




A portrait of Pravit Maleenont, a middle-aged man with grey hair, wearing a dark pinstriped suit, a white shirt, and a pink patterned tie. He is looking slightly to the right of the camera with a neutral expression. His hands are clasped in front of him, and a gold watch is visible on his left wrist. The background is dark with some blurred images of people and documents.

BIG BOSS Pravit Maleenont

Time is a free force; it does not wait for anyone and neither should we keep others waiting. "You can never get back the lost minute," says Pravit Maleenont, shareholder of BEC World. "I believe that other people's time is very important, so once I have scheduled a meeting I usually go a little earlier just to make sure I am on time." The punctual businessman doesn't face many problems establishing an equal balance between his family and work hours, as they go side by side. "When I go overseas for a business trip, my wife Aranya and four grown children usually accompany me," he smiles. "My nieces and nephews even come here for work after they complete their education." Pravit's favourite holiday destinations include his homes at Khao Yai and Hua Hin. "I would love to go there more often, but it becomes very difficult when work and meetings consume you," he explains. "Luckily, I have my wife with me anywhere I go." τ



TREASURING TIME

Time is eternal, but our share of it is finite, which explains why managing our allotted years, days and seconds is so important. Louis Vuitton's Tambour collection is celebrating its first decade in collaboration with *Thailand Tatler* and Gaysorn, together with an exhibition at the shopping centre this month. These portraits of 10 personalities that commemorate the luxury brand's iconic timepiece also help a good cause; each person has generously agreed to donate Louis Vuitton's contribution of 100,000 baht for each one to the Chaipattana Foundation.

RELATIVE VALUES Marisa Sukosol Nunbhakdi and Daranee Sukosol Clapp

Being a working mother can be tough. "Anybody who tells you that they manage their time effortlessly is lying," says Marisa Sukosol Nunbhakdi, executive vice president of Sukosol Hotels. "It is impossible to be both a perfect mum and businesswoman." Surprises at home and the office create a challenge for mothers to always balance their time well. "I tend to focus more on the quality rather than the quantity of time," says Daranee Sukosol Clapp, executive vice president for finance for the company. "10 minutes of interaction can be more worthwhile than spending the whole day with my two children, Natalia and Nicholas Sukosol Briones, who are 14 and 11." Marisa shares the same viewpoint as her sister, since conversations with her two sons, Matthew (14) and Michael (12) Nunbhakdi are essential to ensure that she is actively involved in their lives. "But you must also think about yourself, as we can't be too selfless," she says. "We must also take time off to do nothing, as it puts you in a better mood and mindset to deal with everyday tasks."



DESIGN FOR LIFE Vipavadee Patpongpijul

In a busy, bustling city with unpredictable traffic, we often find ourselves rushing hastily to business appointments or family gatherings. “We literally live by time,” says Vipavadee Patpongpijul, the founder and CEO of P49 Deesign. “With clocks on every device we own, we are always hurrying to be at a certain place at a certain time and sometimes you can’t because of traffic. It is important to use timepieces to assist us along the way; we have to respect time but we shouldn’t be slaves of time.” Having been in the interior design industry for over 30 years, Vipavadee has always used calendars and schedules to manage her time efficiently. “Maintaining an appropriate balance between a successful career and family is also important,” she adds. “It isn’t difficult but requires determination and flexibility.” These days, Vipavadee devotes more time to her 31-year-old daughter, Saivipa Panja. “We communicate a lot to ensure that our stable and close relationship will always remain that way,” she explains. “In October she gave me the greatest gift by making me a grandmother. I am so happy and excited about this new time in my life.”



PICTURE PERFECT
ML Chiratorn Chirapravati

ML Chiratorn Chirapravati doesn't try to manage his personal and professional time; instead he prefers a more pliable lifestyle where he responds to situations as they come. "I go naturally with the flow," he says. "Time is rather short and we mustn't be too careless or oblivious to present circumstances." The noted illustrator spends his professional hours as an instructor at Chulalongkorn University as well as conducting private art classes at his Chiratorn boutique. His leisure time is spent at coffee houses and department stores where he looks for inspiration to create new illustrations and art that contributes to society's beauty and creativity.



GOOD SPORT
Apichet Raksriaksorn

Apichet Raksriaksorn's rigid routine ensures that his time is always well spent. The assistant to the group chairman of King Power Group and the captain of Thailand's Polo Association dedicates his weekdays to work, while Saturdays are kept free for him to recharge and refresh. "I enjoy waking up late and indulging in my favourite pastimes which include putting together plastic military model kits," he says. Sundays, however, are divided between his family and polo, a sport he has enjoyed for nearly 10 years. "Polo is very difficult to start, as you require many skills," he says. A polo player must show proficiency in knowledge of the rules, horsemanship, teamwork and familiarity with the equipment, specifically the long-handled mallet. "It is a fun, yet extremely time-consuming sport," he continues. "Once you are well-acquainted with the techniques and equipment, it becomes part of your natural instincts so you know what to do without needing vigorous training. I feel I have reached that stage."

A photograph of Takonkiet Viravan, a Thai actor and producer, sitting in a theater seat. He is wearing a dark blue, short-sleeved button-down shirt and a watch on his left wrist. He is looking directly at the camera with a neutral expression. The background shows rows of theater seats and a dark curtain.

ON WITH THE SHOW Takonkiet Viravan

In the midst of life, time continues on its endless journey. "You can buy anything with money, but you can't buy time," says Takonkiet Viravan, TV and stage producer and director. "It is life's most precious and challenging gift that cannot be retained; only memories can. Time is valuable and it should be spent wisely rather than recklessly wasted."

Takonkiet's latest musical production *Miss Saigon* at his Muangthai Rachadalai Theatre conveys the essence and importance of time. The tragic tale of a doomed romance between an Asian woman abandoned by her American lover during the Vietnam War shows that time never waits for anyone, and life must go on. "All my productions convey an important message that helps contribute my time back to society," he says. The entertainment mogul's busy schedule doesn't leave much room for relaxation. "Sometimes I work straight through all seven days in the week," he says. "Whenever I get the occasional opportunity, I take a week off to go on a family vacation."



PERFECT PAIR
Thawin and Tipanan Srifuengfung

Tipanan first met her husband Thawin Srifuengfung at his family equestrian resort in Pattaya. "Our fathers were friends and we both loved to ride horses, so the ranch seemed like the right place to meet," says the managing director and designer of her own handbag and accessories line, Tu'i. After nearly five years of marriage, the couple enjoys staying at home, cooking, travelling and shopping for furniture and flowers. "We try not to let work interfere with our leisure time," says Tipanan. "It is very difficult to manage your personal and professional life, but we try our best to divide them equally. I wouldn't say I prioritise well, as I still come home and think of work." Thawin, business development manager at family-owned Thaisri Insurance Company, elaborates, "Growing up in a business-oriented family, I saw how elders managed their time. They never separated their office and home lives, and even at mealtimes they would talk business. It was rather overwhelming and made me realise that we needed to differentiate between work and leisure hours."





DRESS TO IMPRESS Polpat Asavaprapha

While the importance of family time is obvious, many of us find that it isn't always easy to find the moment to enjoy it. "It is the most challenging and precious aspect of time," says Polpat Asavaprapha, creative director of the Asava brand. "But all that matters is the assurance that you are doing the best to manage your time well." Polpat defines quality family time as moments spent with each other, regardless of whether or not you are actually doing something together. "My parents and I like to spend Sunday afternoon in our living room where my dad watches golf, my mum reads a book and I surf the internet," he says smiling. "We don't even communicate, yet we are there for each other." The uncle of five girls values family gatherings as much as his work. "Regardless of my busy schedule, Sundays are always reserved for family," he beams. "My favourite get-togethers include family vacations, visiting my eldest sister who lives in Hawaii and of course helping my brother's three daughters with their homework."