worsens every year. As a large-scale organization, we strive to be an environmentally conscious organization through creative activities that build awareness among all relevant sectors.”

Designers participating in the project such as Jackkrit Anantakul, Tanith Vachiraprakanskul, Ploypan Theerachai, and Decha Archjananun recalled the design concept. “The product must be robust and functional but not difficult for the kids with disabilities to make. This project adds



value to waste paper, extending the life cycle of paper. Most importantly, customers will want to buy the products because of their attractiveness and not out pity.”



These products are available at the “MBK Social Corner” located on Level 2 Zone B at the entrance (link to A La Art) and on the 6th Floor, Craft Village, MBK Center. Products can also be

ordered online through Facebook WowDesign from now until the end of December. Proceeds from the sale of all products, without deducting expenses, will be forwarded to the Foundation for Rajanukul Institute to fabricate ergonomic chairs to improve the skills and development of people with intellectual disabilities.