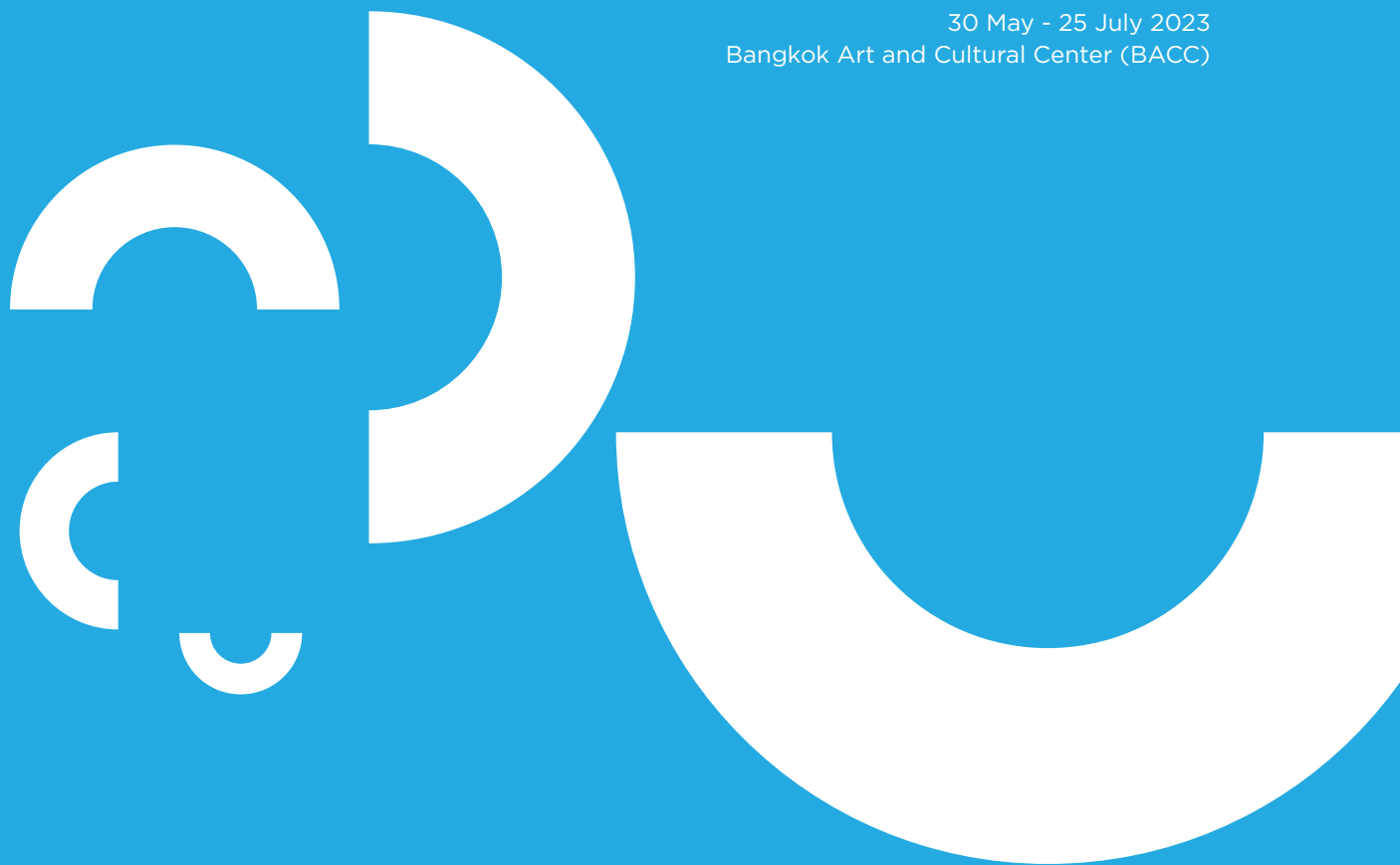


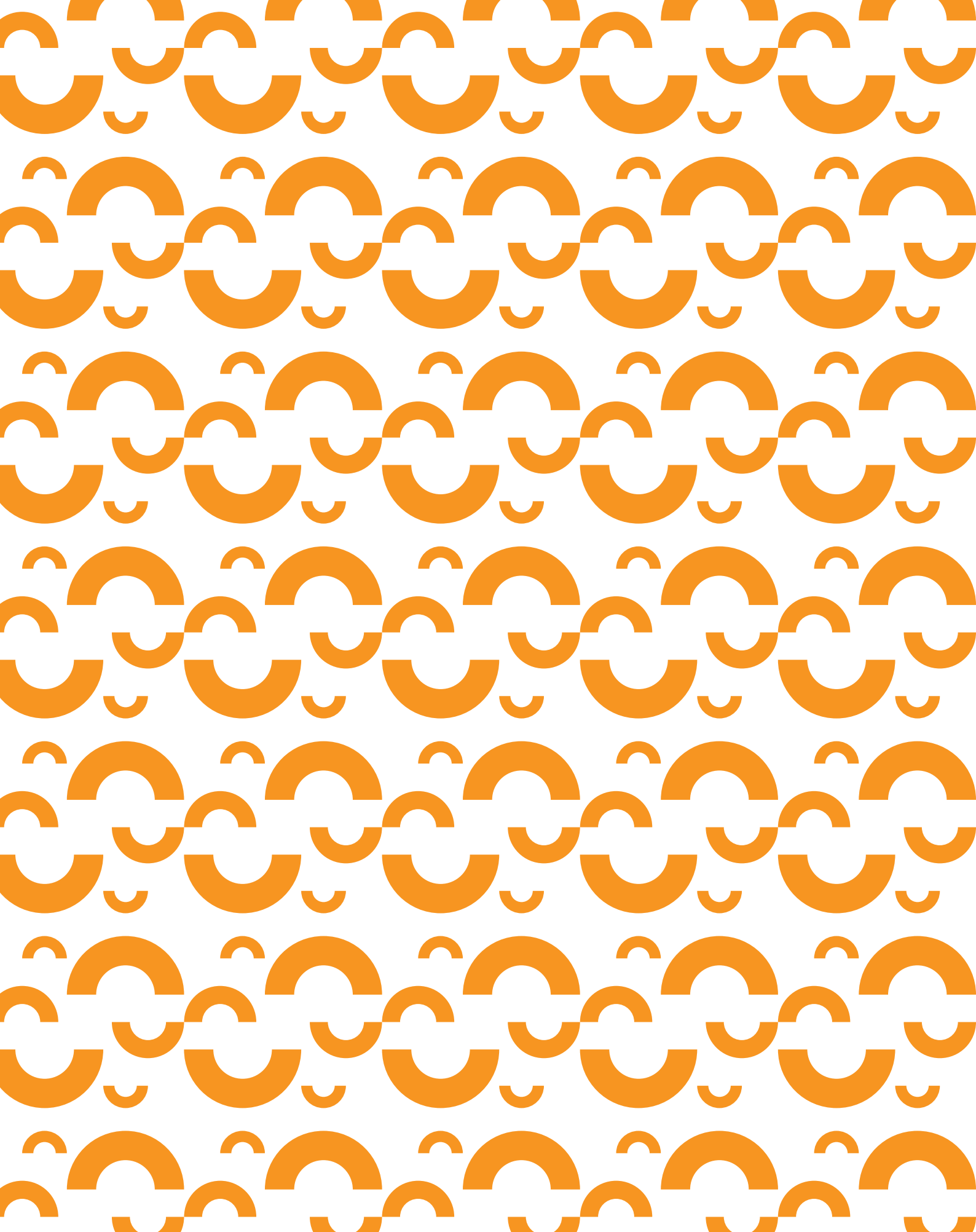
# SCHOOL OF BANGKOK

INTERNATIONAL ART & DESIGN EXHIBITION 2023

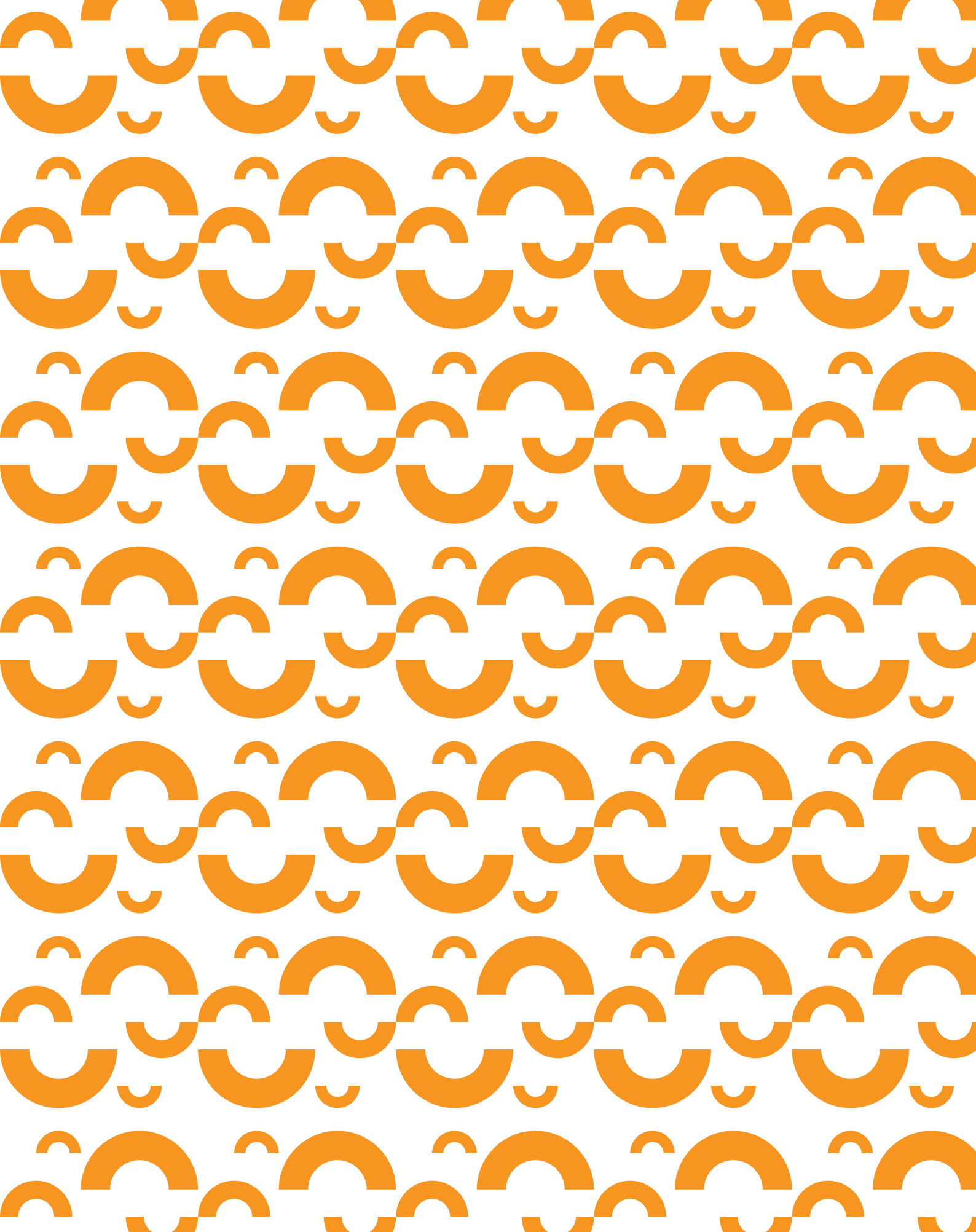
BANGKOK FEEL GOOD :-)  
FEEL GOOD BANGKOK

30 May - 25 July 2023  
Bangkok Art and Cultural Center (BACC)











4

BANGKOK FEEL GOOD

|                       |   |
|-----------------------|---|
| <b>TITLE</b>          | School of Bangkok:<br>International Art and Design Exhibition 2022<br>“Bangkok Feel Good :-) Feel Good, Bangkok.” |
| <b>VENUE</b>          | Bangkok Art and Cultural Center (BACC)  |
| <b>DATE</b>           | 30 May - 25 July 2023   |
| <b>SUBMISSION FEE</b> | Free  |

**TIMELINE**

|                       |                        |
|-----------------------|------------------------|
| 1 - 31 March 2023     | Call for Submissions   |
| 1 - 30 April 2023     | Peer-review Process    |
| 1 - 20 May 2023       | Confirmation/Revision  |
| 29 May 2023           | Art Works Installation |
| 30 May - 25 July 2023 | The Exhibition @ BACC  |
| 6 June 2023           | Opening Ceremony       |

**TYPES OF WORK**

Painting, Photography, Time-Based Media, Graphic Design, Digital and Interactive Media, Fashion, Installation, Product Design, etc.

**OBJECTIVE**

1. To disseminate works of art and design by artists, faculty members, alums, and students in order to enhance the capabilities of the School of Fine and Applied Arts at the international level.
2. To be an international platform for knowledge transfer and further development of art and design for artists, faculty members, alums and students, including the general public.

5

**ORGANISER**

Faculty of Fine and Applied Arts Bangkok University (FAB)  
and Bangkok University Gallery (BUG)

**WORKING COMMITTEE**

Pattarawut Subyen, Ph.D. (Project Advisor)  
Nipan Oranniwesna (Project Advisor)  
Asst. Prof. Tan Pitayanuwat (Project Manager)  
Asst. Prof. Nutsupa Jaroenyingwattana, Ph.D. (Project Content Creator)  
Asst. Prof. Khemmiga Teerapong, Ph.D. (Curator)  
Dhanyhaploy Nutkasem, D.F.A (Committee Member)  
Chayanoot Silpasart, Ph.D. (Committee Member)  
Pathitta Nirunpornputta, Ph.D. (Committee Member)

**INTERNATIONAL AND NATIONAL HONORARY PEER REVIEWERS**

Professor Yanawit Kunchaethong  
Professor Suppakorn Disatapundhu, Ph.D.  
Professor Eakachat Joneurairatana, Ph.D.

**CONTRIBUTORS**

More than 50 artists and designers are our contributors to this exhibition. This includes our academics, guest lecturers, alumni and current students. We have also invited 10 international artists from 7 countries which include Japan, Australia, USA, South Korea, Israel, the Netherlands and France.



Join us for a rich day of boundless creativity!

Bangkok Feel Good :-> Feel Good Bangkok is an exhibition organised by the Faculty of Fine and Applied Arts, Bangkok University and Bangkok University Gallery.

The exhibition to be held on the 34th anniversary of the establishment of the Faculty of Fine and Applied Arts is a forum to exchange knowledge on creative works between designers, artists, academics and students, including three generations X, Y and Z, both in art and design such as moving images, drawings, photographs, animations interactive media, fashion, products, as well as art installations, etc.

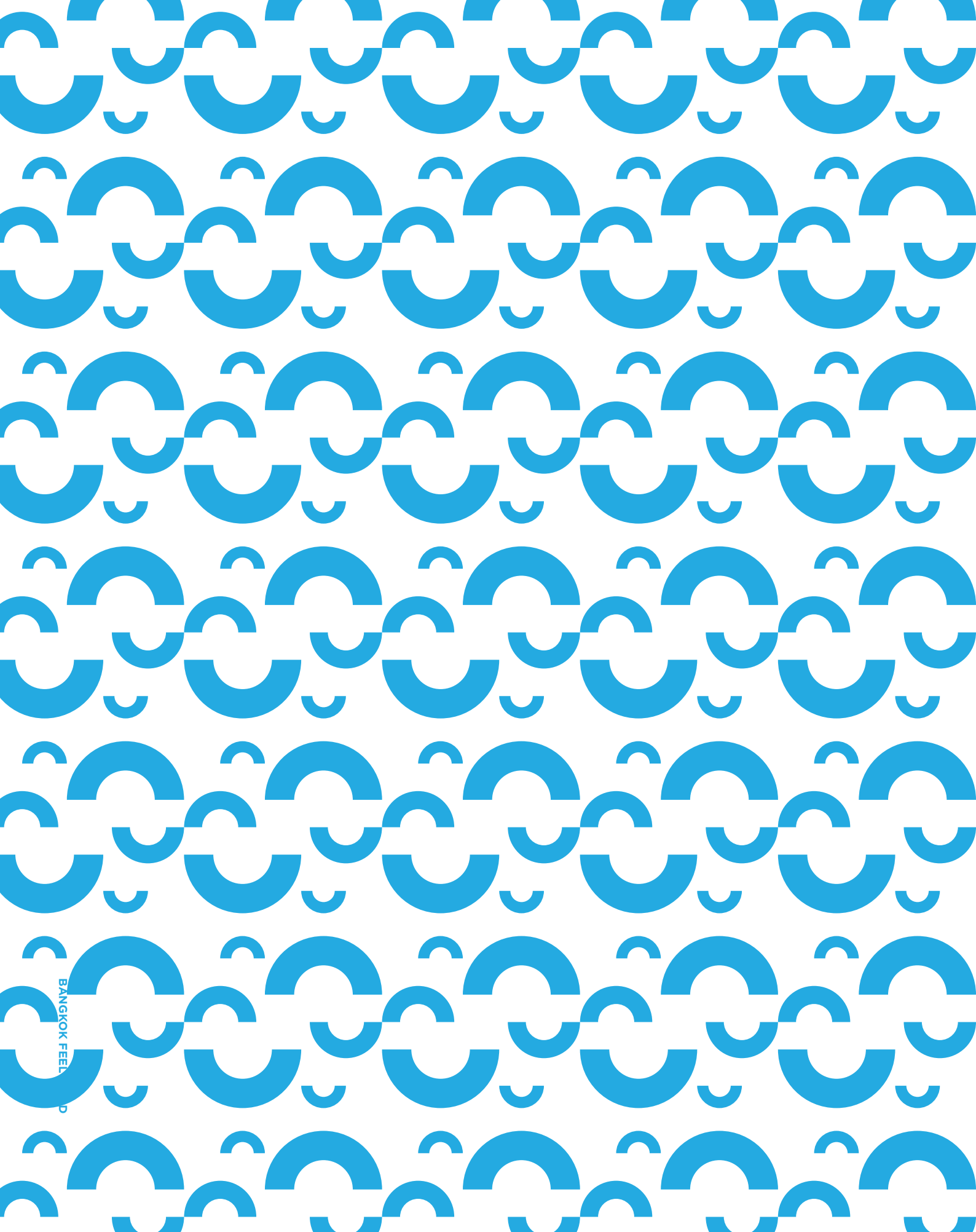
The theme of this exhibition,

“Bangkok Feel Good :-> Feel good Bangkok”,

will lead to inspiration and new perspectives for artists and designers to create “feeling good, having good things” for the creators, others and society. The exhibition will call for submissions, and we are inviting international artists and designers to join our exhibition. The works presented and displayed will be reviewed by experts. This is a significant opportunity to exchange knowledge, experiences and cultures of all artists and designers in all generations, which will be beneficial for the development of the creative industry in the future.







## FOREWARD

As we mark the 34th year of the Faculty of Fine and Applied Arts at Bangkok University, we are excited to present an exhibition that embodies our vibrant community of alumni artists and designers, academics, and students across Generations X, Y, and Z.

This showcase presents the diverse, inspiring works of our creative community. Each piece tells a unique story, reflecting the artist's journey through the ever-evolving landscape of art and design. It offers a window into diverse artistic journeys, highlighting the dynamic interplay of tradition and innovation at the heart of our work.

Join us in this meaningful journey, as we celebrate our past and look forward to a future filled with even more creativity and collaboration.

**Pattarawut Subyen, Ph.D**  
**Dean**

Faculty of Fine and Applied Arts, Bangkok University





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| 30 | 999 HOLY SIRIMONGKOL           |
| 32 | AUSPICIOUS 108                 |
| 34 | BANGKOK FEEL GOOD              |
| 36 | BANGKOK: NOPPHARAT RATCHATHANI |
| 38 | BANGKOK SNOW GLOBE             |
| 40 | BLOOMING (BLUE)                |
| 42 | BOONYA STATIONARY SETS         |
| 44 | CONVERSATION                   |
| 46 | ENDORPHINS                     |
| 48 | FLYING OVER BANGKOK            |
| 50 | FRIENDLY BANGKOK               |
| 52 | HONG KONG LOVE STORIES         |
| 54 | HUNTING LIONS                  |
| 56 | LAK LON JAI                    |
| 58 | LET'S PLAY                     |
| 60 | ME & ALL MY GOOD FEELING       |
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| 64 | POSITIVE THROUGH BANGKOK       |
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| 68 | SCENE OF COGNITION             |
| 70 | SHINING SHADOW                 |
| 72 | THE LIVING CANVAS              |
| 74 | THOUGHT FACTORY                |
| 76 | UNVEILING HAPPINESS            |

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| 96  | ENJOY THE NIGHT<br>OF THAILAND     |
| 97  | FURNITURE IN BKK PARK              |
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| 102 | YOU AND ME.<br>PLANTS AND FLOWERS. |
| 103 | 女 (nǚ)                             |



## FACULTY



## ALUMNI



## STUDENTS

|                  |    |
|------------------|----|
| ADD              | 80 |
| HELLO BANGKOK    | 81 |
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| SUPERSTAR        | 88 |
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1

# INTER- NATIONAL ARTISTS

# ABSENCE OF THE TEA MASTER

Akane Nakamori  
Margret Wibmer

<https://www.margretwibmer.eu/video/absence-of-the-tea-master/>

YEAR

2013

-

DIMENSION

4'49" cm.

-

TECHNIQUE

Digital Video



Absence of the tea master performed and filmed at Ishikawa Nishida Kitaro Museum of Philosophy in Japan, is a collaborative research project between Austrian artist Margret Wibmer and Japanese curator and artist Akane Nakamori. This transcultural collaboration explores the

value of traditions and rituals in contemporary culture, the influence of globalization on perception of culture as well as the relation between ancient traditions (tea ceremony) and gender roles.

# INNER VOICE

<https://www.ebru.jp/earmind>

YEAR

2022

-

TECHNIQUE

Videography

EbRu

Amanda Ho

INTERNATIONAL ARTISTS



15



Special video for EARMIND, a wireless earphone brand that clad in art. The story is about a woman who visits an old mansion and discovers her true self by clad in a wireless earphone 'Sound Art Piece', which she picks up under the guidance of the mansion's owner.

FEEL GOOD BANGKOK

# MASKS OF THE CALUSA

Damain Alexander Fox

## YEAR

2023

-

## DIMENSION

50 cm tall x 40 cm wide  
x 6 Masks

-

## TECHNIQUE

Woodcarving,  
Painting



16



The indigenous inhabitants of my hometown were a people called the Calusa. They had a complex religion based on the animals of the region, a verdant estuary teeming with wild-life. These people refused to be colonized by the Spanish invaders, and despite aggressive efforts to force them to convert to Christianity, the Calusa remained steadfast in their devotion to their naturalistic gods. Though they pushed the conquistadors back and defended their territory for over a century, they eventually succumbed to diseases brought from Europe, and the Calusa and their religious traditions have completely vanished. All that remains of this

civilization are the stories told by their oppressors, describing zealous priests wearing colorful animal masks as well as their prowess in battle.

These stories have always fascinated me, and I grew up with the idea of these animal spirits laying dormant and silent, waiting for their worshipers to return and honor them. With this collection, I used my knowledge of regional biology and imaged a pantheon of deities the Calusa might have revered. Historians may never know the true story of these people, but I hope to keep a flicker of their ferocity and honor alive by creating something to spark interest in their memory.



# POK POK, A SOI CONVENT PROJECT

Gabriel Camelin

Digital Communication Design  
Programme, Silpakorn University  
International College

camelin\_g@silpakorn.edu

**YEAR**

2021

-

**DIMENSION**

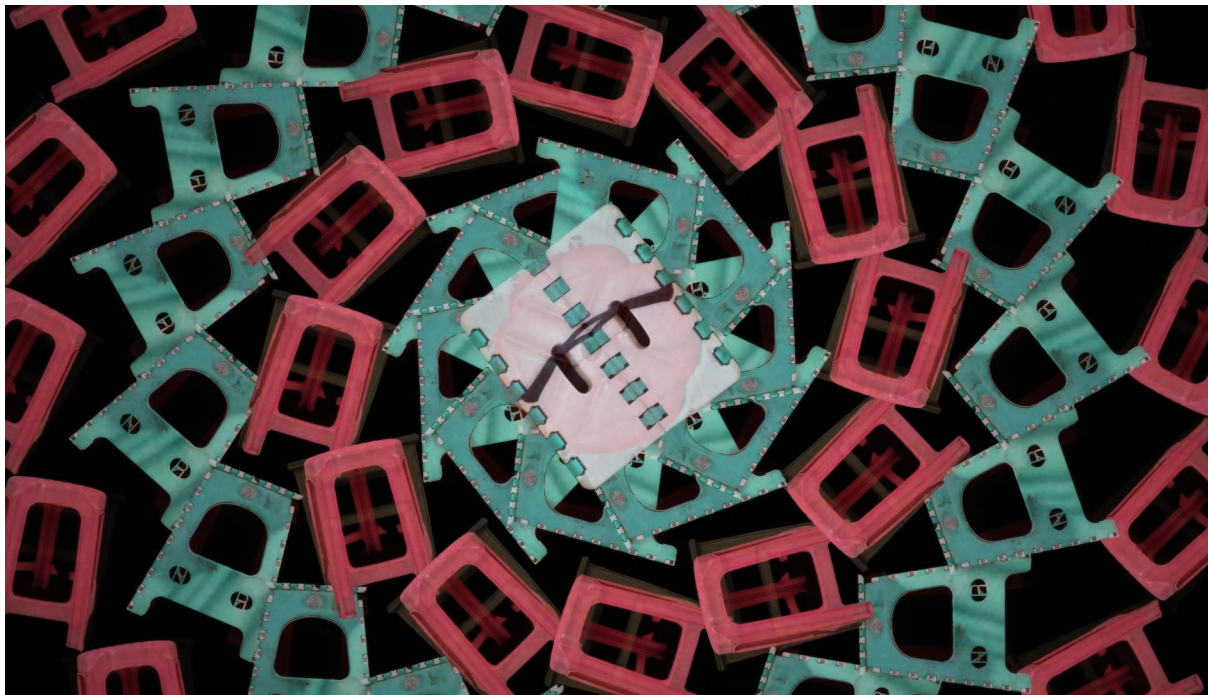
1920 x 1080 pixel

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**TECHNIQUE**

Video-Collage,  
Animation

INTERNATIONAL ARTISTS



17



“Pok Pok” is a short video tribute to the cultural diversity of the residents and people from Soi Convent, an area in Bangkok deeply impacted by Covid, gentrification, and economic shifts. Through collage and stop-motion animation, the video flips the roles and scales, highlighting the people of Soi Convent and giving visibility and prominence over the offices and infrastructure that surround them.

The video also celebrates the community’s resilience and adaptability in the face of social and economic change. The title “Pok Pok” refers to the sound of the mortar used by Somtum vendors, a popular food among taxi drivers, office workers, and construction workers in the area.

FEEL GOOD BANGKOK

# STITCH YOUR NAME

Sae Shimizu

YEAR

2023

-

TECHNIQUE

Videography



Time-consuming and repetitive tasks, such as sewing and knitting, prepare our thoughts and enable us to weave it. Since the 1970s, handicrafts have become a tool used to expose social issues including women's rights, human rights, capitalist and neoliberal oppression and environmental destruction. Betsy Greer (1975–) named the artistic practice of 'Craftivism', in which oppressed people unite in solidarity and challenge the overthrow of social structures by incorporating 'handicrafts' into their daily lives. In "Stitch Your Name", participants embroider their 'own name'

and discuss the story of each name while embroidering with other participants. 'Name' is a familiar topic for everyone, and also a symbol of attributes such as nationality, race, gender, class, and religion. The curatorial concept is informed by Intersectionality, so the importance is placed on mixing with people of different nationalities and genders. Individual stories come and go on the table, then it becomes possible to imagine the social and political issues behind each one and also leading into meaningful empowerment.



# THOUGH MILES APART

Annie Sungkajun,  
Jinsil Hwaryoung Seo



## INTRODUCTION

"We comfort ourselves by reliving memories of protection. Something closed must retain our memories, while leaving them their original value as images."

- Gaston Bachelard, Poetics of Space

Memory and the act of reminiscing plays a big role in forming people into the individuals that they are. Specifically, autobiographical memory refers to memory that is specific to the self and of their personal experiences. We can tell stories of the places we've lived and the visual imagery with it, e.g., the greenery of the garden in the backyard and the actions that would take place, such as smelling newly blossomed flowers. These experiences "are the content of the self and define who we are, who we have been, and, importantly, who we can yet become" [3]. However, as time continues to pass, the ability to retain memories begins to deteriorate and it is left to the individual to fill in the gaps. Therefore, the act of reminiscence becomes important.

Reminiscence refers to the act of recalling memory and prior events and experiences [5]. It is suggested that review of one's personal life enhances positive emotions [6] and is also considered as medical therapy in mental health to conditions such as memory impairment and depression [4]. The act of reminiscing is not just for older adults but can be effective for younger adults as well. Bryant, Smart, and King conducted studies in regard to boosting happiness through positive reminiscence and found that happiness was increased in groups that reminisced using imagery [2].

Though Miles Apart was created from the artist's own desire to use reminiscing as a shared activity in her artwork. Having experienced loss within her family, she utilizes memory to recall good times that were shared. In realizing that memory can be a shared experience among people, she collected different memories from her colleagues of different cultures and asked them to share their own narratives, through images and video. Through this interactive installation and the process of reminiscing, people of different backgrounds can learn about the memories of others and share their own, potentially realizing shared similarities, despite the differences.

## INSTALLATION

Though Miles Apart is an interactive installation that invites audience to physically touch soft sensors to engage with five culturally diverse memories from five individuals. When an audience member approaches to the installation, five soft pebble-like objects glow to attract their attention. As the

Illinois State University

asungka@ilstu.edu

## YEAR

2019

-

## DIMENSION

152 cm in diameter

-

## TECHNIQUE

Arduino, conductive thread, LEDs, projection, fabric, poly-fil stuffing

participant kneels down to touch one of the glowing sensors, a designated video narrative is projected onto the pond-like surface and will play once it is done or until the participant plays another video.

The installation consists of five videos made from the memories of international female art students from Peru, South Korea, the United Arab Emirates, America, and Thailand. These women shared their memories of their place of origin and, with them, the stories that came from them.

The installation's design is reminiscent of a circular pond, with soft pebble-like forms outlining the border. Within the space, polyfill obscures parts of the projected image and acts as a 'fog' in order to cloud the memory shown. It is encouraged for participants to push away at the fog, to gain clarity of the imagery. Calling back to the inspiration's notion of the moon, the glow of the projection mimics the glow of a moon on a pond's surface.

## OBSERVED PARTICIPANTS' EXPERIENCES

The aim of this installation was to involve participants in a meditative space that provided an enjoyable, nostalgic experience. It is through interacting with the installation and the people amongst themselves that they can share their personal memories and can empathize with each other's story. The interaction itself is ambient and also made to be patient, as the participant's hand must linger in order for the corresponding memory to play. Each memory varies in its content to allow a full experience that anyone could relate to.

The project was exhibited at a local art event. During the exhibition, I was able to observe audience members' interactions with the installation and receive their feedback. It provided me to understand the intersubjective quality of this project. Overall, visitors enjoyed the heartwarming sentiment that the piece provided. Several would make note on how they needed to preserve their own footage from childhood and would attempt to do so when they went home. Others were touched and would express their awe, commenting how "it would be a great gift to give to someone", as a means to let them know that they are missed or currently thought of.

## FUTURE DESIGN OPPORTUNITIES

Gathering from what was learned through the preliminary evaluation, some things to address are the sensitivity of the touch sensors and the height of the installation itself. Through observation, the capacitive touch sensors can be arranged to

pressure sensors, given the varied nature of people's touch. By potentially using pressure sensors, people would be able to handle the puffs in any way they please, rather than the need for a full-palmed grasp.

To accommodate those that do not feel comfortable with crouching or kneeling, the height of the installation should be raised to at least average hip level. Therefore, people won't have to feel uncomfortable or hesitate and can interact with the installation without qualms.

As a future design opportunity, it was noted by a few visitors that they would like to see their own memories projected into the space. I would like to update the system in the future to incorporate these design fixes, while also allowing the user to upload their own photos or videos into a server so that they can see it projected. To continue with the ambient evocation, it would be ideal for the footage to have a delay in their process, so that the response is not immediate. It would need to be ex-

plored what sort of control interface would work with the soft, tangible installation so it doesn't disconnect the visitor from the experience.

#### CONCLUSIONS

Though Miles Apart explores the act of reminiscence through projected imagery of memories from people of different cultures. While the memories were individualized to the person that provided it, visitors of no relation are still able to extract their own nostalgia through the footage and conversation. The concept was realized as a soft, tangible interface to mimic the setting of a pond in moonlight. Reflecting Shuidiao Getou's moon and through the process of reminiscing, though we may be miles apart from the people we share memories with, we are still able to share the beauty of them together.

We hope to expand the installation so that more participants can access the project more comfortably and to provide added interaction of uploading individual's memories into the space.



- [1] Bryant, Fred B., Colette M. Smart, & Scott P. King. (2005) Using the Past to Enhance the Present: Boosting Happiness Through Positive Reminiscence." *Journal of Happiness Studies* 6, no. 3: 227-60. doi:10.1007/s10902-005-3889-4.
- [2] Conway, M.A., & Williams, H.L. (2008) Autobiographical Memory. *Learning and Memory: A Comprehensive Reference*, 893-909. doi:10.1016/b978-012370509-9.00135-2.
- [3] Hsieh H.F., Wang J.J. (2003) Effect of reminiscence therapy on depression in older adults: A systematic review. *International Journal of Nursing Studies* 40, 4, 335-345.
- [4] N., Sam M.S., REMINISCENCE. *PsychologyDictionary.org*. April 28, 2013. Accessed May 22, 2019. <https://psychologydictionary.org/reminiscence/>.
- [5] Pasupathi, Monisha, & Laura L. Carstensen. (2003) Age and Emotional Experience during Mutual Reminiscing. *Psychology and Aging* 18, no. 3, 430-42. doi:10.1037/0882-7974.18.3.430.

# YES! MIRROR

<https://www.yoniishappy.com>

yonishappy@yonishappy.com

YEAR

2023

-

DIMENSION

40 x 32 cm

-

TECHNIQUE

Acrylic mirrors  
on wooden board

Yoni Alter

INTERNATIONAL ARTISTS



21



Part of a series of typographic sculptures that convey optimistic messages.

The viewer looking at the sculptures sees his/her colourful reflection and is being reminded to say "yes!" more often.

FEEL GOOD BANGKOK



# GUEST LECTURERS



# RE-ROCK

Qualy Design

o.wanprae@gmail.com

YEAR

2023

-

DIMENSION

200 x 200 cm.

-

TECHNIQUE

Recycled Plastic

Thirachai Supamethikulwat



Nature has lost its balance when humans have no responsibility for consumption. Starting with using a large number of natural resources quickly and continuously without considering the repercussions, including pollution in the environment.

Rerock is a rock made from abandoned plastic waste, with the goal of reducing the extraction of natural rock from nature, while also reducing the plastic waste that is needed to be managed.

Rerock is designed to produce with as little energy as possible (less than 150°C to form the shape), without creating pollution, and leaving no waste unused. When compared to natural rocks, Rerock is lighter in weight and requires fewer pieces to cover the same amount of area. Additionally, once Rerock is used, it can be recycled repeatedly, contributing to its sustainable nature.

# NEXT STATION PUNNAWITHI

wipawee.meec@gmail.com

YEAR

2023

-

DIMENSION

120 X 120 cm.

-

TECHNIQUE

Digital Print, Paper

Wipawee Meechana

GUEST LECTURERS



25



Looking out the skytrain windows while going back home to Punnawithi in order to recharge energy and get ready for tomorrow.

FEEL GOOD BANGKOK

# STEMPING CHAIR

THINKK Studio

[info@thinkkstudio.com](mailto:info@thinkkstudio.com)

YEAR

2022

-

DIMENSION

45 x 45 x 78 cm.

-

TECHNIQUE

Mold Stamping

Ploypan Theerachai  
Decha Archjananun



This chair is inspired by the steel chair usually used in the open-air theater in Thailand in the 70s. The corrugated structure, along with the perforated texture of the metal sheet, gives the chair a light weight, yet still strong enough to sit on.



# WAT WA UMBRELLA

Silawat Virakul

Faculty of Fine and Applied  
Arts, Bangkok University  
saran.t@bu.ac.th

## YEAR

2023

-

## DIMENSION

72 X 96 X 96 cm.

-

## TECHNIQUE

Printed Polyester  
Fabric with UV  
Coating

GUEST LECTURERS



Wat Wa Umbrellas, the portable folding umbrellas, Thai-style design products from the Holen brand. They are designed under the concept of 'Rom-Yen-Be-Happiness' inspired by the beautiful temple roof tiles that are Thai identity. The temple roof tiles are designed to the patterns on the umbrellas to convey the meaning of prosperity, blessings of happiness and brightening the user minds as if entering a temple. In addition, the patterns on the umbrellas and their cases have the giant monkey

characters from the Ramayana story. These giant monkeys are meant to protect and keep the users safe from harm. These works represent and emphasize the feeling of fun and bright, which create a good mood for those who use or see them. It is the souvenir products from Thailand. One could buy for himself or for someone else. These design products serve as a means to promote Thai temple architecture worldwide.

FEEL GOOD BANGKOK



**FACULTY**

# 999 HOLY SIRIMONGKOL

Dhanyhaploy Nutkasem, DFA.

Faculty of Fine  
and Applied Arts,  
Bangkok University

dhanyhaploy.n@bu.ac.th

## YEAR

2023

-

## DIMENSION

120 x 120 cm.

-

## TECHNIQUE

Print on canvas  
(Marbling art and  
graphic design)



## INTRODUCTION

Spirituality has been linked to positive emotions such as love, compassion, and forgiveness, which are crucial for well-being (Emmons & Paloutzian, 2003), and has been shown to promote mental health and happiness (Koenig, 2012). Incorporating spiritual practices like the use of holy water into daily life can enhance emotional and spiritual fulfillment. Thai holy water, or “Nam Mon”, is a precious material in Thai Buddhism believed to have cleansing and safeguarding properties. Using sacred water in artistic creations can convey cultural views and improve people’s emotional and spiritual well-being. This study created nine works of art using the marbling art method and provided nine samples of packaging for holy water products as an aesthetic and original concept for this group of works.

In Thai society, going to nine shrines in one day is considered lucky and beneficial due to the number’s significance in Thai culture as it sounds similar to the term for development or advancement. Using sacred water in artistic creations can convey cultural views and enhance emotional and spiritual well-being.

This research suggests that using sacred water in art can convey cultural views and enhance emotional and spiritual well-being. Nine works of art using the marbling art method were created, and samples of packaging for holy water products were provided as an original concept.

## METHODS

The present study collected data through a literature review and field surveys conducted at nine temples in Bangkok. The collected data was analyzed to create the design for this research. The design process employed the marbling art technique and graphic design, utilizing the wave effect that resembles the movement of water.

## CONCLUSIONS

The artistic exploration of “999 HOLY : SIRIMONGKOL” demonstrates how sacred substances, specifically the holy water from nine temples, can serve as a powerful medium for expressing cultural beliefs and enhancing the emotional and spiritual well-being of individuals. This project highlights the importance of incorporating cultural traditions and beliefs into artistic practices for cultural preservation and positive emotional experiences. The study provides a unique approach to exploring the intersection of art, culture, and spirituality and suggests potential avenues for further research in this area.

Graphics on packaging will be organized using the keyword discovered during the creative process, and the colors used in the artwork will be selected based on the hues of each sanctuary. The mixture will be circular in form, simulating the way that ripples of water, evoking a sense of holistic well-being.

Emmons, R. A., & Paloutzian, R. F. (2003). The psychology of religion. *Annual Review of Psychology*, 54, 377-402.

Koenig, H. G. (2012). Spirituality and health research: Methods, measurements, statistics, and resources. West Conshohocken, PA: Templeton Press.

Park, C. L. (2010). Making sense of the meaning literature: An integrative review of meaning making and its effects on adjustment to stressful life events. *Psychological Bulletin*, 136(2), 257-301.

Rattanakosin Island Community, Silpakorn University. (n.d.). Retrieved March 11, 2023, from <http://www.resource.lib.su.ac.th/rattanakosin/index>

Thapra Library, Silpakorn University. (n.d.). Retrieved March 11, 2023, from <http://www.thapra.lib.su.ac.th>

Wat Pho Thai Traditional Medical and Massage School. (n.d.). History. Retrieved March 11, 2023, from <https://www.watpho.com/th history>





|   | Temple Name  | Story/Significance  | Keyword  | Color from Temple |
|---|--|---|--|-------------------|
| 1 | Wat Kalayanamitr Varamahavihara                            | Luck, prosperous business, enhancing auspiciousness, safe travels, and having good friendly relationships.                              | Luck ,Business<br>Safe Travels<br>good relationships |                   |
| 2 | Wat Pura Chettuphon Wimon Mangkhalaram Ratchaworamahawihan | Brings happiness. May you be blessed with love, the ability to let go of past grudges, and the ability to cut ties with old lovers.     | Peaceful<br>Happiness<br>Love                        |                   |
| 3 | Temple of the Emerald Buddha                               | Prosperity in work duties, living life with happiness and prosperity, and good health.  | Work Happiness<br>Health                             |                   |
| 4 | Wat Ratchabophit Sathitmahasimaram Ratchaworawihan         | About love and also a temple where wedding ceremonies can be held here.   | Love   |                   |
| 5 | Wat Suthat Thepphawaram Ratchaworamahaviharn               | Good physical and mental health, financial stability, good luck, and successful business will lead to prosperity in trade and commerce. | Happiness<br>Joyfulness                              |                   |
| 6 | Wat Saket Ratchaworamahawihan                              | Remarkable qualities of metta (loving-kindness) and compassion, and advances in his work to promote growth and prosperity.              | Career growth<br>Generosity<br>Loving-Kindness       |                   |
| 7 | Wat Ratcha Natdaram Worawihan                              | Prosperous business, abundant trade, and wealth.  | Business<br>Wealthy                                  |                   |
| 8 | Wat Chana Songkhram  | The King of Siam went to war and triumphed on every occasion, and he personally placed this Buddha image.                               | Victory<br>Power<br>Merit blessing                   |                   |
| 9 | Wat Bowonniwet Ratchaworawihan                             | "Phra Phiriphiphannat" is a Buddha image that grants blessings, and even the enemies are defeated.                                      | Victory<br>Defeat of the enemy                       |                   |

# AUSPICIOUS 108

Nantarat Kaewrattanaamphon



## INTRODUCTION

This project explores the fascinating world of “Wai-pra 9 wat”, a traditional Thai practice with deep roots in Buddhism. This cultural ritual is centered around honoring Buddha by visiting nine different temples, providing a unique opportunity to explore Thai culture’s rich heritage and spirituality. The exhibition’s theme, “Bangkok Feel Good,” is a guiding principle, connecting the project to the broader concept of “Mogkol 108”, which represents the 108 auspicious symbols found in Buddha’s footprint. These symbols are believed to bring fortune and prosperity, making them a fitting focus for this artistic endeavor.

## METHODS / CREATIVE PROCESS

First, the artist embarks on an immersive journey to visit and experience each of the nine temples listed below, drawing inspiration from their unique characteristics:

Wat Arun Ratchawaram Ratchawaramahawihan  
 Wat Rakhangkositaram Woramahaviharn  
 Wat Chanasongkhram Ratchaworamahawiharn  
 Wat Suwannaram Ratchaworawihan  
 Wat Dusitaram Worawihan  
 Wat Phra Chetuphon Wimon Mangkhalaram  
 Rajwaramahawihan  
 Wat Phra Si Rattana Satsadaram  
 Wat Pavaranivesh Vihara Ratchawarawihan  
 Wat Suthat Thepwararam

Second, the artist employs soil as a medium to gather impressions from each temple, effectively preserving their unique essence and creating a tangible connection to the sacred spaces.

Third, the low-relief graphics are created to represent the collected impressions visually

Faculty of Fine  
and Applied Arts,  
Bangkok University

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## YEAR

2023

-

## DIMENSION

100 x 120 cm.

-

## TECHNIQUE

Mixed Media,  
Thai Clay

from the temples, incorporating various artistic elements such as tile designs, wall decorations, or statues.

Fourth, the low-relief graphics, which capture each temple’s essence, are skillfully integrated into a mixed-media composition. This composition combines various artistic elements and techniques, allowing the artist to create a cohesive and visually engaging representation of the temples’ unique characteristics.

Fifth, the mixed-media composition is thoughtfully organized into a grid consisting of 108 cells, a number that holds significance in Buddhism. Each cell in the grid showcases an element of the low-relief graphics, embodying symbols of fortune. Furthermore, prosperity was inspired by the temples visited. This arrangement pays homage to the “Mogkol 108” auspicious symbols in Buddha’s footprint. It creates a visually harmonious and engaging presentation that reflects the spiritual and cultural richness of the Thai Buddhist tradition.

Six, the final product, a mixed-media composition organized into a grid of 108 cells, not only captures the essence of each temple but also reflects the distinctive form of Rattanakosin Island, the historic heart of Bangkok.

## CONCLUSIONS

In conclusion, this project skillfully blends artistic expression with the spiritual and cultural significance of the “Wai-pra 9 wat” tradition, creating a captivating representation of Thai Buddhism. It showcases the power of art to connect individuals with the heritage and values that have shaped a cherished cultural tradition, bridging the gap between past and present.





# BANGKOK FEEL GOOD

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YEAR

2023

-

DIMENSION

50 X 50 cm.

-

TECHNIQUE

Print Media (Poster)



## INTRODUCTION

According to Sarah Hyndman (2016) , using appropriate typography can influence the emotions of readers positively, making them feel happy. This research project aims to explore the sentiments of individuals who are not native to Bangkok or who reside outside the city, towards the urban landscape of Bangkok. While Bangkok is often perceived as a vibrant and lively metropolis, the perspectives of its inhabitants differ significantly. The bustling nature of megacities, coupled with the diminishing green spaces and exposure to environmental pollution, contribute to a perception of Bangkok as a somber and monotonous city. Nevertheless, it is important to acknowledge that Bangkok possesses its own distinctive allure and offers colorful facets, encompassing its cultural heritage and concealed treasures, even within the shadows. By recognizing and considering both aspects, this study endeavors to provide a comprehensive understanding of Bangkok for individuals residing outside the city.

## METHODS

By synthesizing the essence of the typeface's origins with a modern aesthetic approach, "Bangkok Feel Good" emerged as a distinctive typographic set, visually representing the vibrancy of primary colors while also showcasing the nuanced grayscale variations that arise in the absence of color. This creative work requires audiences to look through a lens on a mobile phone to see the gray-color effect representing the hidden perspective of vivid Bangkok.

## CONCLUSIONS

In conclusion, as residents of Bangkok, we perceive our city as shades of gray, highlighting the challenges of urban living, the loss of natural spaces, and the impact of pollution. However, beneath the surface, Bangkok remains a city with its own distinct charm and vibrant pockets of life. By acknowledging both the grayness and the colorful aspects of our city, the researcher hopes to paint a more complete picture of Bangkok for those who may wish to see the city through a different lens.

Hyndman, S. (2016). Why Fonts Matter: a multisensory analysis of typography and its influence from graphic designer and academic Sarah Hyndman. Random House.



พบกับ  
คอน  
เสิร์ต  
วงโยธวาทิต  
ของ  
โรงเรียน  
อัสสัมชัญ

# BANGKOK: NOPPHARAT RATCHATHANI

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YEAR

2023

-

DIMENSION

150 x 190 cm.

-

TECHNIQUE

Printed Matter



## INTRODUCTION

The name “Krung Thep Mahanakhon Bovorn Rattanakosin Mahinthara Ayutthaya Mahadilok Phop Noppharat Ratchathani Burirom Udom Ratchaniwet Mahasathan Amon Piman Awatan Sathit Sakkathattiya Witsanukam Prasit” was given in the Chakri dynasty by His Majesty King Phraphutthayotfa Chulalok (Rama I), who founded “Bangkok”, the capital of Rathanakosin era on April 23, 1782. Later, His Majesty King Mongkut (Rama IV), changed the name from “Bovorn” to “Amon” Rattanakosin. The meaning of the given name translates as “City of angels, the great city of immortals, magnificent city of the nine gems, the seat of the king, city of royal palaces, home of gods incarnates, erected by Visvakarman at Indra’s behest.”

The new typeface is arranged in a grid pattern over the map of Rattanakosin Island to further emphasize the significance of Bangkok as the “City of Angels” or “Rattanakosin.” This reference to the island’s city plan, which divides the capital into two parts surrounded by water, reflects the city’s historical importance as the ancient capital of Thailand. The inner city of Rattanakosin Island houses the Grand Palace and other significant landmarks. The design of “Bangkok: Noppharat Rajathanee” draws on both the historical and modern significance of the capital city, as well as the intricacies of its urban design.

## METHODS

The conceptual framework of this creation is Practice-based research with the basis on the Communication Design process. The design process of “Bangkok: Noppharat Rajathanee” involved the application of principles of graphic design to typography and layout in various print media. The design team drew inspiration from the elongated name of Bangkok’s capital city and its historical significance as a metropolis.

“Noppharat Rajathanee” was extracted from the name and elaborated upon to encapsulate the concept of

the city’s magnificence, an idea conveyed through a composition of nine gemstones: Diamond, Ruby, Emerald, Topaz, Garnet, Sapphire, Moon Stone, Zircon, and Cat’s Eye. The diamond, in particular, was selected to represent the preciousness of all nine gems. The designers also created a new Thai typeface by adapting the American Ideal Proportion Diamond Shape Cut to the proportions of the word “Noppharat.”

## RESULTS AND DISCUSSION

This design project, “Bangkok: Nopparat Rajathanee,” created unique Thai typography and print media showcasing the full name of Bangkok on a map of Rattanakosin Island. The design represents the beautiful and valuable capital city, a centre of enlightenment for the country, using a design principle emphasizing the phrase “Nopparat Rajathanee” to highlight the project. Therefore, in this Bangkok City Type Map Poster creative work, the designer has learned that Bangkok is the capital city with the longest name in the world. It is the capital city with water surrounding the inner city. In addition, the capital is beautiful like a gem, like a diamond that shines all the time.

## CONCLUSIONS

The design process of this series, “Bangkok: Nopparat Rajathanee,” is a practice-based research work that stems from the concept of communication design. It is based on the knowledge gained from studying Bangkok’s full name and history. This approach creates a unique and original design that conveys the meaning of the city’s beauty and cultural significance as the centre of the country that radiates its brightness throughout the kingdom.

Furthermore, in addition to media design, this typography’s design can also be extended to the pattern design on clothing or various items such as bags, cups, and jewellery, which can be shaped as letters. The typography design is versatile and can be utilized in multiple applications.



# BANGKOK SNOW GLOBE

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YEAR

2023

-

DIMENSION

25 X 75 cm.

-

TECHNIQUE

Crystal Ball, Wood,  
Video One Channel



## INTRODUCTION

Human memory is like a private treasure. There are some memories that we want to keep secret, while others we want to pass on to others so they can enjoy the good stories as well. The creator came up with the idea of snow globes as a suitable medium to preserve the atmosphere and pass on the happiness received because snow globes represent childhood memories and serve as a metaphor for the days gone by in literature and on screens (Deshpande, 2022).

In this creative work, the snow globe conveys the story of the happy atmosphere of people in a park located in Bangkok. This atmosphere is hidden inside the snow globe, stored on wall shelves as though it still serves to decorate the house. If we look at the snow globe superficially, it may seem like just a worthless souvenir. However, sometimes we still use it as a memory that we want to collect and pass on, as good stories for visitors to appreciate.

## METHODS

The creators started by reviewing the media selection they wanted to use in their presentation, both in print media and animation. They considered the suitability of using media with the content they wanted to present. They then came up with an idea of using glass balls as objects to tell stories and capture the story of the happiness that happened in the city of Bangkok. The media used in telling the story is a video. After getting the guidelines and media for the presentation, they prepared to find all the materials and equipment needed to install the exhibition, including a crystal ball, video display screen, DVD player, and wooden shelf. They experimented with different sizes of crystal balls and determined that the 10-centimeter size crystal ball was the most convenient and suitable for use in display installations. They chose a 7-inch screen to display video images through the glass ball and selected a DVD player that could create a simulation of the decoration of the picture in the house. Finally, they applied a wooden shelf model, set all sizes, and hired a carpenter to build the wooden shelf as specified.

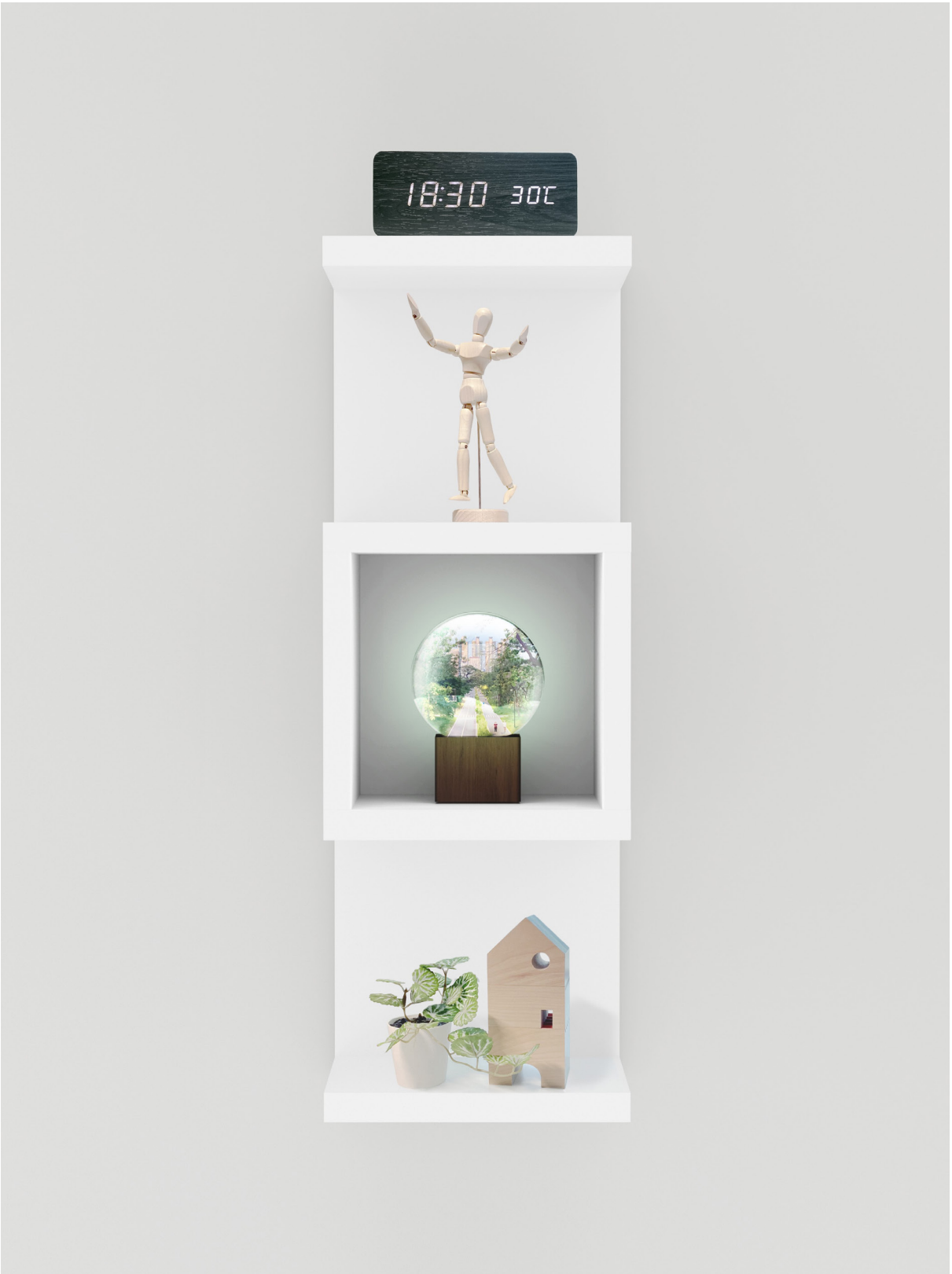
While preparing the necessary equipment, the creators recorded the desired atmosphere and then edited, retouched, and composed the image on the computer using image editing programs and techniques with Adobe After Effect program, Adobe Photoshop, and Adobe Illustrator program. They then burned it onto a DVD and tried it out with a DVD player to identify any problems before installing it to display.

Finally, when the equipment was complete, the creator simulated the installation to arrange the composition and explore various errors before displaying the work in the exhibition.

## CONCLUSIONS

When creating a work like this, it is important to be mindful of potential obstacles that can distort the image seen through the snow globe. The properties of the snow globe can result in a relatively high magnification, which can make it difficult to see the details of the display screen without distortion, ultimately affecting the composition. Two factors that can cause these problems when viewing the work are the size of the selected crystal ball and its position in relation to the display screen. Using a larger crystal ball can increase the viewing area and reduce distortion, while positioning the crystal ball too far from the screen can result in a blurry or even inverted image. Therefore, it is necessary to attach the crystal ball close to the screen, allowing the display's light bulb to be seen in the composition of the work. Despite these technical considerations, the core ideas, content, and issues that the creator aims to communicate in the work remain effective and serve their intended purpose.

Deshpande, M. (2022). Snow Globes: A Very French History. [weblog]. Retrieved March 15, 2023, from <https://misadventure-swithandi.com/snow-globes>



# BLOOMING (BLUE)

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YEAR

2023

-

DIMENSION

200 X 80 cm.

-

TECHNIQUE

Textile Surface  
Design / Denim



## INTRODUCTION

Every morning, when users open the “Application Line” app, they are greeted with messages of congratulations from their acquaintances. These messages are conveyed through beautiful images of various flowers accompanied by heartfelt words of encouragement. This daily ritual provides the necessary motivation to face the challenges of the day ahead, making it easier to tackle any obstacles that may arise.

This unique source of inspiration has not only had a positive impact on people's daily lives, but it has also been utilized to create innovative designs for men's clothing. Designers have been drawing on the intricate and vibrant patterns found in the flowers featured in the app to create unique and eye-catching pieces that are both stylish and meaningful.

From tops adorned with bold floral prints to bottoms featuring delicate petals, these designs offer a fresh and exciting take on traditional men's fashion. They serve as a reminder that inspiration can be found in unexpected places, and that even the most routine parts of our lives can spark creativity and innovation.

The use of floral patterns in men's fashion is not a new phenomenon, but the inspiration behind these designs is unique and innovative. The incorporation of flowers in men's clothing challenges traditional gender norms and promotes a more inclusive fashion industry. This trend is gaining popularity in the fashion world, and it is likely to continue to evolve and inspire new designs.

## METHODS

The process used to create menswear designs inspired by blooming flowers may include the following steps:

Researching and analyzing trends in the use of floral patterns in men's fashion by gathering information from targeted sources such as top fashion brands, fashion designers, and fashion shows

Finding inspiration from blooming flowers by observing their colors, patterns, and characteristics both inside and outside the flower to use as inspiration for designing clothing

Designing using computer software or sketching on paper to create designs for menswear inspired by blooming flowers

Selecting suitable materials and colors for creating menswear inspired by blooming flowers such as silk, linen, or synthetic fabrics that can be blended with the floral pattern

Cutting and sewing the clothing using a sewing machine or by hand, using the designed pattern as a template

Checking and adjusting any remaining unfinished parts of the clothing

## RESULTS AND DISCUSSION

A menswear design inspired by blooming flowers represents the freshness and friendliness of nature. Using blooming flowers as inspiration for creating men's clothing showcases tenderness and romanticism. Designs may incorporate bright and comfortable, classic styles. For example, a suit or pants with beautiful flower patterns or prints resembling songs, or a jacket with fresh flower accents on the edges or adorned with floral details to make the clothing unique and interesting.

## CONCLUSIONS

The use of floral motifs in fashion design is not a new concept, but it can be a versatile tool for expressing creativity and imagination. By integrating floral patterns into designs, a balance can be struck between femininity and masculinity, creating a harmonious and unique aesthetic. Furthermore, floral patterns can imbue designs with an element of nature, which has a positive impact on human well-being. The combination of tailoring and denim fabric presents a challenge that will be tackled head-on by the project team. The versatility of denim fabric makes it an ideal choice for fashion design, while tailoring can add structure and sophistication to the garments. By combining the two, a unique aesthetic can be achieved that is both modern and timeless. In conclusion, this project explores the creation of beautiful and impactful designs using tailoring and denim fabric, with a focus on cut, proportion, and silhouette. Drawing inspiration from blooming flowers, floral patterns are likely to be incorporated into the designs. The garments will be visually appealing and comfortable to wear, and the challenge of combining tailoring and denim fabric will be tackled with creativity and expertise to create a unique and timeless aesthetic.





"Flower Power: How Men's Fashion is Embracing Floral Prints" by Jeremy Helligar, The New York Times, May 29, 2019.

"Blooming Gentlemen: A Case Study of Menswear Inspired by Floral Art" by Hui-Yun Hsu and Yi-Hua Chen, International Journal of Design, Vol. 11, No. 3, 2017.

"The Trend: Flower Power" by GQ Staff, GQ, March 29, 2018.

"Blooming Menswear: A Journey of Innovation" by Hannah LeBlanc, Fashion Institute of Technology, May 2018.

"How to Wear Floral Prints for Men" by Sophie Clark, Esquire, April 20, 2018.

# BOONYA STATIONARY SETS

Asst. Prof. Tan Pitiyanuwat



## INTRODUCTION

In the middle of the global market competition, Innovation is a fundamental that we need to create for survival. Creation of design works plays a role in creating value and differentiation of products in the creative economy. The creative economy is a process derived from intellectual capital or knowledge, which is a foundation of existing knowledge or new knowledge and applied skills of knowledge and intellectual capital to produce products and services that create tangible value (Swann, 2009). Cultural capital or soft power of South Korea has proven that cultural capital can add value to the country's economy. Also, Thailand has cultural capital and many interesting wisdoms that have not yet been applied by modern design. This is by doing a project with the brand Boonyarat Benjarong, which highlights the brand by inheriting the cultural capital of Benjarong pattern writing from the community.

Benjarong is one of the Thai wisdom, culture and heritage that represents the exquisite craftsmanship of Thai artisans. It is a type of traditional Thai porcelain that is hand-painted with intricate designs and features five colors: black, green, yellow, red, and white. The word "Benjarong" means "five colors" in Thai language. Benjarong has been a part of Thai culture and heritage for hundreds of years and is still popular nowadays. It is often painted on decorative items, such as vases, plates, bowls, and tea sets. It is also used for religious and ceremonial occasions, such as weddings and temple offerings. Benjarong is more than just a beautiful type of porcelain; it is a symbol of Thai artistry and craftsmanship. Its intricate designs and vibrant colors reflect the cultural and artistic traditions of Thailand. As such, it is an important part of Thai heritage and a valuable contribution to the world of art and culture.

The result is the creation of a design strategy for the brand Boonyarat Benjarong and a unique product that matches the behavior of urban people with Benjarong patterns, which is a storage stationery and equipment on the desk supporting the usage behavior and charging of electronic devices on the desk.

## METHODS

The way of creating works (Boonya Stationery Sets) uses product design principles, which consists of the following: 1) Opportunity Identification by meeting with the brand owner to find out the needs and selling points of the product. 2) Brief and Specification are summarized as lifestyle products with patterns from the Benjarong writing techniques. 3) Concept Design presents the concept of being a device to store stationery and desk accessories with a Benjarong pattern under sustainable

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YEAR  
2023

DIMENSION  
30 x 10 x 4 cm  
30 x 10 x 8 cm

TECHNIQUE  
Ceramic and Wood

design principles. 4) Design Development is to adjust and develop the model to suit the behavior of users 5) Detail Design is to adjust and develop patterns and production details 6) Production is to produce a product that can be customized with different patterns.

## RESULTS AND DISCUSSION

Creation of a design strategy and a product that is unique to urban people behavior with benjarong patterns in the amount of 1 work, which is a storage for stationery and equipment on the desk supporting the usage behavior and charging of electronic devices on the desk.

Boonya Stationery Sets were designed under the principle of sustainable design, which details are as follows: 1 Reduce: Designing of these products concerns choosing fine materials to ensure the products last long, and considering the material usage followed the efficiency and necessary principles. 2 Recycle: All the materials used in the design of the products are eco materials. Moreover, it is to preserve the culture of the professional craftsmanship of Benjarong pattern writing in order to sustainably generate income for the community.

## CONCLUSIONS

The design of Boonya Stationery Sets uses product design process principles that respond to the problem of the Boonyarat Benjarong brand, which needs products that have outstanding design and Benjarong pattern writing that is the brand's highlight, by working as a lifestyle product for urban people. It is used as a storage for stationery and equipment on the desk supporting the usage behavior and charging of electronic devices on the desk. under sustainable design principles

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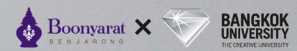
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**Boonya Stationary Sets**  
Designed by tan ptiyanuwat

[www.benjarong.net](http://www.benjarong.net)

# CONVERSATION

Asst. Prof. Khemmiga Teerapong, PhD.



## INTRODUCTION

Women in art, craft and social innovation are often the driving force of social initiatives in communities, yet suffer most from socio-cultural and economical inequalities because of their gender (O'Brien, 2019). This creative work, 'Conversation', draws from our collaborative research project entitled 'Women's leadership in designing social innovation: mutual learning in the Asia-Pacific' undertaken during February 2022 - January 2023 (see [www.desiap.org](http://www.desiap.org)). The primary aim of the research project was to deliver a leadership-focused reciprocal peer mentoring programme for 24 women [12 mentors, 12 mentees and beyond] working to deliver social impact in Thailand, Malaysia, Japan and Australia. The result of the research reveals that 'safe space' is essential for women working in art, craft and social innovation (Winter & Bramberger, 2021). From our research, the concept of 'woman's safe space' means a place for women to be treated with respect and dignity enabling their new learning and self-development. The notion of 'woman's safe space' is visualised in this creative work, 'Conversation' which is a replica of a cosy tea room for women. This tea room represents a transcultural 'safe space' to flourish meaningful conversations among women from different cultural backgrounds.

## METHODS

The research project has been undertaken using a co-design research approach (Rodgers & Yee, 2014) as a main method which allows researchers and participants to develop the research process throughout the programme. In this research, there are three distinct activities which include the 12-month long mentoring programme and two public events which are a Roundtable Discussion forum and a Public Symposium in Bangkok 2022 (see [www.desiap.org](http://www.desiap.org) and <https://www.facebook.com/desiapnetwork/>). All activities, events, interviews, focus groups and workshops were recorded as part of data collection for an evaluation. This creative work is part of the researcher's reflection and interpretation of a 'safe space' found in the research project. The replica of the tea room was made in a 1:10 scale. It presents a tea ceremony that enables

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## YEAR

2023

-

## DIMENSION

30 x 30 x 30 cm.

-

## TECHNIQUE

Miniature

conversations among women from different countries. Its furniture and decoration are representations of four different cultures where the participants come from. Pictures on the wall represent a notion of mentoring which is redefined as growing plants, and a mirror at the corner of the room refers to collective and reflective practices. 'Conversation' is a creative work that visualises what the participants and our research team have discovered during this research project.

## DISCUSSION AND CONCLUSIONS

For women in art, craft and social innovation, it is essential to have a 'safe space'. In this research, 'Safe space' is not only a place where they are protected, but it should be a space for accommodating friendship and generosity through mentoring conversations. This research demonstrates that 'safe space' can be both virtual and actual where the women can share their life experiences, learnings and practices, and also where a supportive network can develop and grow across cultures. 'Conversation' presents the importance of 'woman's safe space' in art, craft and social innovation where they can feel safe, exchange their thoughts and build their supportive networks leading to the development of their practices which create positive impacts for their families, communities, countries or across countries.

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# ENDORPHINS

Orrapavadee Serewiwattana



## INTRODUCTION

Human's body produces and releases endorphins in many ways. Creating art is one of many ways to release endorphins. Brain and hormones are related, they can translate into elements of art by using motifs and patterns. The way of using texture to create a sensory experience that triggers the release of endorphins is very intriguing. By incorporating different textures into textile art, I can create a piece that not only looks beautiful but also feels good to touch. Textures can be created using a variety of materials, such as different types of fabric, yarn, and threads. I can experiment with different techniques to create a variety of textures that stimulate the senses. For example, using soft and fluffy yarn can create a tactile experience that feels comforting and soothing, while using rougher materials like burlap or jute can create a more tactile experience that feels energizing and invigorating. By combining different textures, I can create a piece of textile art that provides a range of sensory experiences, each triggering the release of endorphins in its own unique way.

## METHODS

The idea of mapping out the texture, line and shape study from psychic brain waves' activities is a unique and innovative approach to creating art that represents the feeling of endorphins. By incorporating alpha or theta brain wave patterns, which are associated with feelings of relaxation and joy, into the design, I am creating a piece that is both visually appealing and emotionally impactful. Using raw silk and other sustainable materials to create the textures further emphasizes the importance of eco-friendly practices and reduces waste in the production process.

Some additional details that could be included to further develop this aspect of the design could be: Examples of specific sustainable materials that could be used (organic silk yarn) Discussion of how sustainability practices can contribute to the overall aesthetic and meaning of the textiles art sculpture, and how it can communicate important messages about the environment and social responsibility.

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## YEAR

2023

-

## DIMENSION

120 X 120 cm.

-

## TECHNIQUE

Mixed Media Textiles  
Art Sculpture  
( sustainability  
materials)

## CONCLUSIONS

Reflection on Textile Art's Potential. Textile art has the potential to express cultural significance and symbolic meaning while promoting sustainability and ethical practices. By incorporating traditional techniques and materials, contemporary designers can create new works of textile art that respect cultural heritage and promote social and environmental responsibility. Happiness can be defined differently by different people. Some may find happiness in material possessions, while others may find it in spiritual pursuits, personal relationships.

However, it's important that happiness is not just a result of external factors, but it is also influenced by our internal state of mind, thoughts, and beliefs. Therefore, cultivating a positive mindset and practicing gratitude, mindfulness, and other positive habits can also play a significant role in promoting happiness and well-being.

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Kate Sitka. (2016) Our Psychic Brain Waves

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# FLYING OVER BANGKOK

Attasit Aniwatchon



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## YEAR

2023

-

## DIMENSION

120 X 100 cm.

-

## TECHNIQUE

Mixed Technique

## INTRODUCTION

The imaginary plane was created as a representation of dreams, imagination and freedom to take the thoughts soaring into the sky. At the height near the clouds when looking down, the image of Bangkok below became blurry. Not like the city I used to know, it was so different from above that looked peaceful and beautiful like heaven. Even if all that happened was just a vision but it creates a positive attitude to relax from the reality of the real world.

## METHODS

The method employed in this project is to create a model airplane with a wingspan of about 1.20 meters, and combine it with symbols that represent the 4 requisites and others, such as houses, trees, Ferris wheels and happiness. All these symbols are prefabricated objects that are put together to give new meanings that corresponds to the idea that happiness can be created from the things around us.

## CONCLUSIONS

Environmental change has inevitably caused physical impacts on human beings. Over the past two years, living under a surgical mask has been a testament to learning to survive and may continue to be so until we can be sure of the safety of our own breath.

As an artist, the transmission of an optimistic attitude through works of art is like healing the mind. Both of the artist himself and also invites everyone to share their imagination together. Although it may only be a short time, the spiritual value is as great as the boundless sky that never blocks anyone's dreams. Everyone can have a dream at any time and for any occasion. As long as we need some place to escape from the chaos of the real world.





# FRIENDLY BANGKOK

Assoc. Prof. Tuksina Pipitkul, PhD.



## INTRODUCTION

The “Friendly Bangkok” exhibition is an augmented reality art installation that aims to promote tourism in Bangkok through interactive and engaging elements. The problem that this exhibition seeks to address is the need to promote tourism in Bangkok, which has been impacted by the COVID-19 pandemic. The exhibition’s focus on friendliness and happiness aligns with the city’s reputation as a welcoming and hospitable destination for tourists.

Pertinent literature on the use of augmented reality in art and tourism is reviewed, highlighting the potential for AR to enhance visitor experiences and promote local culture and attractions. For example, Shelley Mannion (2017) discusses the use of AR in museum exhibitions to create interactive and immersive experiences for visitors, while Eda Avci (2019) examine the use of AR in promoting cultural tourism by enhancing visitors understanding and appreciation of local culture and heritage site.

The methods used in creating the “Friendly Bangkok” exhibition are described, including the research on Bangkok as a tourist destination, the selection of an appropriate art style and color palette, the creation of AR filters and effects, and the choice of interesting locations for the exhibition. The exhibition’s impact on tourism is evaluated through visitor feedback and engagement metrics.

The main results of the work include the engagement of audiences through the use of AR filters and interactive elements, as well as the promotion of tourism demonstrating the potential for combining art, technology, and tourism to create unique and memorable experiences for visitors.

## METHODS

The methodology for this exhibition involved several steps. The first step was to research Bangkok as a tourist destination and identify the key features and attractions that would appeal to visitors. This was done through online research, tourism websites, and surveying visitors to Bangkok. The second step was to

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## YEAR

2023

-

## DIMENSION

21 x 29.7 cm.

-

## TECHNIQUE

AR, Interactive Art

choose an appropriate art style and color palette that would convey the theme of friendliness and happiness. This was done through an experimenting with various styles and colors. The third step was to create the AR filters and effects that would be used in the exhibition. This involved using software such as Spark AR and Instagram filters to create custom effects that would transform the audience into tuk-tuk drivers wearing doggy hats. The final step was to choose interesting locations in Bangkok that would serve as the backdrop for the AR effects. This was done through site visits and consultations with tourism experts.

## RESULTS AND DISCUSSION

The artwork’s focus on friendliness and happiness in Bangkok resonated with audiences, and the inclusion of interesting places in the artwork encouraged visitors to explore the city. By offering visitors a fun and memorable way to engage with the artwork and the city, the exhibition helped to promote tourism in Bangkok and create a positive image of the city as a travel destination.

## CONCLUSIONS

The “Friendly Bangkok” exhibition demonstrated the effectiveness of using social media and augmented reality to promote tourism. The methodology presented in this paper can serve as a useful guide for creating similar exhibitions in other tourist destinations. By combining art, technology, and tourism, exhibitions such as “Friendly Bangkok” can help to create memorable and engaging experiences for visitors while promoting local culture and attractions.

Mannion, S. (2017). Augmented Reality and Museums: Beyond the Hype. Museum

Identity Ltd. <https://museum-id.com/augmented-reality-museums-beyond-hype-shelley-mannion/>

Avci, E. (2019). Enhancing the Cultural Tourism Experience Through Augmented

Reality. Advances in Global Business and Economics. Volume2. [https://www.academia.edu/40712736/Enhancing\\_the\\_Cultural\\_Tourism\\_Experience\\_Through\\_Augmented\\_Reality](https://www.academia.edu/40712736/Enhancing_the_Cultural_Tourism_Experience_Through_Augmented_Reality)





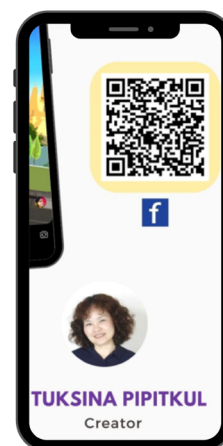
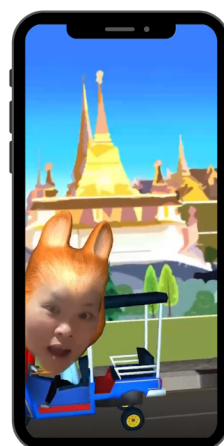
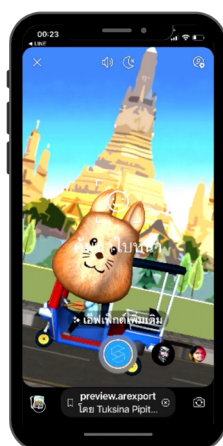
# AR

## FILTER EFFECT



**TUKSINA PIPITKUL**  
 Creator

51



# HONG KONG LOVE STORIES

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YEAR

2023

-

TECHNIQUE

Motion Graphic

Asst. Prof. Nitjung Pantapot



## INTRODUCTION

The project, "Hong Kong Love Stories," tells a tale of loneliness and love among the people of Hong Kong using a blend of motion graphics and animation. The animation incorporates scenes from five Hong Kong romance movies screened in Thailand between 1900-2000. The primary objective is to experiment with various morphing techniques that smoothly transition from one scene to another while including lines from the video. The film's synopsis follows.

1. "A Moment of Romance" (1990) depicts the story of an orphan who endures a cruel life of wandering the streets. He works illegally as a driver. But, an accident hinders his escape and he takes a young woman as a hostage, leading to chaos.

2. "Day of Being Wild" (1990) follows the story of a handsome young man who discovers the truth about his adoption - his mother is not his real mother. As the story progresses, the man experiences emotional struggles and intense confusion while two women fall in love with him. (Luengsuphaphon, 2019)

3. "Chungking Express" (1994) narrates the loneliness of life in Hong Kong through the lives of two young policemen who are abandoned by their loved ones. (Pitsuwan, 2022)

4. "Comrades Almost a Love Story" (1996) tells the tale of two strangers who move from their hometowns to work in big cities. One day, they meet while working, and their relationship gradually grows. Their love story unfolds slowly over 3,650 days.

5. "In the Mood for Love" (2000) portrays the story of two people, who move into adjacent apartments on the same day. Both are married and they have little time to spend together. As their relationship develops, it becomes a forbidden love that no one can resist.

This project uses key visuals to enhance the representation of a lonely yet beautiful story. Selected scenes are combined with video flowers, colors, and graphics to create an immersive experience for the audience.

The aim is to experiment with different methods of transitioning from one scene to another, using lines from a video as a visual cue.

## METHODS

The methodology utilized to create the animation involved incorporating footage from 5 movies, along with flower image templates for the background animation. Various software programs were utilized, including Adobe Premiere for editing footage and audio, Adobe Illustrator for graphic design, Adobe Photoshop for editing and retouching, Adobe After Effects for motion graphics and visual effects, and Flipaclip Application on a tablet for drawing 2d Animation. Finally, all of the elements were edited and sequenced to create a cohesive and compelling new story.

## RESULTS AND DISCUSSION (Optional)

Analyzing each film for mood and tone and movement. A Moment of Romance conveys love amidst a changing background and color scheme. Day of Being Wild creates a 2D scene pretending to be a 3D layer without characters to express a sense of loneliness. Chungking Express uses a stationary character and a moving background to captivate the audience. Comrades Almost a Love Story communicates a sense of hopeful waiting and separation through drawing lines mixed with the background. In the Mood for Love uses a composition that draws the audience into the story, with a rotoscope technique used to frame a moving character on a black screen with a flower image, implying discomfort and frustration. The result is a 3.30 minute motion graphic design.

## CONCLUSIONS

The work's summary is that every relationship is beautiful and significant, and hidden happiness can be found in every lonely moment. This creation recounts a story from a movie, reinterpreted through emotion-filled motion graphics that can effectively communicate the narrative. Watching the video will evoke memories of the special moments when we first watched the movie and make us want to revisit the story once again.





Pitsuwan , K. (2022). Chungking Express, the melody of the lonely life of people in the big city. Retrieved February 4, 2023, <https://adaymagazine.com/chungking-express>

Luengsuphaphon , J. (2019). Leslie Zhang's sorrow in 'Days of Being Wild' about a bird without legs who want to return to the nest. Retrieved February 3, 2023, <https://thestandard.co/days-of-being-wild/>

# HUNTING LIONS

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## YEAR

2020

-

## DIMENSION

1920 x 1080 px.

-

## TECHNIQUE

CGI Animate

Virayut Khunvithayapaisal



## WORK DESCRIPTION

In our brief yet captivating piece, "Hunting Lions," we delve into the heart of the creative struggle. This five-second visual spectacle pits a man, armed with a massive pencil, against a formidable lion-head giant - an embodiment of the prestigious Cannes Lions Award. Bathed in an intense palette of red and yellow, our protagonist's leap toward the fearsome lion epitomizes the audacious spirit of creativity, the boldness to challenge the status quo, and the relentless pursuit of recognition. His pencil, a symbol of ideas, becomes a powerful tool in his battle against the creative industry's highest accolade. The erupting volcano behind them adds a layer of drama and intensity, mirroring the tumultuous, passionate journey toward creative excellence. It's a fierce, visual ode to the fiery spirit of creativity and the courageous pursuit of the coveted Cannes Lions Award.



# LAK LON JAI

Asst. Prof. Pimchit Tapaneeya



## INTRODUCTION

As a designer, most of the work focuses on illustration design for books and creative works related to love behavior and human relations. The previously created projects such as My True Love exhibition, which uses acrylic painting and embroidery techniques to design faces that express emotions through the eyes, and Addicted True, which creates designs using loving behaviors that express the importance of cherishing loved ones through the designs of bags, shoes, and necklaces. Another project, the Gravity of Love series, communicates the designer's feelings about love through character designs made from soft dolls, highlighting the irrational and unsatisfactory aspects of love.

The current project, Lak Lon Jai, still centers on the content about human relations, but with a focus on passion and the feeling of being infatuated to the point of madness. This is a familiar concept in society, evident in music, drama, and news. The project aims to present two different interpretations of infatuated love: serious love for one person, which is caused by the accumulation of small actions, rather than grand gestures, or endless infatuation.

To communicate these ideas, the idea is to combine character design with the art of installation to convey body language and emotion. The creative process for Lak Lon Jai involves designing characters representing men and women using paper mache techniques and acrylic paints, as well as sewing felt into small dolls through cutting work. The cloth dolls and paper mache are arranged in a sequence to create a story based on the designer's imagination about love, including themes such as travel, hopes, frustrations, longings, and goodbyes.

## METHODS

The creative process for Lak Lon Jai involves a combination of paper mache techniques, acrylic paints, and sewing felt to create small dolls representing characters. The process starts with designing the characters, which involves sketching out different facial expressions, postures, and body language to convey emotions and ideas related to infatuated love.

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## YEAR

2023

-

## DIMENSION

70 X 50 cm.

-

## TECHNIQUE

Combination of  
Paper Mache  
Techniques, Acrylic  
Paints, and Sewing  
Felt to Create Small  
Dolls Representing  
Characters.

Once the design is finalized, it creates a wire frame for the character's body, which is then covered in paper and glue to create a basic form for the paper mache. The paper mache is then painted with acrylic paints to create the desired color and texture. When the characters are complete, arranges them in a sequence to create a story based on the imagination and ideas related to infatuated love. This can include themes such as travel, hopes, frustrations, longings, and goodbyes.

Finally, the characters and their story are placed in an installation setting to create a cohesive and immersive experience for the viewer under the idea of Lak Lon Jai.

## RESULTS AND DISCUSSION

The results of the creative process for Lak Lon Jai are a series of characters and their stories that convey the emotions and ideas related to infatuated love. The use of paper mache, acrylic paints, and sewing techniques, as well as the incorporation of installation art, creates a unique and immersive experience for the viewer, allowing them to connect with the characters and their stories on a deeper level.

The arrangement of the characters in a sequence to create a story adds a narrative element to the artwork, allowing the viewer to follow along with the characters and their journey through infatuated love. This can create a sense of empathy and connection with the characters, as well as evoke memories or feelings related to their own experiences with love and relationships.

## CONCLUSIONS

Overall, the project aims to explore the complex and often contradictory emotions associated with Lak Lon Jai, while utilizing a variety of creative techniques to communicate the designer's ideas and imagination.







# LET'S PLAY

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## YEAR

2023

-

## DIMENSION

100 x 120 x 10 cm

-

## TECHNIQUE

Acrylic Color on  
Wood Panel



## INTRODUCTION

When I think about Bangkok, the first visual image in my mind is chaotic tall buildings. Thus, I want to create an unfinished cityscape in my own vision of Bangkok, the place that I've grown up and still lived in. Since most modern building is constructed from geometric shapes, so I determine to use the geometric shapes of the Tetris game called tetrominos to create a cityscape. When I was young, I rarely played game, but Tetris is an exception, thus the game has a deep meaningful nostalgic feeling for me.

The panel or the background of my cityscape will be arranged from Tetris's tetrominos, the visual composition as a whole will look chaotic and harmonious at the same time, like a modern city which implies the rapid growth and development of the Bangkok city. Whereas the 3-dimesional form of tetrominos composed of 21 pieces made from urethane foam wrapped up in wood plastic and color painted paper, will let the audiences play and enjoy Tetris game physically to create their own visions of Bangkok city.

## METHODS

I process my artwork in two different methods of making. The first one is a painting of panel or background using acrylic color. I arrange the tetrominos, or different shapes used in Tetris, to form a cityscape with buildings and skyscrapers. The color will be bright and bold to create a vibrant and eye-catching image, but some blocks will look tarnish. This part can symbolize

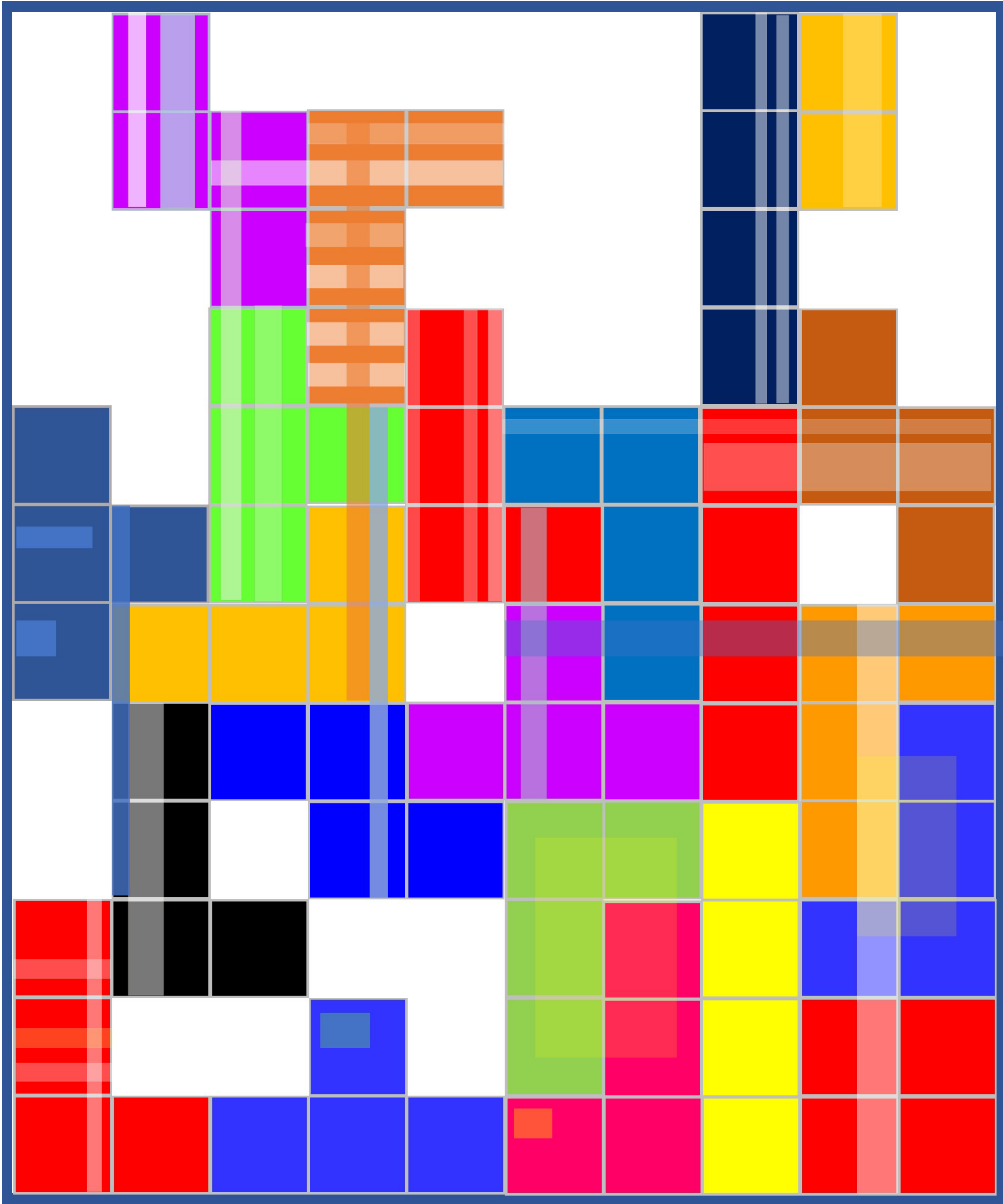
the urban landscape of modern cities, which suggests the rapid growth and development of cities, with its various shapes and forms that fit together in a seemingly chaotic but harmonious way, much like how the pieces in Tetris come together.

The second part is the tetrominos created in 3-dimensional form using a urethane foam wrapped up in wood plastic and painted color paper. I will follow the 7 basic shapes used in the game, which compose of I, J, L, O, S, T, Z (Prisco, 2019). The size will be 10 x 10 cm in 1 block. I will create 21 pieces of the tetrominos randomly, so the viewer can play Tetris game physically on the panel.

## CONCLUSIONS

I try to make a Bangkok cityscape of my own vision that viewers can be participated in. The audience will be an important fragment that can complete this unfinished work into various cityscapes of Bangkok from what I began.

Prisco, J. (2019, November 1). Tetris: The Soviet 'mind game' that took over the world <https://edition.cnn.com/style/article/tetris-video-game-history/index.html>



# ME & ALL MY GOOD FEELING

Nalinee Thongthae

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and Applied Arts,  
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naligator@gmail.com

YEAR

2023

-

DIMENSION

29.7 x 42.0 cm.

-

TECHNIQUE

Inkjet Printing with  
Acrylic Laser Cut on  
Wood Frame



## INTRODUCTION

This creative project explores the emotional responses evoked by characters depicted in variations of gesture, mood, color, and attire. The concept was inspired by the artist's experiences of living a simple and social human lifestyle, which embraces folk customs, travel, food, clothing, and relaxation. The project emphasizes the good feeling derived from depicting these characters, highlighting the positive emotions associated with simplicity and social connection. Through this work, the artist seeks to convey the importance of valuing and enjoying life's simple pleasures, and the positive effects this can have on emotional well-being.

## METHODS

This work adopts Bryan Tillman's theory of character design to produce this set of characters. This comprises a collection of pieces created through the utilization of digital design software, namely Adobe Illustrator Application. The production process involved the use of an innovative technique that combined inkjet printing on demand with laser cutting, resulting in the production of unique and visually striking pieces crafted from wooden materials.

The use of Adobe Illustrator Application provided the artist with a broad range of design tools and features, allowing for the creation of intricate and detailed designs. The software's user-friendly interface, coupled with the artist's creative skills, facilitated the production of visually captivating and aesthetically pleasing pieces.

The innovative production technique employed involved inkjet printing on demand, which allowed for the precise transfer of the design onto the wooden material. This was followed by the use of laser cutting, which enabled the creation of intricate shapes and patterns with precision and accuracy. The result was a collection of pieces that were visually striking, unique, and expertly crafted.

Overall, this project exemplifies the fusion of digital design and traditional woodworking techniques, showcasing the artist's ability to seamlessly integrate cutting-edge technology with traditional craftsmanship. The use of innovative techniques and materials, combined with the artist's creative vision, has resulted in a collection of pieces that are not only visually captivating but also thought-provoking and impactful.

## CONCLUSIONS

This creative work represents an ongoing exploration of the artist's personal creative journey, which has been shaped by a range of preceding experiences and performances. The characters depicted in the work were created with an underlying theme of joy and positivity, with the artist frequently finding themselves smiling and experiencing a sense of satisfaction throughout the creation process. This reflects the artist's passion and dedication to their craft, as well as their desire to evoke positive emotions in those who view their work.

The artist's creative journey has been influenced by a range of preceding experiences and performances, with each contributing to the development of their unique style and artistic vision. These experiences have served as sources of inspiration and motivation, fueling the artist's desire to continue creating and exploring new creative avenues.

Looking ahead, the artist's work is set to inspire and motivate them to create more pieces in the future, reflecting their continued dedication to the creative process. Through their work, the artist seeks to inspire others to embrace their creativity, explore new creative avenues, and find joy and fulfillment in the process. Overall, this project represents a celebration of creativity, passion, and personal expression, highlighting the transformative power of the creative process.

Everyday life of Nalinee  
Designed: 2023

# Me & All My Good Feelings



Love lion  
dance



Swimming  
at the beach



Do Hygienic



Ask if things  
are okay?



Send flowers for  
congratulations



Do say attention  
please



Singing along



Traveling



Practice Art



Dream of  
Keeping Fit



Do Celebrate



Oops!



Sometimes  
Nyonya



Sending happy  
birthday cakes



Always  
welcome



Sometimes  
local dress



Sometimes  
chef



Always say  
Yeah yeah



sending  
mini heart



Love to say  
good night



Do namaste



Always be  
informed



Party once  
in a while



Say see you  
again



Love traditional  
chinese parade

# PIECESFUL

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YEAR

2022

-

DIMENSION

21.5 X 25.5 cm.

-

TECHNIQUE

Print Media



## INTRODUCTION

Wat Pho Man Khunaram was founded in 1959 by Phra Maha Khanachan Chien Thamma Samathiwat (Pho Chaeng). It used to be the biggest Chinese Mahayana Temple in Thailand. (Thanaphatthra Limhat Naikun, 2562) Its architecture presents full of unique cultural assets. By examining the architecture carefully, it is clear that the strong sense of Thai, Chinese and Tibetan culture is presented there. For example, Bai Sema (boundary marker of a temple) is carved into Watchara (a Tibetan symbol of lighting). (Onsiri Panin, 2529) In 2019, urbanization affects the landscape design of the temple. The local communities oppose to the construction of the high-rise buildings which will be built next to the temple (Thai PBS, 2019). The aim of this project is to raise awareness about the cultural value of Wat Pho Man Khunaram by using photography and photobook design. This project could be used in disseminate the value of culture embedded in the Wat Pho Man Khunaram architecture.

## METHODS

First, the document research was conducted to define the identity of Wat Pho Man Khunaram. Next, the photographs were taken in various times of the days to collect the best atmosphere of the temple. The photobook was designed and produced using 130 gsm Renoir Extra White, which is matt texture paper with good quality, to disseminate beauty of textures and visual language.

## CONCLUSIONS

This photobook presents the identity of Wat Pho Man Khunaram architecture combining Thai, Chinese and Tibetan cultures expressed through architectural decorations. This photobook is named “Piecesful”, which means the architectural pieces creating the peaceful. The photobook design used the simple typeface, clear photographs composition and white background to express the peaceful of this temple. This project disseminates the value of culture embedded in the Wat Pho Man Khunaram architecture. This temple.

Thanaphatthra Limhat Naikun. (2562). Wat Pho Man Khunaram wat sinlapa sām sanchāt læ wat dīeo nai Thai tī pradiṭsathān saṛā cing khōng phra phiksu nai thā nang samāthi. The Cloud. <https://readthecloud.co/pumenbaoensi/>

Thai PBS. (2562). khān sāng yīsip chan hāng wat phō man khunāram phīang yīsip mēt. Thai PBS. <https://www.thaipbs.or.th/news/content/283529>

Onsiri Panin. (2529). wat chin nai Krung Thep: kōranī suksā Wat Mangkon Kamala Wart læ Wat Pho Man Khunaram. NAJUA: Architecture, Design and Built Environment. Retrieved 13 February 2022, from <https://so04.tci-thaijo.org/index.php/NAJUA-Arch/article/view/47243/39139>





# POSITIVE THROUGH BANGKOK

Pridsadee Sillapasom

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YEAR

2023

-

DIMENSION

25 x 20 cm.

-

TECHNIQUE

Digital Character /  
Installation Art.



## INTRODUCTION

The use of emotional design as a tool for designers to convey their messages and emotions has been recognized by some (Amic G. Ho and Kin Wai Michael Siu, 2015). This paper aims to explore Bangkok emotions and illustrate the concepts of positive emotions through the elements of arts and design to better understand how they can be visualized and communicated. The typology of positive emotions will be described and the perceptions of Bangkok emotional elements among 30 participating artists and designers will be presented through a questionnaire. The six componentials of mood description, namely subjective feeling, perception, reaction, tendency, liking, and disliking, from the "Mood Granularity for Design: Introducing a Holistic Typology of 20 Mood States" will be applied to analyze positive emotions that communicate Bangkok mood. A comparison of mood typology will be made between negative, positive, and ambiguous moods. The methodology of this project involves literature reviewed about positive emotion and collecting data from 30 artists and designers through a questionnaire to present a componential approach for the elements of art and design from positive through Bangkok. The expected results will provide insights into the positive emotional elements of Bangkok, which can be used by artists and designers as a foundation to develop and create their own media with fundamental elements such as illustration, character, typography, painting or sculpture. This study highlights the importance of recognizing and understanding the role of positive emotions in art and design to effectively communicate Bangkok mood through Character design. The findings provide a framework for future research in exploring the intersection of emotional design, art, and positive emotional experiences in the context of Bangkok.

## METHODS

The methodology employed in this project involved collecting data from 30 artists and designers through a questionnaire to present a componential approach for the elements of art. The questionnaire included five questions: 1) What do you perceive as the visual representation of a positive emotional "Line"? 2) What do you perceive as the visual representation of a positive emotional "Shape"? 3) What do you perceive as the visual representation of positive emotional "Colors"? 4) If Bangkok were to be associated with one positive emotion, which emotion

or feeling do you think best represents Bangkok? 5) Which style of structure do you think most accurately communicates the structure of Bangkok? These questions aimed to identify the components of positive emotion and positive emotional elements associated with Bangkok. The findings of this study contribute to the understanding of how positive emotions are visually represented and communicated through the elements of art, particularly in the context of Bangkok.

## RESULTS

The results were collected using 5 answers. Question 1 Positive line is Curly & Curved. Question 2 Positive shape is free form. Question 3 Positive colors is colourful. Question 4 Bangkok positive emotions is Alive. (filled with energy & vitality) Question 5 Bangkok structure is Asymmetry. The results summarized art & design elements can be found in the table.

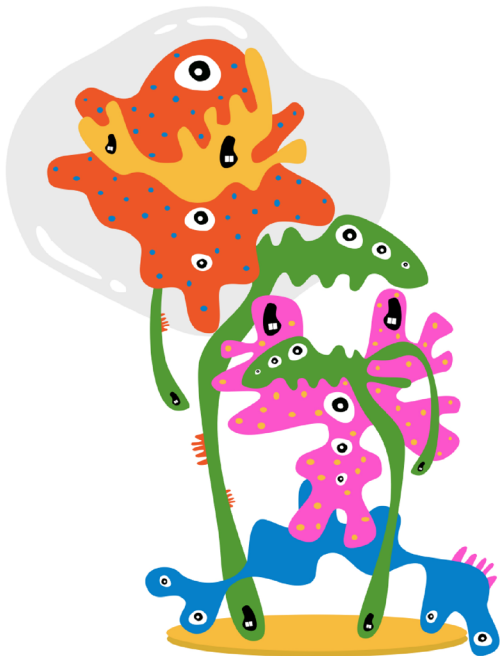
## CONCLUSIONS

The project's approach to the arts and design components was framed by the typology of good feelings. Focusing on important components like positive feelings, Bangkok positive emotions, and aspects of art and design, the findings can be applied to a variety of creative fields. Specific surveys for various forms of art and design can be created to advance this method. This study adds to our knowledge of how art and design interact with positive feelings, laying the groundwork for future studies in this field.

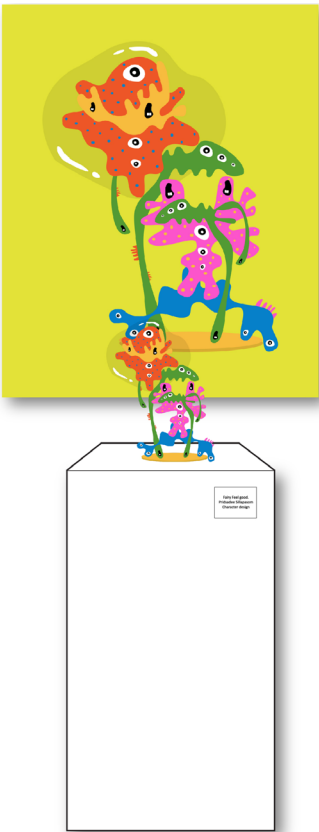
Haian Xue 1, Pieter M. A. Desmet 1, and Steven F. Fokkinga 1,2. (2020). Mood Granularity for Design: Introducing a Holistic Typology of 20 Mood States [design, including industrial design, visual communication design, interface design, animation and game design, architectural design, urban design, and other design related fields.]. The international journal design 14(1).

Sui, A. G. H. K. W. M. G. (2015). Emotion design, Emotional Design, Emotionalize Design: A review on their relationships from a new perspective. [An International Journal for All Aspects of Design]. The Design journal 15(1), 9-32. <https://doi.org/https://doi.org/10.2752/175630612X13192035508462>

Wong, W. (2555). Principle of form and design.



Fairy Feel good.



Pridsadee Sillapasom

| Q1 Positive Line                           | Q2 Positive Shape          | Q3 Positive Colors         | Q4 Bangkok positive emotion  | Q5 Bangkok structure            |
|--|----------------------------|----------------------------|--|---------------------------------|
| เส้นโค้ง (Curly line & Curved line)<br>69% | อิสระ (Free form)<br>63.3% | สีสดใส (Colorful)<br>56.7% | มีชีวิตชีวา : เบิกบานด้วยพลังและ<br>ความมีชีวิตชีวา (Alive : Filled<br>with energy & vitality<br>40% | ความไม่สมมาตร (Asymmetry<br>40% |
|  |                            |                            |  |                                 |

# RABAI

## Podchara Wongtoythong



### INTRODUCTION

Contemporary urban existence, particularly within Bangkok, is recognized for its dynamic and expedited rhythm of life. The urbanites tend to have more stress and anxiety compared to rural residents (Gruebner, O., 2017). To encounter this situation, people will have to find ways to ease the stress level. There are a lot of scientific methods to reduce stress, and one of them is coloring, which takes the form of books in different styles. Although it is an activity often reserved for children, coloring books for adults rose from hipster trend to global phenomenon beginning in 2013 (Gruebner, O.). Adults flock to the activity for a variety of reasons, including stress relief (Kircher, 2015, Bender, 2015), socialization (Kuperkinsky, 2015), as a way to unplug from technology (Naire, 2015) or even as a way to increase social status by appearing trendy (Bennett, 2015; Eglash, 2015). Participants report enjoying the tactile, interactive nature of the coloring books as a respite from constant screen time (Marcotte, 2015).

### METHODS

A questionnaire was conducted to find the shapes and forms that represent happiness for Thai designers and artists. Results revealed that 69% of participants identified curved and curly lines as being associated with happiness. Furthermore, 63.3% of participants reported that free-form was a characteristic shape or form of happiness. Additionally, a sizable proportion of participants (40%) reported that happiness was asymmetrical and alive, filled with energy. These findings provide new insights into the shapes and forms that are commonly associated with happiness and may have implications for understanding the visual representation of emotions. It is necessary to conduct more study to explore the underlying psychological mechanisms that underlie these associations and to look into any possible cross-cultural variations in these relationships. From the data, the designer visualized findings into an installation where shapes from the study will be printed repeatedly on 1 bolt of fabric using silkscreen technique to illustrate the close-gap shape. The form of shapes that displayed on fabric will be designed from the questionnaire. During the exhibition the participants are allowed to color

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### YEAR

2023

-

### DIMENSION

160 x 1000 cm.

-

### TECHNIQUE

Silkscreen / Canvas/  
Painting by Partici-  
pants

the gap with the brushes and poster colors. The fabric installation will be marked at the end of each day during the exhibition time to illustrate the different images of "FEEL GOOD" from day to day until the end of the bolt.

### RESULTS AND DISCUSSION

The art installation offers an interactive experience, promoting a sense of community and encouraging participants to engage with each other. By incorporating fabric as a medium, the installation provides a tangible aspect, enabling participants to physically interact with the artwork, resulting in a sense of connection and contentment through the act of coloring. Each piece of the installation artwork embodies the idea of individuality and is a representation of the "FEEL GOOD" concept.

### CONCLUSIONS

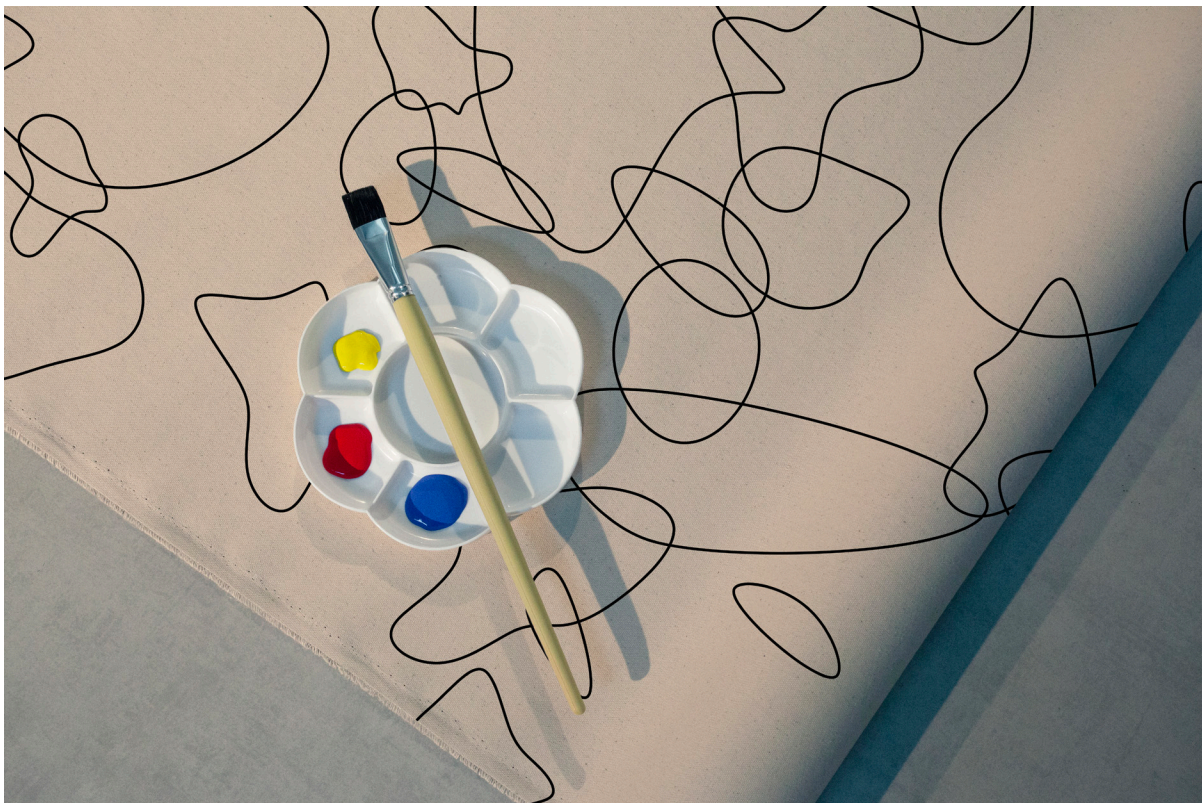
This project will illustrate the different images of "FEEL GOOD" each day by method of coloring. The way participants engage with the installation will define the meaning of "FEEL GOOD" through colors-light, dark and vivid, size of the colors, length and spaces that may not be filled with colors.

Blackburn, H. (2016). November 2016 Kansas Library Association College and University Libraries Section Proceedings 6(1). DOI:10.4148/2160-942X.1053. George Mason University.

Gruebner, O., Rapp, M. A., Adli, M., Kluge, U., Galea, S., & Heinz, A. (2017). Cities and Mental Health. *Deutsches Arzteblatt international*, 114(8), 121-127. <https://doi.org/10.3238/arztebl.2017.0121>

Blackburn, H., & Chamley, C. E. (2016, November 9). Color Me Calm: Adult Coloring and the University Library. *Kansas Library Association College and University Libraries Section Proceedings*, 6(1). <https://doi.org/10.4148/2160-942x.1053>





# SCENE OF COGNITION

Noppakhun Ittikamjorn

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YEAR

2023

-

DIMENSION

150 x 180 cm.

-

TECHNIQUE

Digital Paint & Print



## INTRODUCTION

Cognitive biases or distortions are patterns of thoughts which may be exaggerated or irrational, those thoughts play a significant part in a person's mental issue as they can influence unhelpful behavior, intense mood, negative automatic thoughts or belief.

During psychotherapy sessions, Therapist has to work with clients to help them identify cognitive biases, clients need to understand core concept of how cognitive work before challenging their own unhelpful cognitions, replacing with balanced or rational one. This process may take time as clients may confuse with those concepts, let alone to clarify essence of their own problem.

Nowadays, therapist use various technics to work with their clients, visual communication is one of powerful alternative as it can help better understand difficult concept. Moreover, using visual reduce intensity when discussing delicate subjects, encourage collaboration between therapist and client and create more friendly environment.

This project focused on studying concept of common cognitive biases presented by Beck et al., (1979), American psychologist who invented Cognitive-Behavioral Therapy (CBT) then use visual language to transform concept of each cognitive bias into artistic illustration and design set of printing cards which can be used during therapy session or used as self-help guide to monitor person's thought. Illustrations were designed to be semi-realistic with fantasy representation scene reflect concept of thought. Art directions were set to fit wide range of targets, aim to provide alternative in psychoeducation method.

## METHODS

In this project, the designer works closely with a team containing an experience designer and a psychotherapist to study the concept of common cognitive biases found among persons with mental health issues (Beck et al.,1979) then come up with ideas of fantasy visual interpretation of each one. Illustrations were created using digital painting techniques then applied into the design of card sets which also contain a series of questions and examples created by the psychotherapist to help better understanding.

## RESULTS AND DISCUSSION (Optional)

The result of work are series of cognitive bias identification card set, contain more than 12 illustrated cards. The illustrations represent cognitive biases in semi-realistic fantasy art, giving artistic experience and visual communication sense, in addition, each card also present set of easy-understanding question and example about cognitive bias. Besides, the cards were designed to fit wide range of age and various usage such as psychoeducation tools during therapy session or personal self-monitoring guide.

## CONCLUSIONS

Overall, this project aims to create visual interpretation as an alternative tool to identify "Cognitive biases" during psychotherapy sessions using principles of illustration and communication design. Designer and teams will collect feedbacks and do some more in vivo test to expand area of study to create more visual psychotherapy tools in the future.





Beck, A. T., & Alford, B. A. (2009). Depression: Causes and treatment (2nd ed.).

University of Pennsylvania Press. Beck, J. S. (2020) CBT Worksheet Packet (2020 ed). Retrieved from <https://learn.beckinstitute.org/s/product/cbt-worksheet-packet/01t4M000004NMqnQAG>

Beck, J. S. (2021). Cognitive behavior therapy: Basics and beyond (3rd ed.). The Guilford Press.

# SHINING SHADOW

Kanoknuch Sillapawisawakul

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## YEAR

2022 - 2023

-

## DIMENSION

Cube 7 x 7 x 7 cm.

Cuboid 6.5 x 5 x 13 cm.

Oblique Rectangular

Prism 13 x 5.5 x 5.5 cm.

Hexagonal Prism

10 x 10 x 6 cm.

Square Pyramid

9 x 9 x 10 cm.

-

## TECHNIQUE

Creating Glueless

Sculptures and

Packaging Using

Translucent Paper.



## INTRODUCTION

Packaging design typically focuses graphic design on the surface, presenting and supporting the product inside, and paper is a popular material commonly used. On the other hand, translucent paper is not commonly used in packaging design due to its fragility and sensitivity to stimuli. However, this series of designs show the possibility and the potential of paper packaging design to go transcend its functional purpose and become a form of sculpture. By emphasizing the overlapping areas of colored translucent paper, these designs draw attention to previously overlooked aspects of packaging design because almost all overlapping areas in packaging design use glue and are hidden. Furthermore, this project aims to create dieline and structures without using glue.

## METHODS

The creative process involved designing patterns, dielines, structures, shapes, and five packaging forms using ten colored translucent papers. Each packaging shape was created from different dielines of two colored translucent papers, avoiding the use of glue to make the overlapping areas of the paper more prominent and create a unique visual effect. The properties of the translucent paper also contribute to the overall design, as the mixing of colors and the effect of light on the paper create a variety of shapes and forms.

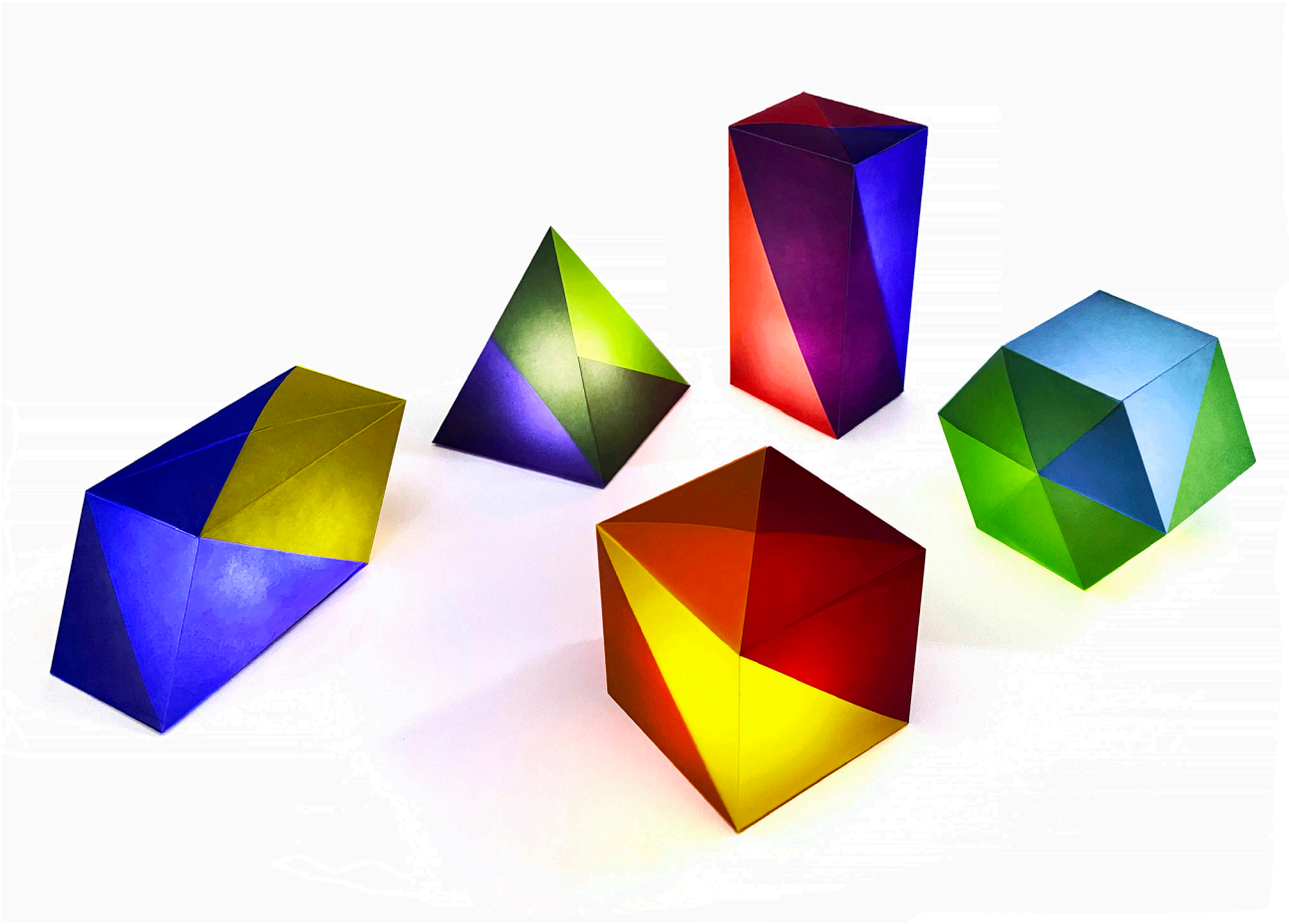
## RESULTS AND DISCUSSION (Optional)

The project resulted in ten artworks of packaging design and paper sculptures, including a cube (7 x 7 x 7 cm), a cuboid (6.5 x 5 x 13 cm), an oblique rectangular prism (13 x 5.5 x 5.5 cm), a hexagonal prism (10 x 10 x 6 cm), and a square pyramid (9 x 9 x 10 cm). Each sculpture showcased the unique qualities of translucent paper, such as its ability to hold its shape despite its thinness and its ability to create a variety of colors and shapes when hit by light. All of these processes and results can be adapted into packaging design, book design, and other creative works that use translucent paper.

## CONCLUSIONS

In conclusion, by taking advantage of the unique qualities of translucent paper, designers can create designs that are both functional and visually stunning. To create successful designs with this material, it's important to consider the transparency, color, and texture of the paper, as well as its fragility and sensitivity to stimuli. By experimenting with different techniques and designs, designers can unlock the full potential of translucent paper in their work and present it in a variety of shapes and forms. Ultimately, the use of this remarkable material can add an extra layer of beauty and sophistication to any design project, including packaging design, book design, paper sculpture, and more.





# THE LIVING CANVAS

Pattarawut Subyen, PhD.



## INTRODUCTION

Artists and researchers have used the Game of Life to explore and create visually complex patterns (Conway, 1970; McCormack, 2012; Adamatzky, 2016). Game of Life is a grid of cells where each cell is either alive or dead. Each cell's state is updated based on its neighbors using these rules: live cells with 2 or 3 live neighbors survive, while cells with too few or too many live neighbors die. Dead cells with exactly three live neighbors become alive.

This work explores the potential of using the Game of Life as a tool for artistic expression by associating six basic emotions (Ekman, 1992; Elliot A, 2015) with the game's cells. The game can be compared to a living society, where individual interactions create complex patterns and behaviors. Adding emotions creates the complexity of emotional states and their interactions. Similarly, watching a society come to life and evolve before our eyes, with all the complexities and intricacies that come with it.

## METHODS

The design process for creating the Living Canvas, an emotionally enriched version of the original Game of Life, can be broken down into a sequence of steps:

1. **Conceptualization:** Begin by envisioning a new layer for the Game of Life that incorporates emotions to add depth and complexity. Consider how the emotional states of cells could affect their behavior and interaction with other cells.
2. **Emotional Mapping:** Based on Ekman's six basic emotions and Elliot A's Color and Psychology (Ekman, 1992; Elliot A, 2015), decide on a color scheme corresponding to each emotion. The mapping of color and emotion will enable the viewer to visually distinguish between the different emotional states of cells.
3. **Rule Modification:** Adapt the original Game of Life rules to incorporate emotional states. For example, when a cell is in a state of "Sadness" or "Fear," it reduces its intensity, causing surrounding cells to die.
4. **Simulation Development:** Develop a simulation that integrates the modified rules and emotional mappings. This simulation should be capable of dynamically generating patterns of cells with their respective colors and emotional states, resulting in an ever-changing visual representation.
5. **Viewer Interaction:** Design an interface that allows viewers to interact with the Living Canvas by adding new cells or modifying

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## YEAR

2023

-

## DIMENSION

23.8 X 60.4 cm.

-

## TECHNIQUE

Software Art

the emotional states of existing cells. Allowing viewers to interact with the Living Canvas will provide an immersive experience and enable the viewer to explore the complexities of emotions and their interactions.

6. **Testing and Refinement:** Test the Living Canvas with various users to gather feedback and insights. Refine the simulation, interaction, and visual design based on this feedback to ensure the artwork delivers an engaging and meaningful experience.

7. **Finalization:** Once the design has been refined and tested, finalize the Living Canvas, ensuring that it effectively conveys the complex interplay of emotions in a visually compelling and interactive manner.

Through this step-by-step design process, the Living Canvas emerges as an immersive and thought-provoking artwork that invites viewers to engage with the complexities of emotions and their intricate interactions in a dynamic, evolving simulation. Table 1 presents the mappings among Game of Life Rules, Basic Emotions, and the color assigned to each emotion based on Ekman's six basic emotion and Elliot A's Color and Psychology (Ekman, 1992; Elliot A, 2015).

## CONCLUSIONS

In summary, the Game of Life has been adapted to include emotions as a tool for artistic expression. A visually and emotionally engaging artwork has been created by associating emotions with each cell and using a computer program to simulate its evolution. In addition, the Living Canvas allows viewers to explore emotional states' complexity and interactions, creating a sense of immersion and interactivity.

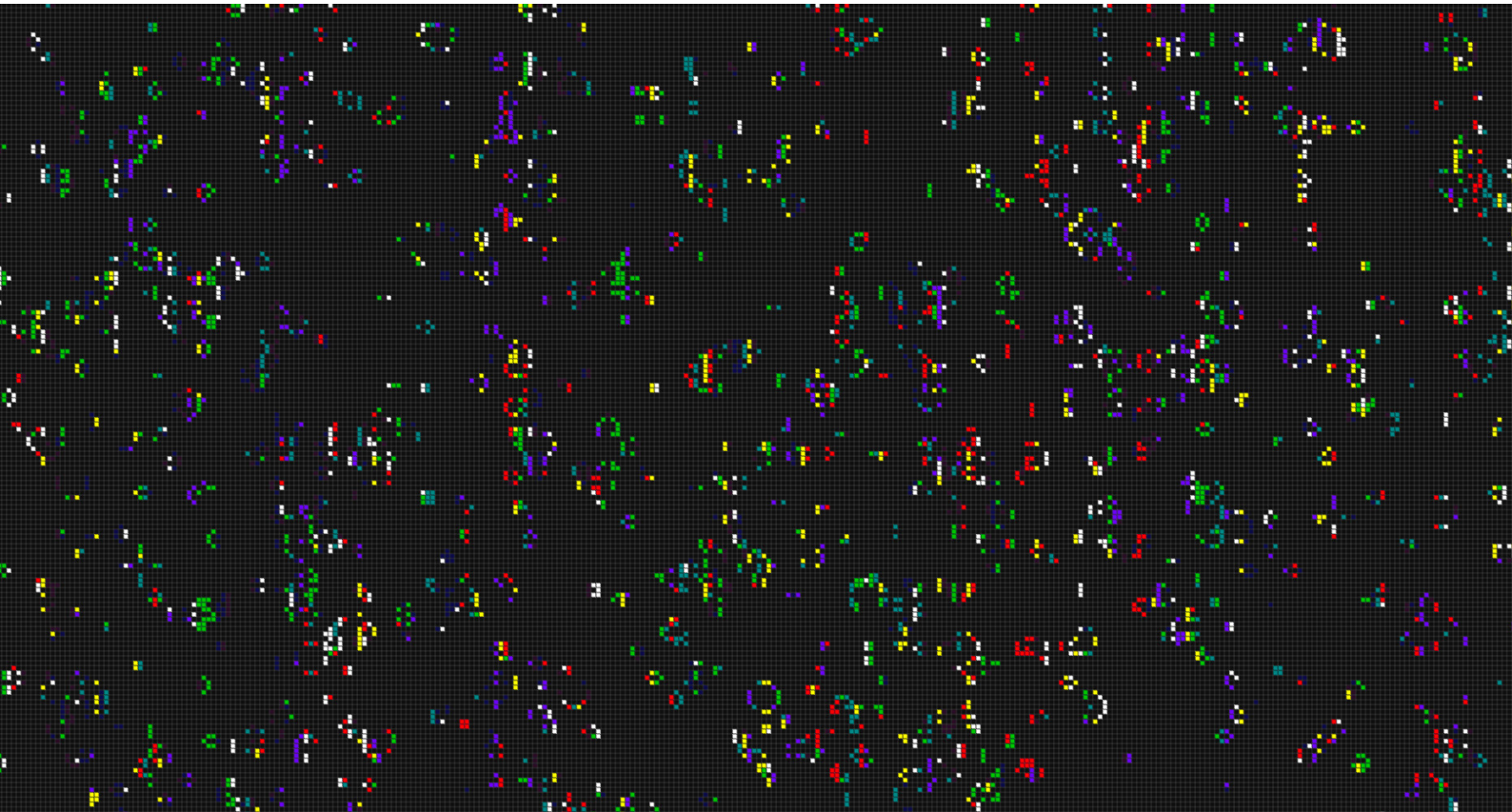
Adamatzky, A., & Martínez, G. J. (2016). *Designing Beauty: The Art of Cellular Automata*. Springer International Publishing.

Conway, J. H. (1970). The game of life. *Scientific American*, 223(4), 4-15. <https://doi.org/10.1038/scientificamerican1070-120>

Ekman, P. (1992). An argument for basic emotions. *Cognition and Emotion*, 6(3-4), 169-200. <https://doi.org/10.1080/02699939208411068>

Elliot A. J. (2015). Color and psychological functioning: a review of theoretical and empirical work. *Frontiers in psychology*, 6, 368.

McCormack, J. (2012). Creative Ecosystems. In: McCormack, J., d'Inverno, M. (eds) *Computers and Creativity*. Springer, Berlin, Heidelberg.



| Game of Life Rules                                     | Basic Emotion | Color  |             |
|--|---------------|--------|-------------|
| Live cells with 2 or 3 live neighbors survive          | Happiness     | Yellow | <div></div> |
| Live cells with too few or too many live neighbors die | Sadness       | Blue   | <div></div> |
| Dead cells with exactly 3 live neighbors become alive  | Anger         | Red    | <div></div> |
| A live cell with fewer than two live neighbors die     | Fear          | Green  | <div></div> |
| A live cell with more than three live neighbors dies   | Surprise      | Purple | <div></div> |
| A dead cell with no live neighbors stays dead          | Neutral       | Grey   | <div></div> |

# THOUGHT FACTORY

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## YEAR

2023

-

## DIMENSION

Using computer  
display monitor

-

## TECHNIQUE

Experience Design,  
Interactive Media  
Design (Screen-based)



## INTRODUCTION

Cognitive biases were first suggested by Aaron T. Beck, American psychiatrist who later founded the approach of cognitive behavioral therapy (CBT). According to Beck, cognitive biases play important part in mental help problem as it formed unhelpful behavior, negative automatic thoughts, and more factors related to mental issue or disorders. Moreover, it also difficult for a person to understand essential concept of their own cognitive process even with help of psychotherapist.

When having issue mentioned above, people tends to seek professional help from psychotherapy. Cognitive behavioral therapy (CBT) is one of the most effective and acknowledgeable choice. In CBT, therapeutic relationship is one of important part of session structure as good relationship leads to successful outcome. However, a person often finds hard to admit to their own biases which reflects in consequences of negative automatic thoughts, unhelpful behavior or irrational decision in their life. Therapist has to build environment that encourage strong therapeutic relationship to get client collaborate. Therefore, this project aimed to design enjoyable experiences and creative environment within therapy session using visual support. Designer team up with illustrator to create visual that support experience of thought monitoring. Inspired by a fortuneteller using cards to communicate with clients, the design concept of this project was set to be an experience of communication through a set of visual psychoeducation cards during therapy session. Each card represents meaning and example of each cognitive bias. Designer also create digital interactive media card set that can be use with person's self-help therapy such as self-monitoring and making personal thought record.

By adapting therapeutic experience using visual and media. This toolkit will give alternative to help individual understand more about common cognitive biases and explore their own in motivational and enjoyable manner.

## METHODS

To begin, the designer decided to create new experiences in the cognitive bias identification process during therapy sessions which is one of the most important factors maintaining mental health issues. Each one of cognitive biases were interpreted into key visuals that represent the meaning of each bias, then worked alongside with a communication designer, also illustrator to create a card set. The Experience of using cards during therapy sessions were also designed based on principle of psychoeducation and CBT method of identifying cognitive distortion and thought challenging.

Besides, after finishing process mentioned above, the design was applied into digital interactive media, to fit with modern day lifestyle, enhance advance experience and become more accessible.

## RESULTS AND DISCUSSION

This work result in alternative experience design for therapeutic process. Illustration card set were designed to use in variety of way by therapist, presenting more enjoyable environment and enhance therapeutic relationship. Visual can also help person to identify and understand about cognitive biases which currently influence on their episodes. Each card also present set of easy-understanding question and example about cognitive bias. Moreover, experience of using visual illustration in interactive media were designed to fit person's daily life to keep track on self-monitoring and making progress on their therapeutic process

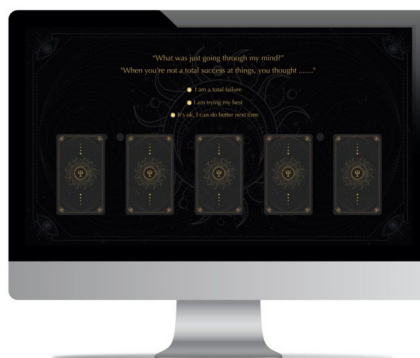
## CONCLUSIONS

Overall, this project focus on experience design using visual support both in physical and digital media to encourage successful CBT session. Media can be use as alternative toolkits to help person addressing their cognitive biases and maintain consistent self-monitoring in enjoyable way. Designer and team will continue further study and develop more toolkits in the future.





75



Beck, A. T., & Alford, B. A. (2009). Depression: Causes and treatment (2nd ed.).

University of Pennsylvania Press. Beck, J. S. (2020) CBT Worksheet Packet (2020 ed). Retrieved from <https://learn.beckinstitute.org/s/product/cbt-worksheet-packet/01t4M000004NMqn-QAG>

Beck, J. S. (2021). Cognitive behavior therapy: Basics and beyond (3rd ed.). The Guilford Press

# UNVEILING HAPPINESS

Ekathep Michaels



## INTRODUCTION

Physical appearance and beauty standards significantly affect one's self-identity and social status (Wollast, 2019). For the gay male community, navigating these norms is especially challenging due to societal expectations and cultural attitudes, which can lead to exclusion and marginalization (Fischgrund, 2012). Traditional beauty standards in Bangkok emphasize whiteness, muscularity, and masculinity, which perpetuate feelings of inadequacy and low self-esteem (Sánchez, 2009). Idealized images of the male body in affect photography and portraiture exacerbate these issues, leading to emotional and psychological distress (Mills, 2007). Despite the impact of beauty standards on the happiness of the gay male community, there is limited research exploring the relationship between portraiture and gay men's emotional and psychological health, presenting a challenge in addressing this issue effectively.

## METHODS

The researcher employed photographic "Affect Theory" to visually capture the emotional impact of societal beauty standards on individuals' well-being. The methodology involved three phases: selecting participants, taking photographs in a professional studio, and creating the final photographs. The first phase involved gathering data from a sample group of gay men in Bangkok, while the second phase involved photographing a model in a controlled environment using a Canon EOS 5D Mark IV camera and various lenses. The final phase involved manipulating the photos to create a series of layered photographs that challenge dominant narratives surrounding physical appearance and promote greater awareness of marginalized communities.

## RESULTS AND DISCUSSION

This photography project used two sets of photographs to evoke an emotional response from viewers showcasing the immense pressure to look good to feel good perpetuated by society on gay men, as findings suggest. The first set consisted of photoshopped images of the male body printed on four-layered opaque paper, with each layer becoming progressively more altered. The intention of this technique was to create an idealized façade that conceals the emotional and psychological complexities of navigating societal beauty standards. However, when viewed from the side, the hidden layers of manipulation became apparent, revealing a deeper, more complex emotional reality. This technique aimed to challenge dominant narratives surrounding physical appearance and promote greater understanding and awareness of the challenges faced by marginalized communities.

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## YEAR

2023

-

## DIMENSION

160 X 180 X 200 cm.

-

## TECHNIQUE

Photography /  
Photography  
Installation

The second set of photographs features a smiling model, which is a common stereotype of Thailand as the land of smiles. The innermost layer of the photograph revealed the true emotions of insecurities and the pressure to conform to societal expectations. Through this methodology, the project sought to create a visual archive of the process of photographing the subjects and the creation of the final photographs, showcasing the emotional and psychological complexity of beauty standards among gay men in Bangkok.

## CONCLUSIONS

Affect theory is a field of study in psychology, sociology, and cultural studies that focuses on the role of emotions in shaping human experience and behavior. When applied to photography, affect theory examines how emotions are elicited, expressed, and interpreted through visual images. The project unveiled the façade of happiness of gay men in Bangkok to discover the core emotions derived from the immense pressure from the self and society to look perfect using the aforementioned theory. Further research could be conducted to construct an archetype of what these standards of beauty look like for gay men.

Fischgrund, B. N., Halkitis, P. N., & Carroll, R. A. (2012). Conceptions of hypermasculinity and mental health states in gay and bisexual men. *Psychology of Men & Masculinity*, 13(2), 123.

Haslam, S. A., Jetten, J., Postmes, T., & Haslam, C. (2009). Social identity, health and well-being: An emerging agenda for applied psychology. *Applied Psychology*, 58(1), 1-23. doi: 10.1111/j.1464-0597.2008.00379.x

Mills, J. S., Shannon, A., & Hogue, J. (2017). Beauty, body image, and the media. *Perception of beauty*, 145-157.

Sánchez, F. J., Greenberg, S. T., Liu, W. M., & Vilain, E. (2009). Reported effects of masculine ideals on gay men. *Psychology of Men & Masculinity*, 10(1), 73-87.





IV



**ALUMNI**

## ADD

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## YEAR

2023

-

## DIMENSION

50 X 50 X 80 cm.

-

## TECHNIQUE

Bamboo Wave

Rattan Wave

## Rattchat Phonsaen



This product draws inspiration from the communal way of life in Bangkok, where the concept emerged from the practice of repairing broken chairs using available materials while ensuring an appealing appearance. The designer embraced this idea, combining it with their knowledge and skills to develop and enhance it into a new concept.

# HELLO BANGKOK

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YEAR

2023

-

DIMENSION

85 x 120 cm.

-

TECHNIQUE

Digital Collage

Wutthipat Somjit



This piece depicts the enjoyment and the diversity  
in Bangkok.

# MEL CHAIR

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and Applied Arts,  
Bangkok University

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## YEAR

2022-2033

-

## DIMENSION

59 X 57 X 72 cm.

69 X 70 X 100 cm.

-

## TECHNIQUE

Polypropylene Rope

Aluminium

Sarunphon Boonto



“Mel” stands for Mellow (relaxed and refreshing color) and Meld (to blend or combine).

The Mel Collection is inspired by unity. The combination of relaxed and colorful ropes are woven together and united into a new pattern to create this furniture collection.

The collection reflects the youthfulness and sense of colorful refreshment through simple and interesting patterns, enhanced by the weaver’s crafting skills.

This collection is a uniquely-colored furniture set for indoor usage, made from Polypropylene rope and aluminum.

The collection is creatively represented through new rope patterns. Small ropes are woven into the aluminum frame with a wave-like pattern. Additionally, the orange-color gradient also elevates the piece’s outstandingness, and overall helps create a relaxed and refreshing, or mellow, color mood.



# QUEEN OF BEAUTY

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and Applied Arts,  
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YEAR

2023

-

DIMENSION

60 X 80 X 40 cm.

-

TECHNIQUE

Paper Cut, Paper

Raksit Boonnark



White lotus and beauty. This art piece represents the gorgeousness of women, which can be represented with a white lotus. Metaphorically, white lotus means purity and glory, like a queen of the aquatic flora surrounded by butterflies. The harmony it creates is thus spectacular. It also provides a sense of serenity, as white lotus also symbolizes Buddhism per se. The color red is also applied to further combine the cultures so as to magnify the beauty of the piece.

# RAISING DAISY

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and Applied Arts,  
Bangkok University

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## YEAR

2023

-

## DIMENSION

50 x 40 x 60 cm.,

-

## TECHNIQUE

Tufting / Materials  
Acrylic Yarns

Phatchariya Archvichai



The first golden light of the morning reflects the beauty in Bangkok, shining through the skyscrapers and canal houses in the capital city.

People separate and move on to fulfill their various roles and responsibilities, like flowers blooming in their own time.

# ROT KHEN

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and Applied Arts,  
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YEAR

2023

-

DIMENSION

1920 x 1080 pixel.

-

TECHNIQUE

Video Motion

Tanit Likitthamarak

ALUMNI



85



For a long time, street cart food has been the staple of mobile catering in Thailand. The excitement one gets from waiting for the cart to pass by one's house, and buying the food from it is very significant. This video motion called "Cart" or "Rot Khen" will bestow the unique and intriguing experience which can only be found in Thailand.

FEEL GOOD BANGKOK



# RUN MISSING RUN

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and Applied Arts,  
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**YEAR**

2023

-

**DIMENSION**

90 X 120 cm.

-

**TECHNIQUE**

Acrylic Painting  
on Canvas

Phuwadol Thongnuam

86



The artwork illustrates the perspective of a mysterious stray cat named "Missing" that caught itself wandering in Bangkok.



# STRAP COLLECTION

Nutnicha Rojanametin

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and Applied Arts,  
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## YEAR

2021

-

## DIMENSION

tumbler STRAP M

5 X 26 X 1.7 cm.

tumbler STRAP S

5 X 22 X 1.7 cm.

spork STRAP

5 X 22.8 X 0.4 cm.

length of holding

wire 15.5 cm.

-

## TECHNIQUE

Recycled Strap /

Leather / Sewing



STRAP Collection is made of recycled cotton which helps reduce carbon footprint in its manufacturing process. The material also performs as a bumper to protect goods and to avoid clattering.

Tumbler STRAP — inspired by gravity, the tumbler mass and the cotton texture create tension on the strap to hold the container in place. It is designed to handle a cylindrical container.

Spork STRAP — a handy cutlery sleeve comes with a food grade stainless steel spork, a combination of fork and spoon. Neatly sewn, the sleeve is always in shape and can carry day-to-day tools anywhere.

# SUPERSTAR

Faculty of Fine  
and Applied Arts,  
Bangkok University

HelloiamJK@gmail.com

YEAR

2021

-

DIMENSION

50 x 89 cm.

-

TECHNIQUE

Digital Print

Jakkrit Anantakul

88



This work incorporates ancient Thai textile patterns into the image of adidas's original product line, creating the series, 'Woven Life,' which includes the clash between the brand's popular 'Superstar' sneaker and the starry shape of a traditional Chula kite titled under the same name. The brand's identity is presented in every element of the work. Each of the colors used

in the design can be traced back to the shades used with adidas products with the characteristic and spirit of the Orient still palpable. The materials are also carefully chosen for their sustainability, which is the quality that Adidas (and practically every sportswear brand in this day and age) prioritizes, as well as to present craftsmanship.

# THE BANGKOK ROAD

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and Applied Arts,  
Bangkok University

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YEAR

2023

-

DIMENSION

120 X 200 cm.

-

TECHNIQUE

The Front Suit Jacket  
is Composed of Fabric  
Posters of Other  
Discography of  
The Beatles. The Back  
and Sleeves Consist  
of Upcycled Jeans.

Asitanatas Apirunthadabhorn



The album cover of the Beatles' Abbey Road is widely regarded as one of their most iconic. The simple image of the band members walking across the street has been resonating with the fans for decades. This art piece is a replication of the album cover. By designing a suit resembling the Abbey Road, it captures the joy of crossing the streets in Bangkok.

# THE CIRCUS

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and Applied Arts,  
Bangkok University

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YEAR

2022

-

DIMENSION

84.1 X 118.9 cm.

-

TECHNIQUE

Digital Print, Paper

Yongvit Santanaphanich



90



This character collection is inspired by foods. By combining various distinctive characteristics of a dish with the features of a circus show, the design becomes diverse, mythical, and fun to look at.

Additionally, this work is implemented with Augmented Reality (AR) technology. This allows the audiences to see an animated, three-dimensional version of these characters via smartphone.



# THE DAY AFTER. (REUSABLE CALENDAR)

Rungnapa Khan

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Technology Thonburi

rungnapa.kha@kmutt.ac.th

## YEAR

2020

-

## DIMENSION

31 X 45.5 cm.

-

## TECHNIQUE

Craft Paper

Soya-ink



## INTRODUCTION

The calendar is formed with Eco-Friendly printing process on 100% solid Natural Reusable paper, one color printed in Soya-ink. Its main features correspond to Thai life-style of paper-reusable to facilitate any reusable simple work; such as writing or kitchen-used, without leaving any single space of paper in wastage. This calendar is designed for the first day of the month to be at the bottom part so that it can be ripped off and used without having to wait for the end of the month. An instruction icon showing how to use the calendar is featured at the top with perforations and sizes after being torn. With Date of Month arrayed from base line to top, users can just simply tear-off the Dotted-Line one by one for note-taking or memo-writing, etc. Front & Back cover can also be reusable as filing covers or book coverage.

## METHODS

Creative resource management for maximum benefits was taken into consideration through the design of the short one-year life cycle of printed paper calendars. After the end of the day, month and year, normal calendars turn to waste, therefore, the designer has looked for alternative uses of the calendar's materials for further uses after its function has been exhausted. The novelty lies in the research and collection of reused paper context in Thai society such as shredded papers to preserve eggs, reused pieces of paper for notes or crumbled papers for ceramic wrapping. The product has future impact in terms of paving a way for designers to be able to look for ways to design printed media with reusability in mind in an era where the importance of printed media is in decline. Therefore, it can be seen that considering paper reusability extends the life of not only papers, but also of the print media industry.

## RESULTS AND DISCUSSION

The key concept and the heart of this calendar design is the environmental communication through the design, design method and implementation with low impact on the society and the environment. The product is also an example of reusable resources and provides reusing methods for waste reduction and paper material management. The design of the calendar is for the maximum benefit while the use of one color from soy ink, reused papers, non-adhesive binding during the calendar production process are for minimum effects on the environment.

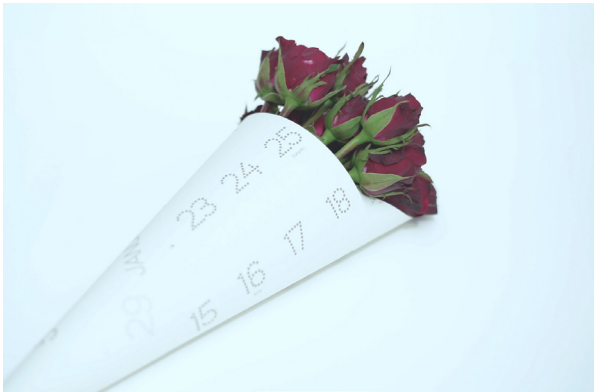
## CONCLUSIONS

The calendar stimulates and inspires users to creatively extend the life cycle of print media through calendars for further uses. This is a starting point for users to look for alternative reusing methods or other applications.

Lin Gengli. (2016). Organic Design Products Inspired by Nature. SendPoints Publishing Hong Kong.

Victor Cheung. (2011). Love Earth. Viction:workshop Hong Kong.

Victor Cheung. (2012). Appetite for design eat me product, packaging, art, branding, interior. Viction:workshop Hong Kong.



# WORKER

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YEAR

2023

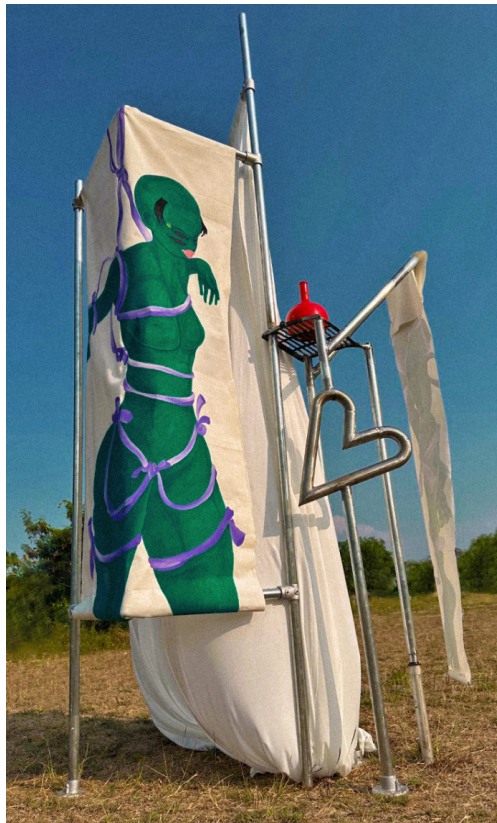
-

TECHNIQUE

Fabric, Steel, Wood

FACULTY

Sakuya Aoyaki



93



This work is inspired by the song “Kammakorn Koh Sang,” translated to English as “Construction Worker” by Chakphet Jedcarat. The song talks about the construction workers in a melancholic way. The lyrics goes, “Constructed for him, Traded for our sleep deprivation Forever a nomad, A no good construction worker, With torn clothes”.

This song mentions how behind every diligence and effort to build the city, there lies the exhaustion of the nomadic and poor construction workers. This work thus reflects the perception of the workers of Bangkok; with all the gorgeousness of the architecture, we have to ask ourselves: where would this scenery be without the workers?

FEEL GOOD BANGKOK

V



**STUDENTS**

# ENJOY THE NIGHT OF THAILAND

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and Applied Arts,  
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YEAR

2023

-

DIMENSION

190.5 cm. or  
TV 75 inches

-

TECHNIQUE

Digital Photo

Charinthip Supsrisopa



One of the main attractions of Bangkok is the Tuk Tuk. People, especially foreigners, tend to enjoy the ride and be immersed by all of the lights and sounds of the night life. This illustration thus depicts the traveling in Bangkok; riding on Tuk Tuk, one can have access to the foods, the goods, and the mesmerizing views of the entire city.

# FURNITURE IN BKK PARK

Atsadang Prangprasert  
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## YEAR

2023

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## DIMENSION

60 x 90 x 40 cm.

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## TECHNIQUE

Mixed Materials  
(Metal / Fiberglass)



97



Bangkok cannot provide sufficient space for high school group activities. Therefore, in addition to the shopping malls, other public spaces should also be utilized for creative activities for the students. Not only will this encourage the teenagers to interact more with nature, but it will also improve the quality of life of the urban peers as a whole.

The thought process behind this outdoor furniture and the space it offers is to encourage activities for students in public areas in Bangkok. The design intends to inspire the teenagers to reminisce about the joy they had in their childhood playing in a playground. Furthermore, the furniture also offers a resting area covered with nature and its components.



# HEAVEN OF THE SOUTHEAST

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YEAR

2023

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DIMENSION

184.53 x 105.86 cm.

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TECHNIQUE

Digital art



This illustration is heavily inspired by the charm and uniqueness of Bangkok through various aspects. The painting features a cheerful clear sky and an urban landscape viewed from a high angle. Multiple iconic landmarks are visible throughout, highlighting the uniqueness of Bangkok architecture. The ease of transportation in the city is also represented by various

floating vehicles, with groups of friends, couples, and a family enjoying their rides, symbolizing the significance of social life, love and family in Thai culture. To highlight the delicious food scene in Bangkok, a street food cart can also be seen floating alongside other vehicles. The color palette used in this piece is bright and lively, capturing the city's positive energy and overall vibrancy.



# HOME

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YEAR

2023

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DIMENSION

1920 x 1080 (H264)

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TECHNIQUE

Digital

Kanyarak Chantanachomphunon



This illustration depicts a girl walking home, passing multiple iconic locations in Bangkok. Despite being considered ordinary by most, these places are still significant and meaningful. Behind all the beauty and the vibrant colors, a glimpse of solitude can be seen. In the end, the yearning to go home cannot go unnoticed. After all, there is no place quite like home.

## JOYFUL

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YEAR

2023

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DIMENSION

42 x 29.7 cm.

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TECHNIQUE

Digital Art

Rattida Wanitwattanakosol



This artwork is inspired by the impression of Bangkok life. Being a fun, joyful, and dynamic city, Bangkok also offers multiple opportunities to learn something new. Moreover, the mesmerizing architecture, the delicious food, and the liveliness of the pedestrians all contribute to the appeal of this place. As such, this art piece is created using the unique landmarks of Bangkok, in addition to the charm of the city as a whole.

# TOMORROW

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YEAR

2023

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DIMENSION

1920 x 1080 px.

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TECHNIQUE

Motiongraphic

STUDENT

Titikarn Keawpradit



101



I wonder what tomorrow will bring. I hope something will make your "tomorrow" a special one. It could be the weather, the meals you eat, the environments, the pets, or the events. You see, the happiness you get from looking forward to a special day can be really encouraging. Tomorrow is special.

FEEL GOOD BANGKOK



# YOU AND ME. PLANTS AND FLOWERS.

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YEAR

2023

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DIMENSION

168.28 x 96.520 cm.

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TECHNIQUE

Digital 2D

102



This piece is inspired by the Chatuchak Plant Market. While Bangkok is a vast subject, this illustration focuses on this specific location, which is one of the most popular places in the city and offers a wide range of goods and services. Walking around the market and admiring the flowers with friends or a significant other can bring an immeasurable amount of joy and contentment. The artwork uses a complementary

color scheme of green and red-orange, with white as an accent color to soften the contrast. Green represents peace and liveliness, while red-orange symbolizes the fun and enjoyment of being in the company of loved ones. There's nothing quite like the pleasure of taking a nice stroll, enjoying tapioca milk tea, and shopping with a lover or friends by one's side.



# 女 (nǚ)

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## YEAR

2023

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## TECHNIQUE

Embroidery ,  
Smocking , Stuffing  
Satin , Beads , Yarn

STUDENT



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Inspired by the tourism in Chinatown, the integration between Thailand and China, and the legend of Chang'e, the goddess of the Moon. Among Chinese farmers in ancient China, it was believed that since the Moon has an influence on tides, they should respect the God who blesses them

with it. For that reason, worshiping and showing gratitude towards Chang'e on a full moon night became a common practice. The color pink, green, and white are thus used to represent the story and the rituals. The full moon also symbolizes the bond and unity between family members.

FEEL GOOD BANGKOK





