Chitdee Theme Park: Enhancing Mental Health Awareness through Experiential Spaces

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Abstract.

Mental health has become a crucial global issue, affecting individuals across educational, social, and economic dimensions. This study proposes an interior design concept for "Chitdee Theme Park," an innovative space that combines educational activities, technological applications, and social sciences perspectives to promote mental health awareness. The research employed documentary study, site analysis, user behavior analysis, and case studies of museums and recreational facilities. The design outcome integrates psychological testing activities, counseling zones, and relaxation areas within the Siam Scape Building, Bangkok. By applying color psychology, lighting technology, and circulation planning, the project provides a safe and enjoyable environment for self-reflection. The results demonstrate how interior design can act as an interdisciplinary tool for education, technology integration, and social innovation, offering a replicable model for therapeutic spaces.

Keywords: interior design, theme park, mental health, social innovation, user experience

1. Introduction

In recent decades, challenges related to mental health have been increasingly recognized as a consequence of lifestyle pressures, economic instability, and social transformation. Education and awareness have been identified as essential mechanisms for reducing stigma and promoting psychological well-being. However, the conventional environment of psychiatric clinics has frequently been regarded as a barrier, limiting individuals' willingness to seek appropriate support. The Chitdee Theme Park project has therefore been conceptualized as a multidisciplinary initiative that integrates three key dimensions. First, the educational dimension is addressed through the incorporation of experiential learning activities, including psychological games and assessments, which enable users to engage in self-reflection within a non- clinical context. Second, technological applications such as advanced lighting systems, acoustic controls, and interactive media have been employed to enhance user experiences and ensure a therapeutic atmosphere. Third, the social sciences perspective has been incorporated to address user behavior, reduce stigma, and support broader community well-being. The study demonstrates the potential of interior design to contribute to interdisciplinary solutions, all while keeping the user at the center of the experience.

1.1 Research Objectives

The objectives of this study are threefold. First, it aims to examine psychological conditions and self-assessment activities that can be applied to interior design. Second, it seeks to explore design principles suitable for creating therapeutic and recreational spaces. Finally, the study proposes an innovative interior design concept for Chitdee Theme Park that promotes mental health awareness through experiential spaces.

2. Literature review

Recent studies have emphasized the significant role of the built environment in shaping mental health outcomes. Yu and Juan (2025) conducted a scoping review on interior design factors influencing the physical, physiological, and psychological well-being of older adults. Their findings confirm that elements such as lighting, air quality, spatial layout, and acoustic control directly contribute to mental health outcomes by reducing stress and improving emotional stability. Similarly, Yan et al. (2024) highlighted the concept of healing spaces as an architectural and interior design approach that optimizes emotional regulation for individuals with mood disorders, underscoring how spatial qualities can function as non-clinical interventions for psychological well-being. This highlights the importance of integrating support systems into interior design to promote psychological well-being (Benjanirat et al. 2025).

The connection between spatial design and user experience has been further validated by studies exploring sensory engagement. Payedar-Ardakani et al. (2023) demonstrated that variations in daylight illumination levels significantly affect architectural experiences, using virtual reality (VR) and electroencephalography (EEG) measurements to show that lighting design impacts both mood and cognitive engagement. In addition, revealed that the integration of color, music, and scent within servicescapes enhances positive emotions and reduces rumination, providing strong evidence that multi-sensory design elements are crucial in shaping interior and exhibition experiences. These insights confirm the relevance of integrating sensory stimuli in Chitdee Theme Park to promote relaxation and self-reflection. Recent applications in educational and therapeutic environments highlight the interdisciplinary relevance of design. Myers & Rolling. (2024) examined residential design. They reported that features such as daylight access, privacy, and spatial openness are strongly associated with improved mental well-being, further validating the role of interior spatial configurations in everyday psychological health. Hua et al. (2025) studied user- led modifications of indoor environments with natural materials among young adults with depression, finding improvements in both emotional state and sense of agency.

These findings suggest that incorporating user-centered and nature-inspired design strategies can be effective interventions for addressing mental health challenges.

Together, these studies illustrate a growing body of evidence supporting the integration of educational, technological, and social science perspectives in interior and exhibition design. Such integration aligns with the objectives of Chitdee Theme Park, positioning the project as a model for innovative therapeutic and experiential spaces that address contemporary mental health challenges.

3. Methodology

This study employs a qualitative research design to integrate educational, technological, and social science perspectives into interior design for mental health promotion. The framework consists of five components: 1) Documentary Research: A review of literature in interior design, color psychology, environmental psychology, and mental health education was conducted to identify evidence-based strategies influencing psychological well-being. 2) Site Analysis: The 9th floor of Siam Scape Building (991.80 sqm) was analyzed for spatial dimensions, lighting, accessibility, ventilation, and circulation to determine feasible zoning and identify site-specific constraints. 3) User Behavior Analysis: The needs of counselors, staff, and visitors were examined through observation and secondary data to inform zoning, privacy considerations, and the Mental Health Assessment Activity Area is divided into the following areas: Personality Color Test, Fear Test, Personality Test that Reveals Dark Side, Thought/Love Decoding Test, Mental Strength Test and Aura Test. 4) Case Study Comparison: Children's museums, health museums, and therapeutic centers were analyzed to establish benchmarks in spatial organization, experiential design, and educational integration, adapted to the cultural context of the project, and 5) Design Development: Zoning, circulation, materials, and lighting strategies were iteratively refined to create spaces for reception, assessment, counseling, and recreation, emphasizing comfort, engagement, and psychological well-being.

4. Results

The proposed interior design divides the project site into four primary zones: reception, counseling rooms, psychological activity areas, and relaxation spaces. Each zone is programmed to support specific functions that collectively contribute to mental health awareness. The activity areas include interactive components such as color-based personality tests, fear identification exercises, aura testing, and resilience assessments. These activities are designed to encourage self-reflection in a playful and non- threatening manner. The circulation strategy combines linear and loop pathways to guide visitors through sequential activities while maintaining flexibility in movement. The linear circulation ensures clarity and order in experiencing the psychological assessment process, while the loop circulation promotes a sense of exploration and autonomy. This balance allows visitors to engage meaningfully with the space while avoiding monotony or confusion. Technological integration is a critical component of the design. Ambient LED lighting systems are applied to regulate mood and create a calming atmosphere. Acoustic materials are employed to reduce noise and ensure auditory comfort in counseling and relaxation areas. Additionally, interactive digital media are incorporated to display test results and provide educational storytelling. These applications contribute to a multisensory environment that enhances engagement and supports therapeutic objectives.

Figure 1: The design of Chitdee Theme Park

The design incorporates mental health education into recreational activities, allowing visitors to learn about psychological well-being in an engaging manner.

5. Discussion and Conclusion

The findings of this study highlight that interior design can move beyond aesthetic considerations to address interdisciplinary challenges. By integrating education, technology, and social sciences, the Chitdee Theme Park model demonstrates the potential of design as a tool for promoting public health. From an educational perspective, the design promotes health literacy by translating abstract psychological concepts into tangible, experiential activities. Technological applications further enhance user engagement, ensuring that the environment responds to both emotional and cognitive needs. From a social science standpoint, the project directly addresses stigma reduction and community well-being, positioning interior design as a medium for social innovation. Nonetheless, the project faces certain limitations. Spatial constraints within the selected site impose restrictions on the scale and variety of activities. Additionally, the balance between entertainment and the accuracy of psychological assessments poses challenges, as gamification must remain both engaging and clinically relevant. Future research should therefore focus on empirical

evaluation of the design's effectiveness, particularly in terms of long-term behavioral change and sustained impact on users' mental health awareness.

The Chitdee Theme Park project exemplifies, consequently, the capacity of interior design to function as an interdisciplinary practice. By merging education, technology, and social sciences, the project provides a replicable model for therapeutic environments that simultaneously entertain, educate, and promote social well-being. The study demonstrates that interior design, when conceptualized as more than an aesthetic endeavor, can support public health initiatives and foster awareness of mental health issues. In doing so, the project

highlights the potential of design-driven innovation to create meaningful social change and improve the collective quality of life.

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