

**NATTANUN**



# NATTANUN'S PROJECTS ARE DEVIDED INTO 3 BASES

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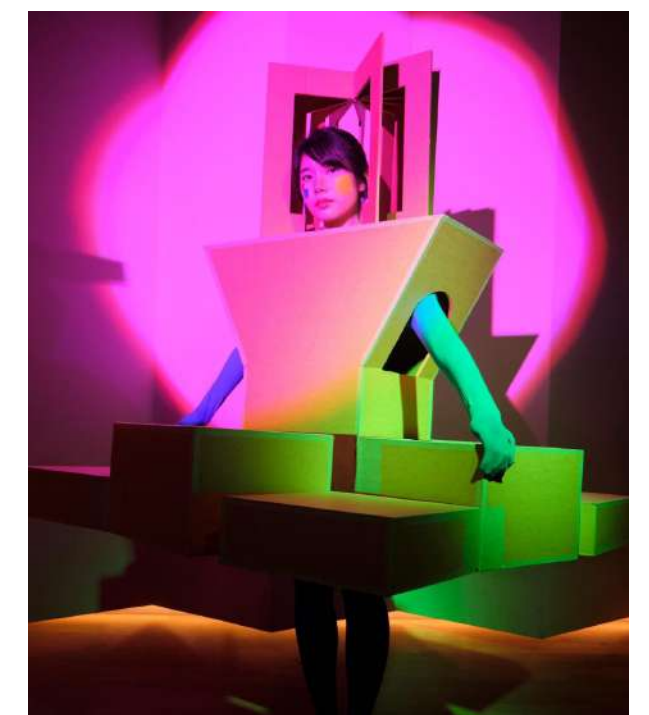
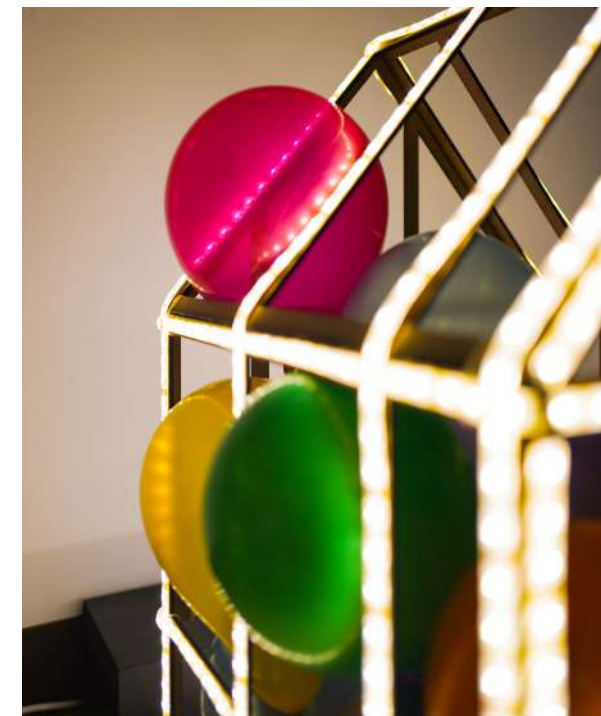
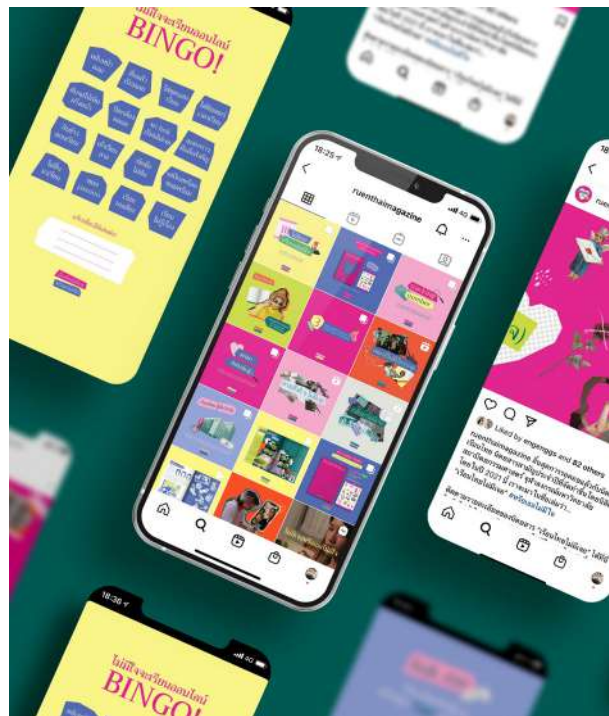
Graphic-based

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Screen-based

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Object-based





# KAY UTENSILS



Brand identity/ 2021

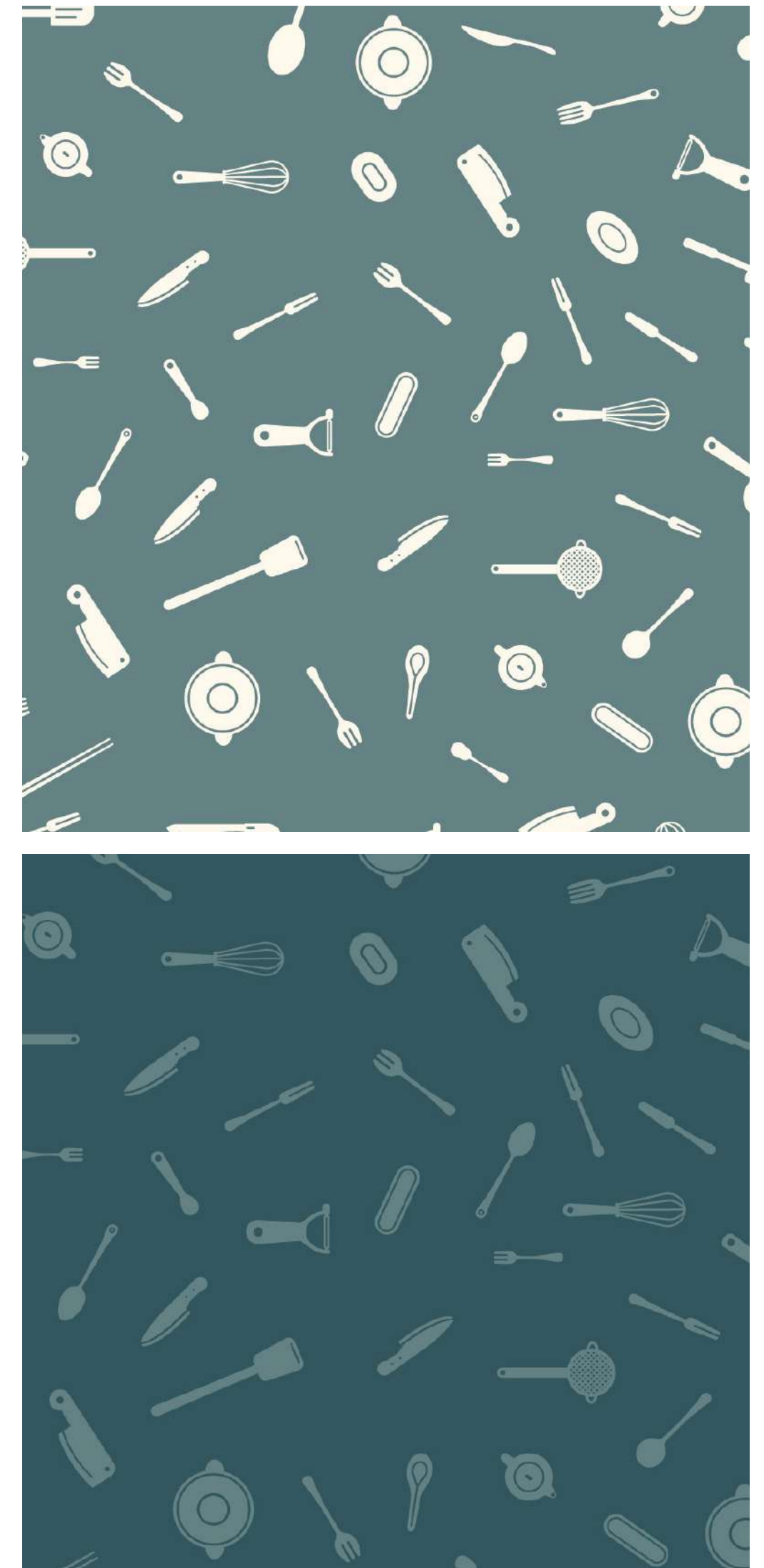
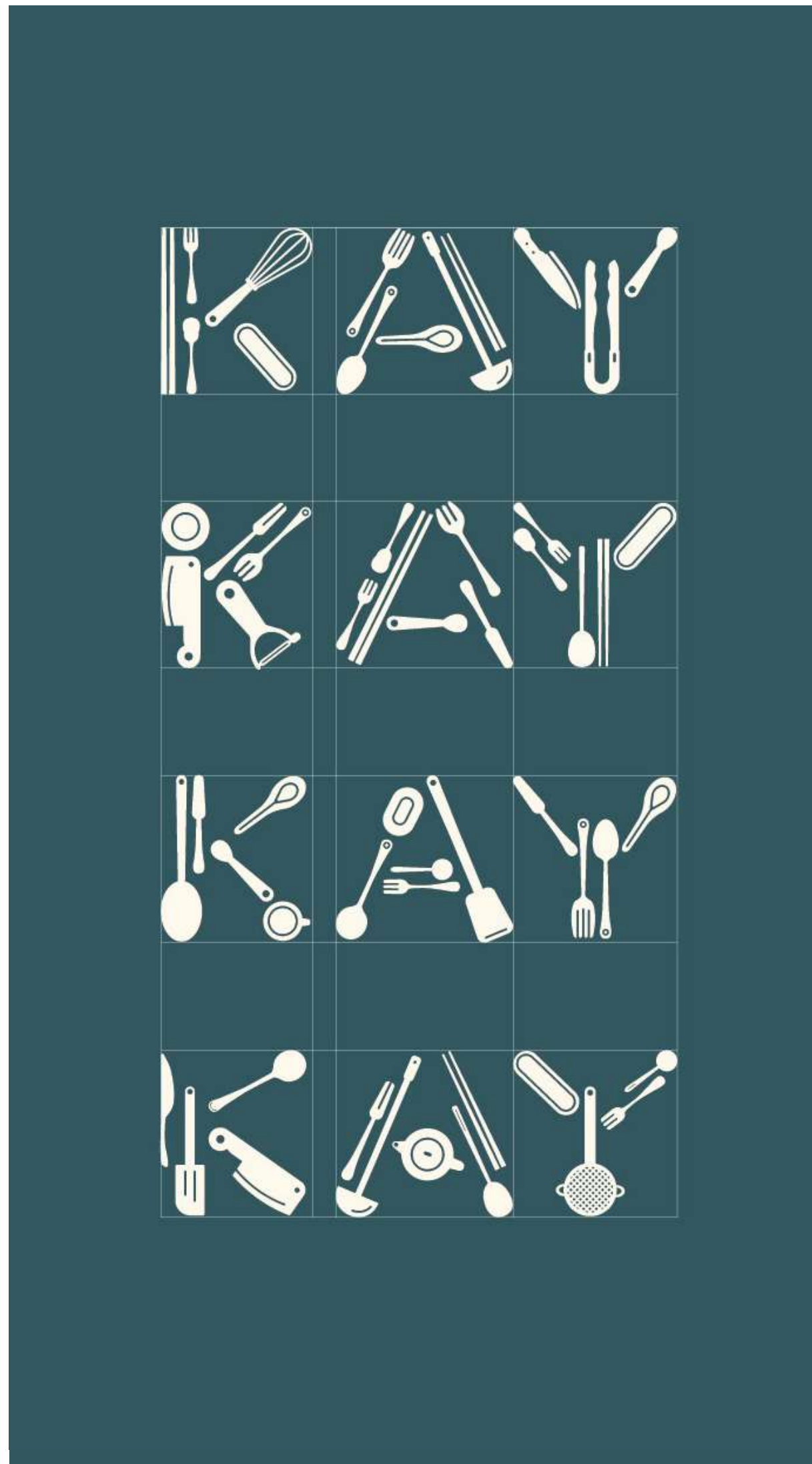
This is a brand identity for a local utensils shop located in Silom, Bangkok. The visuals are the representation of the store's characteristics in which it provides bundle of utensils, every single type of it.







The illustration of the utensils is the key visual of the store, composed as logos and pattern.



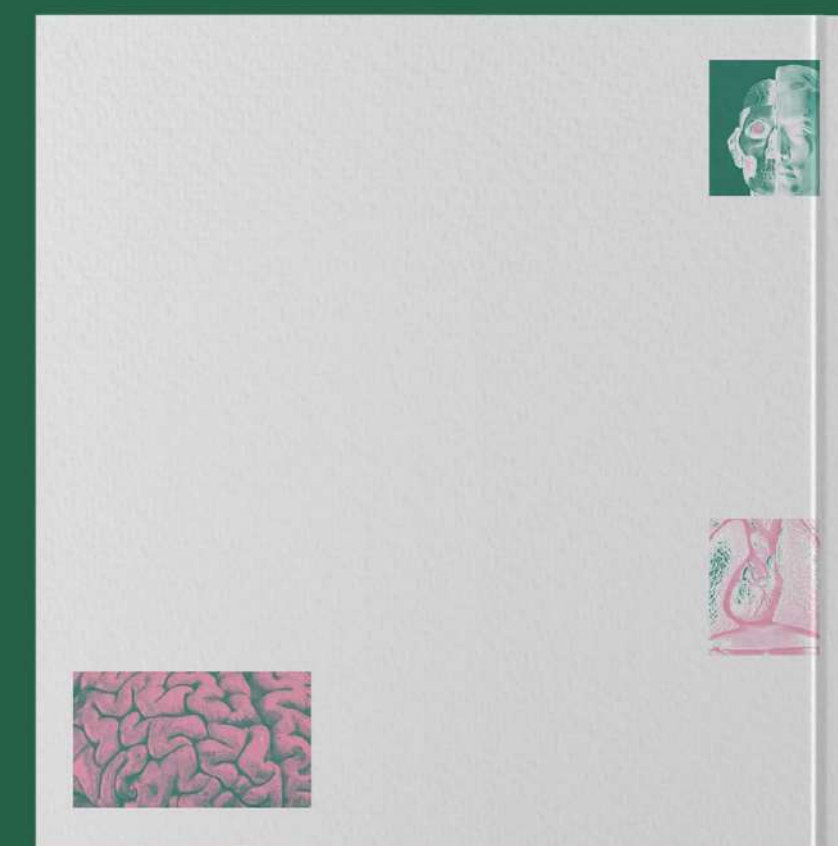
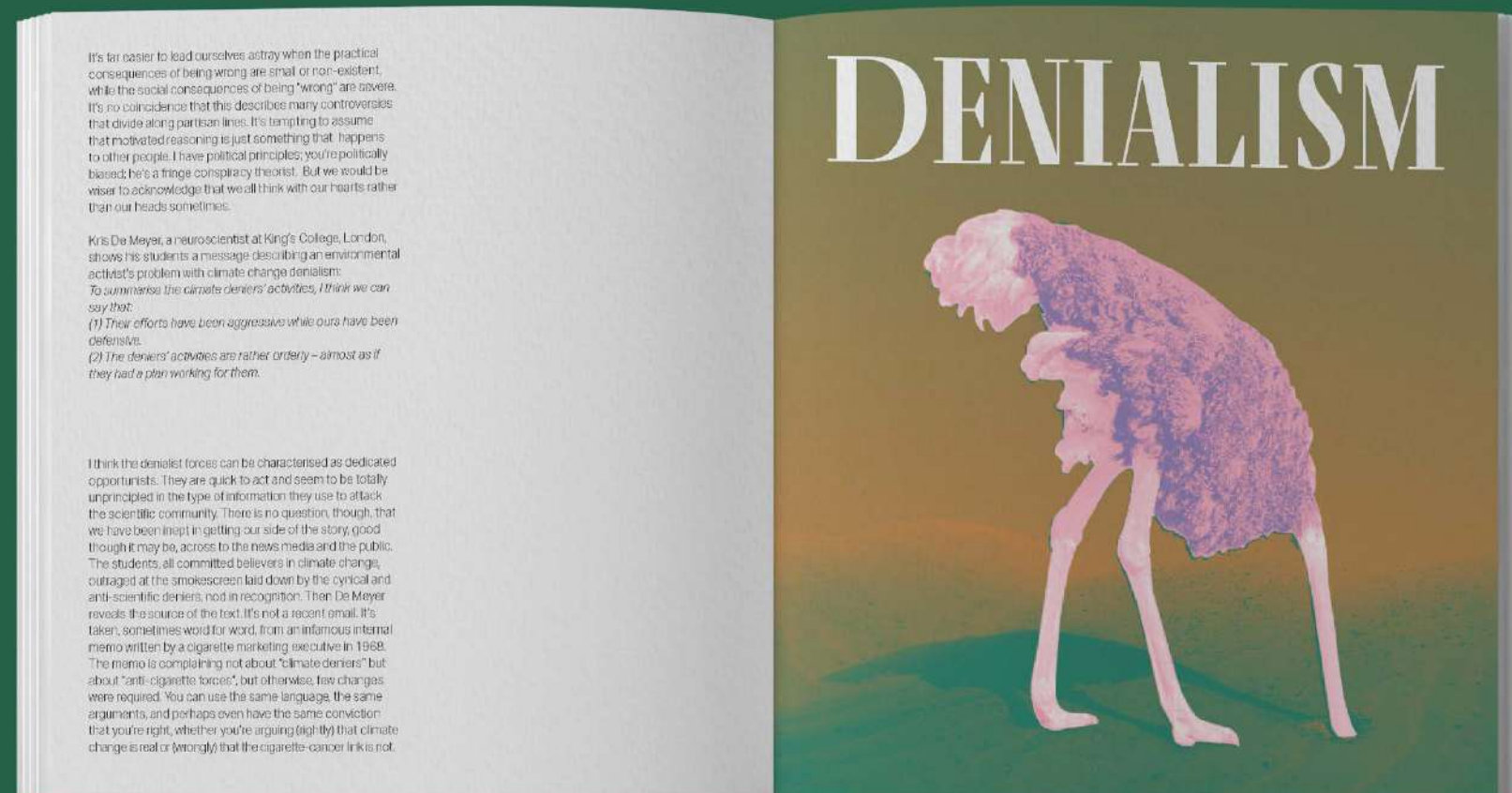
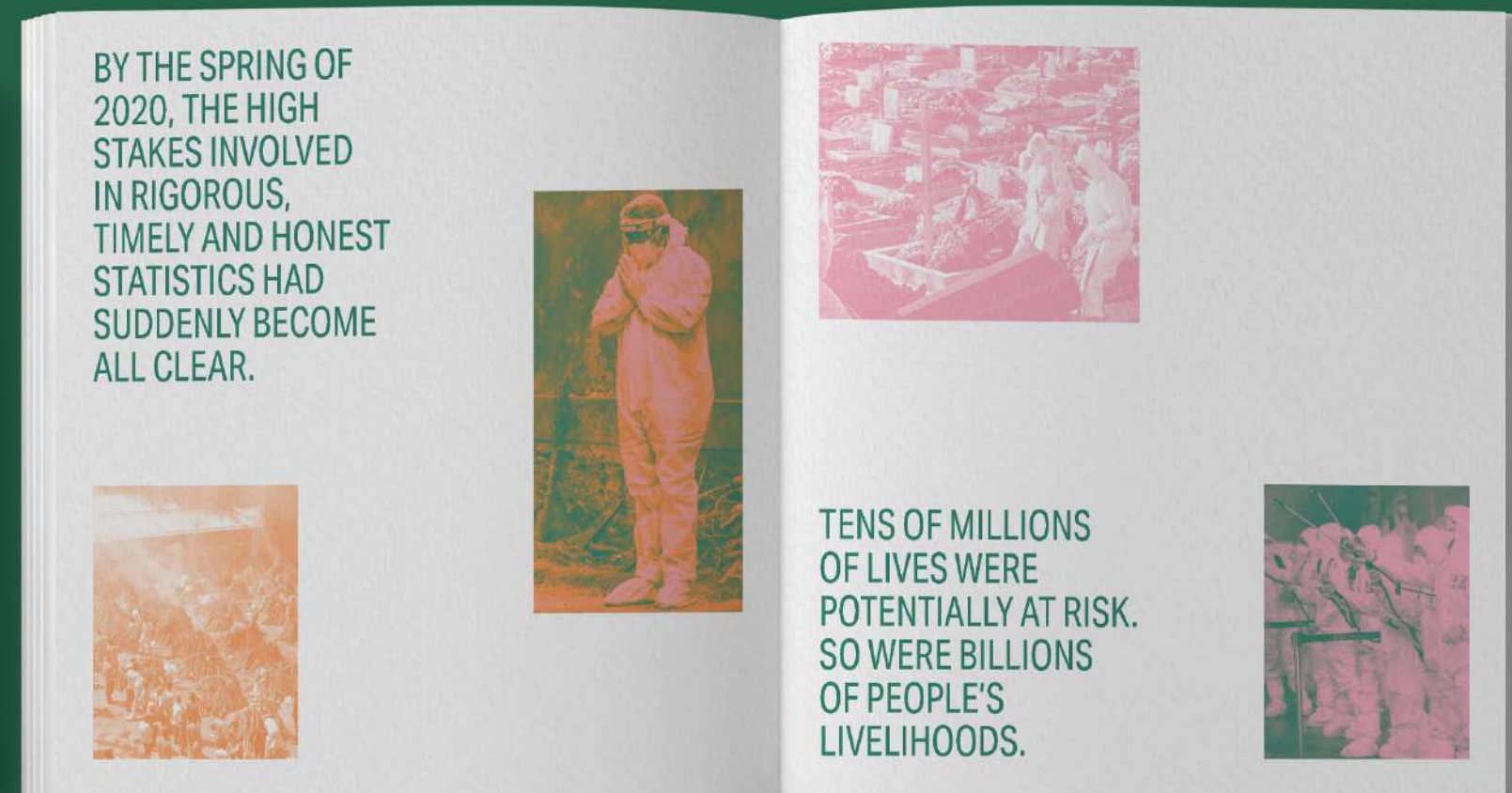
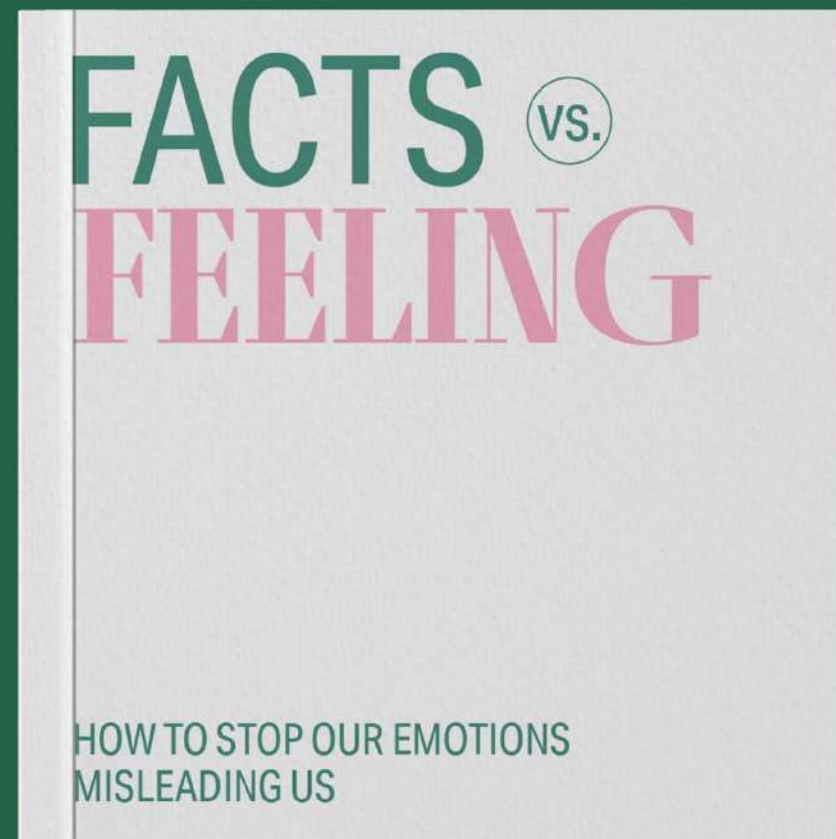


# FACT VS. FEELING



Publication / 2020  
150\*150 mm. — 20 pages

This booklet has retrieved the article from The Guardian.  
It informs the way to stop our emotions from misleading  
us with many study cases and scientific proof.





With the use of color and typography, the audience can distinguish between information based on facts and information based on emotions. Furthermore, the layout helps the audience understand the content easily and continually.



THE PANDEMIC HAS SHOWN HOW A LACK OF SOLID STATISTICS CAN BE DANGEROUS.

**BUT EVEN WITH THE FIRMEST OF EVIDENCE, WE OFTEN END UP IGNORING THE FACTS WE DON'T LIKE.**



As the debate over wearing masks, social distancing, and contact tracing continues, it's important to ask: How do we know what's true? Should we wear masks about small indoor gatherings or large outdoor ones? Does closing schools help to prevent the spread of the virus, or do more harmful children go to day care with grandparents? How much does wearing masks help? These and many other questions can be answered only by good data about who has been infected, and when, and in the early months of the pandemic, a vast number of infections were not being registered in official statistics, owing to a lack of tests. And the tests that were being conducted were giving a skewed picture, being focused on medical staff, mostly in patients, and - let's face it - rich, famous people. It took several months to build a picture of how many mild or asymptomatic cases there are, and how to study the virus widely. As the death toll rose exponentially in March, doubling every two days in the UK, there was no time to wait and see. London put economic rules in place to reduce the number of Americans. Medical journals in a single week in late March declared the pandemic over. The following week was even worse: more than 6,000 claims were filed. Was the global health consequences really catastrophic enough to justify emerging new primary people to conduct research so - but epidemiologists could or by make the best guesses with very limited information.

**YET WE ARE SPOILED BY SUCH LUXURY, CASUALLY DISMISSING "LIES, DAMNED LIES AND STATISTICS". THE CASE OF COVID-19 REMINDS US HOW DESPERATE THE SITUATION CAN BECOME WHEN THE STATISTICS SIMPLY AREN'T THERE.**



It's hard to imagine a more seductive story. But how much we usually take, especially, cynically gathered numbers for granted. The statistics for a huge range of important issues that predict the course of the year have been painstakingly assembled over the years by diligent statisticians, and other people, to be used to understand, not of change, anywhere in the world.

**WHEN IT COMES TO INTERPRETING THE WORLD AROUND US, WE NEED TO REALISE THAT OUR FEELINGS CAN TRUMP OUR EXPERTISE.**

This explains why we buy things we don't need, fall for the wrong kind of computer, partner, or vote for politicians who better our trust in particular, it explains why we so often buy into statistical claims that seem so convincing that we would tell us cannot be true. Psychologist Ziva Kunda found the effect in the lab, when she showed experimental subjects an article being out the evidence that coffee or other sources of caffeine could increase the risk to women of developing breast cancer. Most people found the article pretty convincing. She then showed her the same evidence that we don't like. And the opposite is true, too: when evidence seems to support our preconceptions, we are less likely to look too closely for flaws. It is not easy to master our emotions while assessing information that matters to us, because our emotions can lead us anyway to different decisions. We don't need to become relentless processors of numerical information - just rolling our emotions. Rather than regarding a separate world of our emotions, we need simply to develop good habits. Ask yourself how often this information makes me feel? Do I feel shocked or angry? Or happy, or angry or afraid? Or in doubt, or wanting to find a reason to dismiss all the claims?



In the early days of the pandemic, misinformation spread over faster than the virus itself. One viral post - circulating on Facebook and email newsletters - all too confidently explained how to distinguish between COVID-19 and a cold, measured people that the virus was destroyed by warm weather, and incorrectly advised that food safety was to be avoided, and to wear a face mask, any virus. The post, sometimes attributed to "my friend's uncle", sometimes to "Stanford hospital board" or some identical and unverified pseudonym, was occasionally accurate but generally speculative and misleading. But still people - normally sensible people - shared it again and again and again. Why? Because they wanted to help others. They felt confused. They saw apparently useful advice, and they felt required to share. That opinion was original, and it was well meaning - but it was not what they needed repeat any statistical claim. They try to take note of how it makes me feel. It's not a foolproof method against being misled, but it's a habit that does little harm, and is sometimes a great deal of help. Our emotions are powerful. We can't make them vanish, and we should be aware of them. But we can, and should, try to notice when they are clouding our judgment.

...sted, Taiwan complained that COVID-19 it had given important clues to transmission to the World Health Organization as mid-January, the WHO was that China had found no evidence of transmission. (Taiwan is not a member of the WHO, but the WHO has said that it should not be treated as such. It's possible that this geopolitical situation could be a delay.)

? Almost certainly, with cases doubling every three days, we will never know what might have happened with an extra couple of weeks of warning. At many leaders took a while to appreciate the gravity of the threat. President Trump, for instance, said in late February: "It's going to disappear. One day like a miracle, it will disappear." Four weeks later, with many other countries, Trump was still talking hopefully about everybody to church at Easter.



# GIRLS, IT MATTERS

*In Collaboration with  
Tiwat Khunphol  
Pakin Pumakanchana  
Matina Kanchanathip  
Supitcha Phaisalfuangfung*



Campaign Design/ 2021

“Girls, It Matters” is a campaign aiming to points out common health issue found among women which is a cause from working habits and environments. The campaign provides information on women’s health and how their anatomical physique made them prone to several diseases more than men.









The informative brochure provide statistical facts along with medical information which explain the causes and effects of each body parts. The use of pictograms, illustration and infographic helps the audience to easily digest the complex information.

# YOUR MENTALITY MATTERS

### SIGNIFICANT FACTORS

#### FEMALE'S AREA OF OCCUPATION

Female employees are more likely to be employed in the emotional-labor work sector in comparison to men. This is due to their skills for being more compatible with interpersonal relationships and stronger verbal communication according to their brain's anatomy.

Female's employment by industry September 2020 in Million

#### FEMALE AND CUSTOMER SERVICES

Women values interaction and servicing process as the core of good customer service making them concerns more about customer satisfaction after receiving the service. Customer satisfaction is biased as most customer perception on satisfaction of service is based on their perception of the employee to be the right gender according to their preference.

73% of customers preferred the gender of customer service employee to be female.

#### LOW-WAGE INCOME

Annual Income of Customer-facing Jobs

- Cashiers: \$11,300
- Waitresses: \$12,800
- Housekeepers: \$14,700
- Retail sales: \$18,600

#### Stress from poverty

Chronic psychosocial stress is gaining recognition as a major mechanism through which poverty exerts a negative toll on women. Ongoing stress associated with poverty, or the stress of being without what one needs, creates constant wear and tear on the body, dysregulating and damaging the stress response system and reducing cognitive and psychological resources for battling adversity and stress.

#### EFFECT ON HEALTH

##### MENTAL EXHAUSTION

Mental exhaustion can happen to anyone who experiences long-term stress. It can make you emotionally drained, and make your responsibilities and problems seem impossible to overcome.

##### Depression

Depression is a common mental condition that can mentally make us feel sad and less motivation, however it can also significantly affect our bodies and contribute to other psychological and physiological disorders. Depression is often connected with long-term stress and can cause significant health effects such as sleep disturbances, eating habits, digestive problems, body pain, and discomfort. Depression is a leading cause of disability worldwide. People who are diagnosed with depression can be qualified as disabled people if the symptoms of depression have an impact on the person's daily lives such as losing living motivation which leads to loss of productivity and functionality in everyday life.

##### Burnout

Burnout is a state of emotional, physical, and mental exhaustion caused by excessive and prolonged stress. It occurs when people feel overwhelmed, emotionally drained, and unable to meet constant demands. As the stress continues, the patient begins to lose the interest and motivation that led you to take on a certain role in the first place. Burnout reduces productivity and saps the patient's energy, leaving people feeling increasingly helpless, hopeless, cynical, and resentful. Eventually, people may feel like you have nothing more to give. The negative effects of burnout spill over into every area of life—including your home, work, and social life. Burnout can also cause long-term changes to the patient's body that make people vulnerable to illnesses like colds and flu.

##### Symptoms of burnout

- Withdrawing from responsibilities
- Using food, drugs, or alcohol to cope
- Isolating yourself from others
- Always procrastinating
- Taking out your frustrations on others
- Increasingly cynical outlook
- Sense of failure and self-doubt
- Frequent headaches or muscle pain

##### Percentage of People Diagnosed with Mental Disorder by Age and Gender

#### PHYSICAL DISADVANTAGES

##### FEMALE BRAIN'S ANATOMY

Grey Matter  
White Matter

Women's brains function differently from men's brains because of their anatomical structure. Female tend to process information based on sentimentality rather than statistics and logic because the brain of a woman has a strong connection from side-to-side making it better for intuitive thinking, creativity and verbal communication. Two significant characteristics in the brain are the white matter and the grey matter, which are responsible for different approaches in information processing. Female's brains use more white matter in comparison to men's brain, which explains why female use sentiment-based information processing. Therefore, women are more affected by emotional threats as their approach to handling emotions is based on their sentimentality.

##### HORMONAL CHANGE

Hormones are bodily chemistry that regulates the neutrality of the whole body. If one hormone malfunctions, it could result in changes in physical and mental health of the person. These hormones are responsible for a person's emotional state. Throughout the lifetime of a woman, they experience frequent hormonal changes such as the menstrual cycle and menopause. During ovulation period, estrogen level dramatically dropped while progesterone level increased causing sensitivity and emotional swing in women. Thus, women are more affected by other emotional factors as their emotional stability is not stable either because of the hormonal changes.

Follicular Phase  
Ovulation Period

progesterone  
estrogen

1 out of 8 of U.S. adults with mental illness also experienced a substance use disorder in 2019.

# YOUR BONE & MUSCLE MATTERS

#### PHYSICAL DISADVANTAGES

##### HORMONES DEFICIENCY

Women are not as compatible as men in performing physical force requiring tasks. The primary cause of this disadvantage is the difference in the musculoskeletal structure of both sexes. There are two major causes of the women's physical disadvantage in performing labor-intensive tasks, which makes them the physically weaker sex by nature.

Estrogen (picogram / ml)  
Progesterone

##### LESS BONE MASS AND MUSCLE FIBRES

Women is widely known to be a weaker sex in terms of their physical force output. This is because of the difference in their structure of muscle fibres. There are two main types of muscle tissues in the human body. Women body consists of more Type I muscle which have more body-fat percentage and better at lipid utilization making it more resistant to fatigue, yet it is weaker in the force output than Type II muscle.

Average Female and Male Bone Mass  
Female  
Male

#### SIGNIFICANT FACTORS

##### FEMALE'S PHYSICAL PERFORMANCE AND OCCUPATION RISK

Multiple occupations is a contributing factor of female to develop musculoskeletal disorders. The majority employment of women located in the administrative and secretarial jobs which requires repetitive movements and tiring postures endangering women's bone and muscle as they are already prone to musculoskeletal disorders by nature. Female represent a significant proportion of workers in certain occupations which are characterized by specific strain features. For example, they constitute 75% of workers in the intermediate occupations of health and social activities, where work implies standing for long periods of time, heavy loads, tiring postures, handling chemical and biological products, unusual working times, contact with the public and emotionally demanding situations.

##### Percentage of Females with MSD According to Specific Tasks

- Heavy Lifting: 28%
- Material Manipulation: 19%
- Keypunching: 11%
- Holding Tool: 10%
- Light Lifting: 5%

##### Rate of MSD Found in Each Occupation

#Rate per 100,000 female workers

- Administrative and secretarial occupations: 660
- Managers, directors and senior officials: 140
- Associate professional occupations: 850
- Sales and customer service occupations: 900
- Professional occupations: 990
- Elementary occupations: 1,140
- Dining and leisure occupations: 1,680
- Process, plant and machine operatives: 1,720
- Skilled trades occupations: 2,150
- Other occupations: 1,130

##### Indicators of MSD

A composite indicator of MSD exposure, based on data from the survey related to specific biomechanical factors, organisational strain and psychosocial factors, indicates that female are concentrated in administrative activities, which present a relatively lower level of risk. However, in all occupations, women are more exposed to MSD risk factors than their male counterparts. When controlling other circumstances, such as age, tenure, company size and occupation, women have a 22% greater chance of being exposed to the risk of MSD than men have.

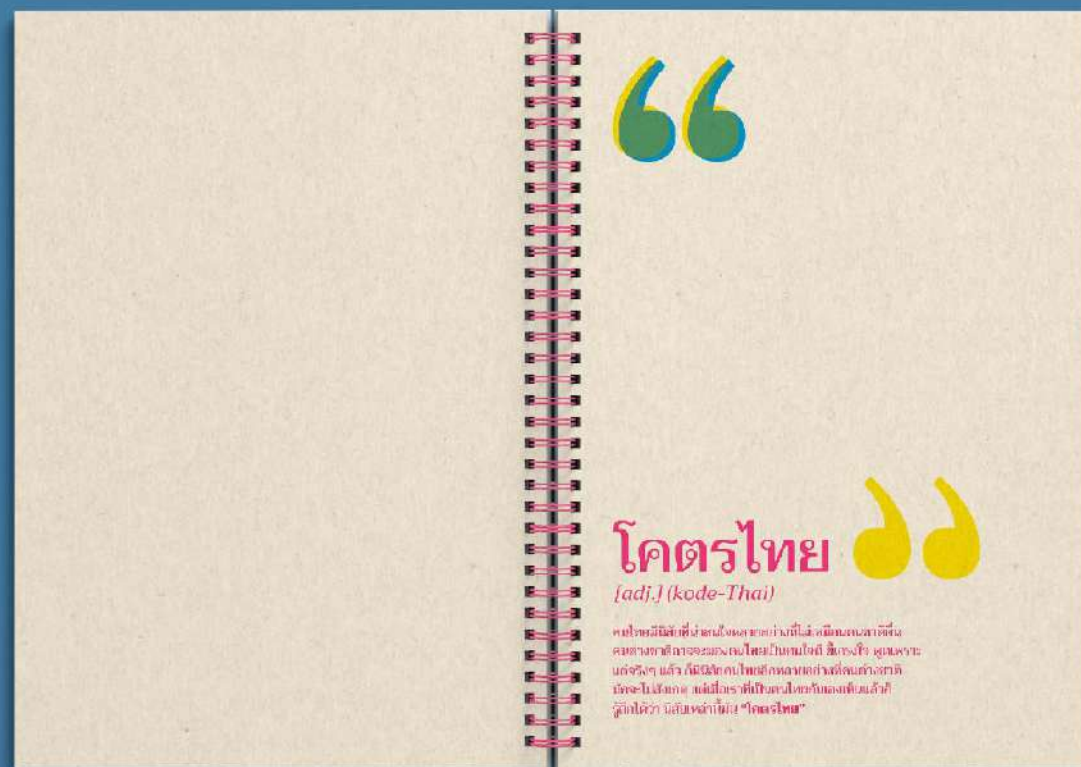
#### EFFECT ON HEALTH

##### COMMON DISEASES OF MSDs DIAGNOSED IN FEMALE

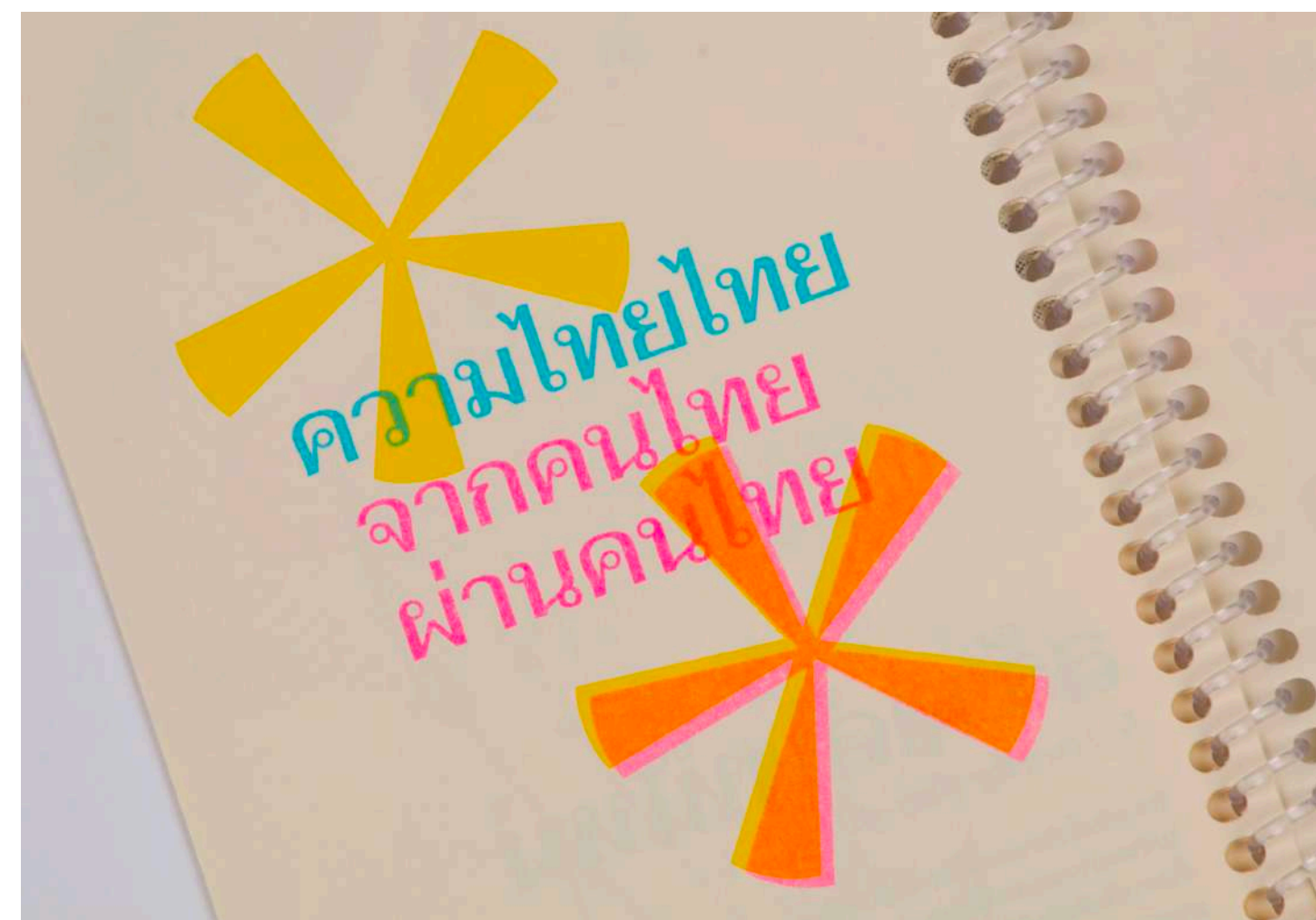
- Tendonitis**  
This is an inflammation of a tendon - the fibrous tissues that connect a muscle to a bone. It can especially affect your shoulder, elbow, wrist, or wrist.  
42% Upper limbs or neck  
197,000 out of 470,000 cases
- Osteoarthritis**  
Usually referred to as just "arthritis," this is a condition in which cartilage - the rubbery protective tissue at the end of your bones - gradually wears down.  
46% Back  
186,000 out of 470,000 cases
- Rheumatoid Arthritis**  
With rheumatoid arthritis (RA), your body's immune system attacks its own cells. If left untreated, RA can erode the bones and cause deformity in the joints, such as the fingers.  
46% Lower limbs  
86,888 out of 470,000 cases
- Bone Fractures**  
Trauma, exercise, and disease can weaken your bones. Not only is a bone fracture painful, but it can also result in a temporary loss of functionality in an arm, leg, foot, or hand.
- Carpal Tunnel Syndrome**  
Carpal tunnel is often caused by repetitive hand use or extreme flexion or extension of the hand or wrist. It can result in numbness and tingling in your hand or arm.
- Fibromyalgia**  
This condition involves widespread muscle pain and tenderness. It is often accompanied by fatigue that can adversely affect your sleep habits, memory, and mood.

##### Statistics of Female Who are Diagnosed with MSDs by Affected Area











# RUENTHAI MAGAZINE

Role : Co-Art director  
and graphic designer



Key Visual &  
Layout Design/ 2021

Ruenthai Magazine is an annual magazine of  
faculty of Architecture Chulalongkorn University  
run by 3rd year students.

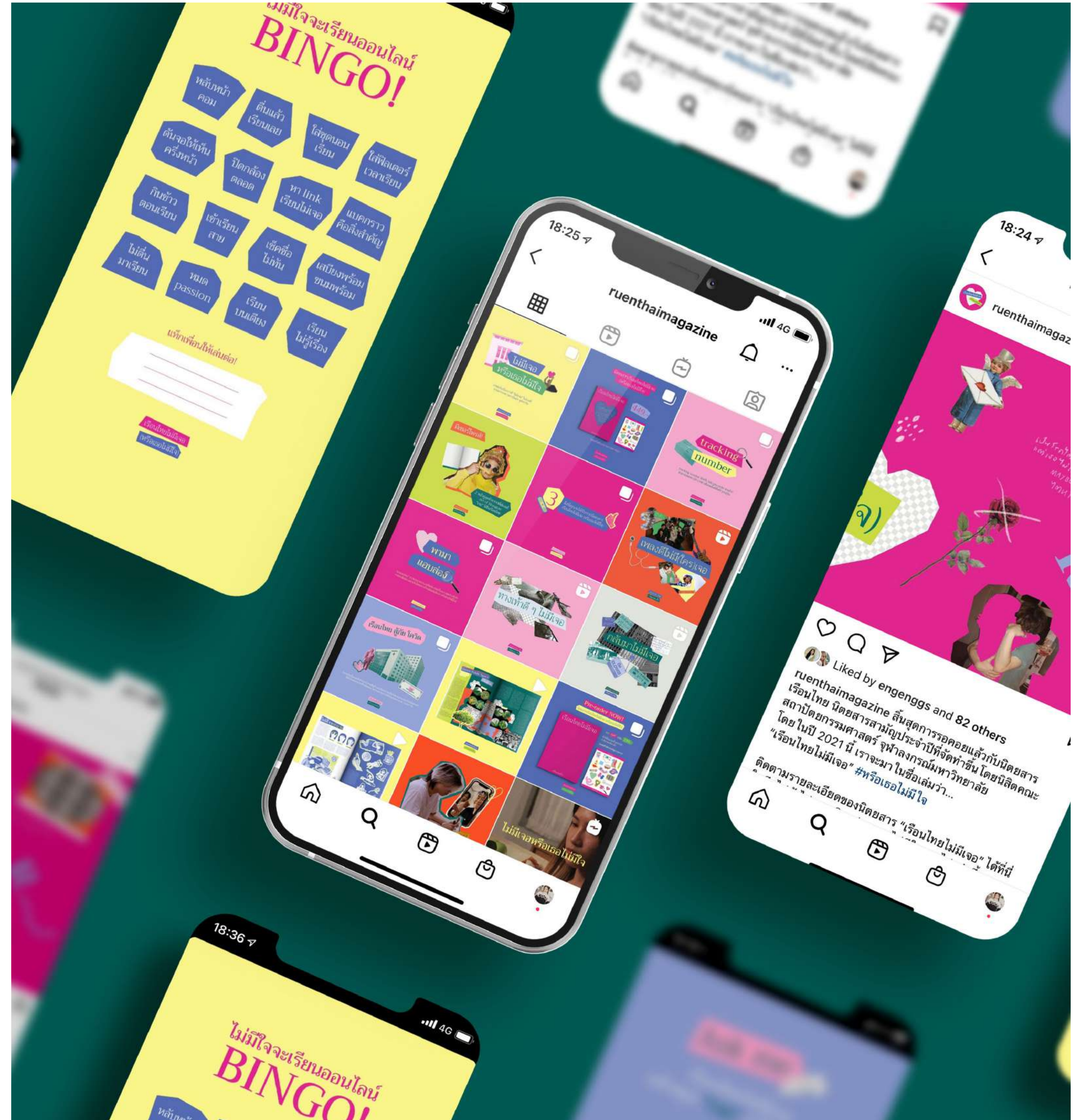






Key Visual &  
Layout Design/ 2021

The theme of this year is fun and playful. Graphic elements and colors help conveying the sense of fun and playfulness.





# MISHMASH

In Collaboration with  
Nichanan Archasuwan



Visual Identity/ 2021

Mishmash is a visual identity design for a publication and printing projects under Coma Press of Commd's Student Union. Under the theme of Unity of Diversity, different typefaces are used and and combined to convey the concept.



## Typefaces

### JUNIPER STD

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

123456789  
! ? # % & \* ( ) @

### hyPresto Display

abcdefghijkl  
klmnopqrs  
tuvwxyz

123456789  
! ? # % & \* ( ) @

### Antarctian

abcdefghijkl  
klmnopqrs  
tuvwxyz

123456789  
! ? # % & \* ( ) @

### Operetta 12 Black

abcdefghijkl  
klmnopqrs  
tuvwxyz

123456789  
! ? # % & \* ( ) @

### AB-Digicomb

abcdefghijkl  
klmnopqrs  
tuvwxyz

123456789  
! ? # % & \* ( ) @

### cu33

abcdefghijkl  
klmnopqrs  
tuvwxyz

123456789  
! ? # % & \* ( ) @

### Shuriken Boy Std

abcdefghijkl  
klmnopqrs  
tuvwxyz

123456789  
! ? # % & \* ( ) @

### SHURIKEN BOY STD

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

123456789  
! ? # % & \* ( ) @



# WONKA KIDS

In Collaboration with  
Nattaporn Komemek



UXUI Design/ 2021

“Wonka Kids” is an application design intended for children. The application is based on the renowned film, Charlie and the Chocolate Factory. The application will teach children important life lessons through easy language, appealing visuals and illustrations.





# (OVER) PROTECTIVE

*In Collaboration with  
Yaninee Suwanwalaikorn*



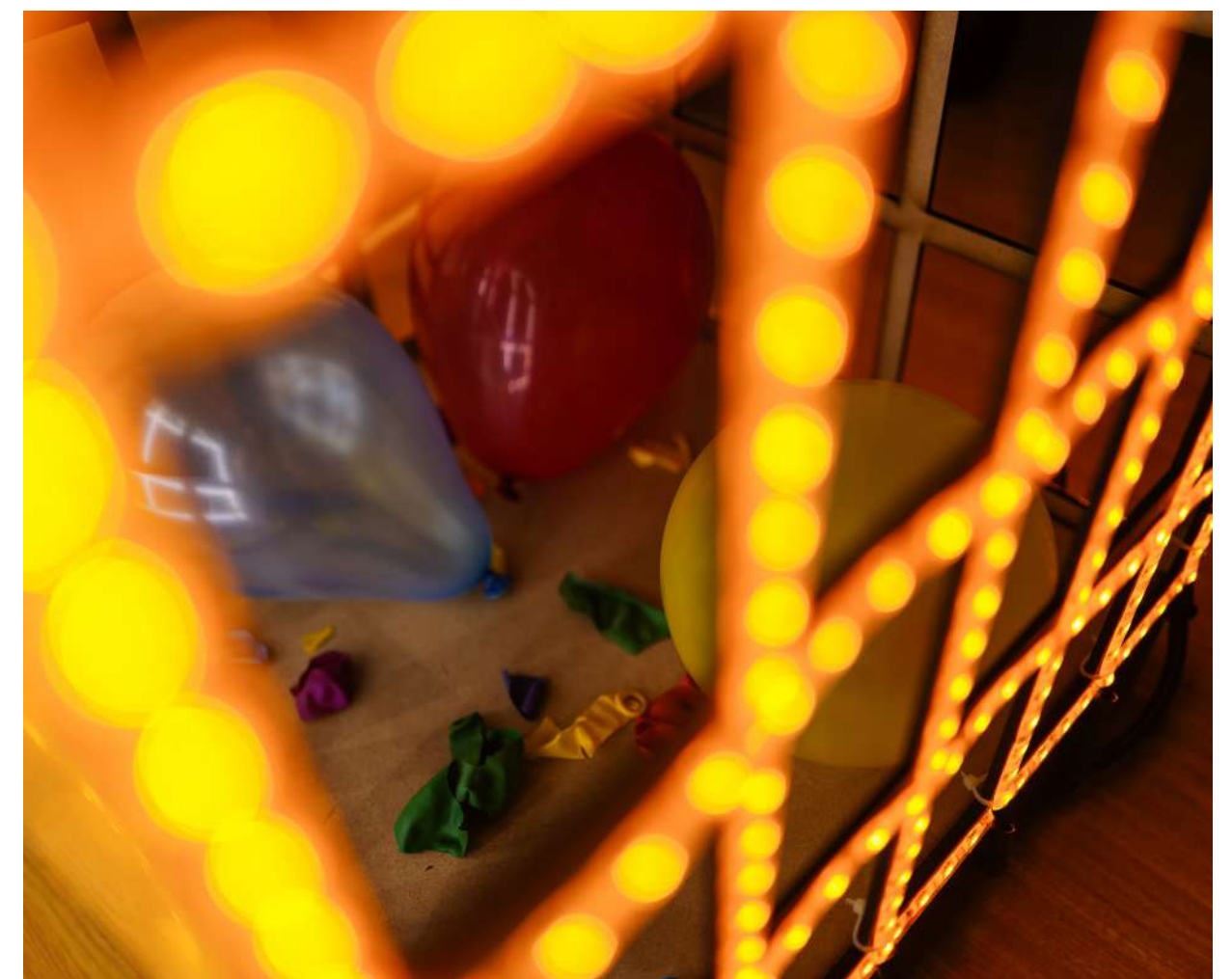
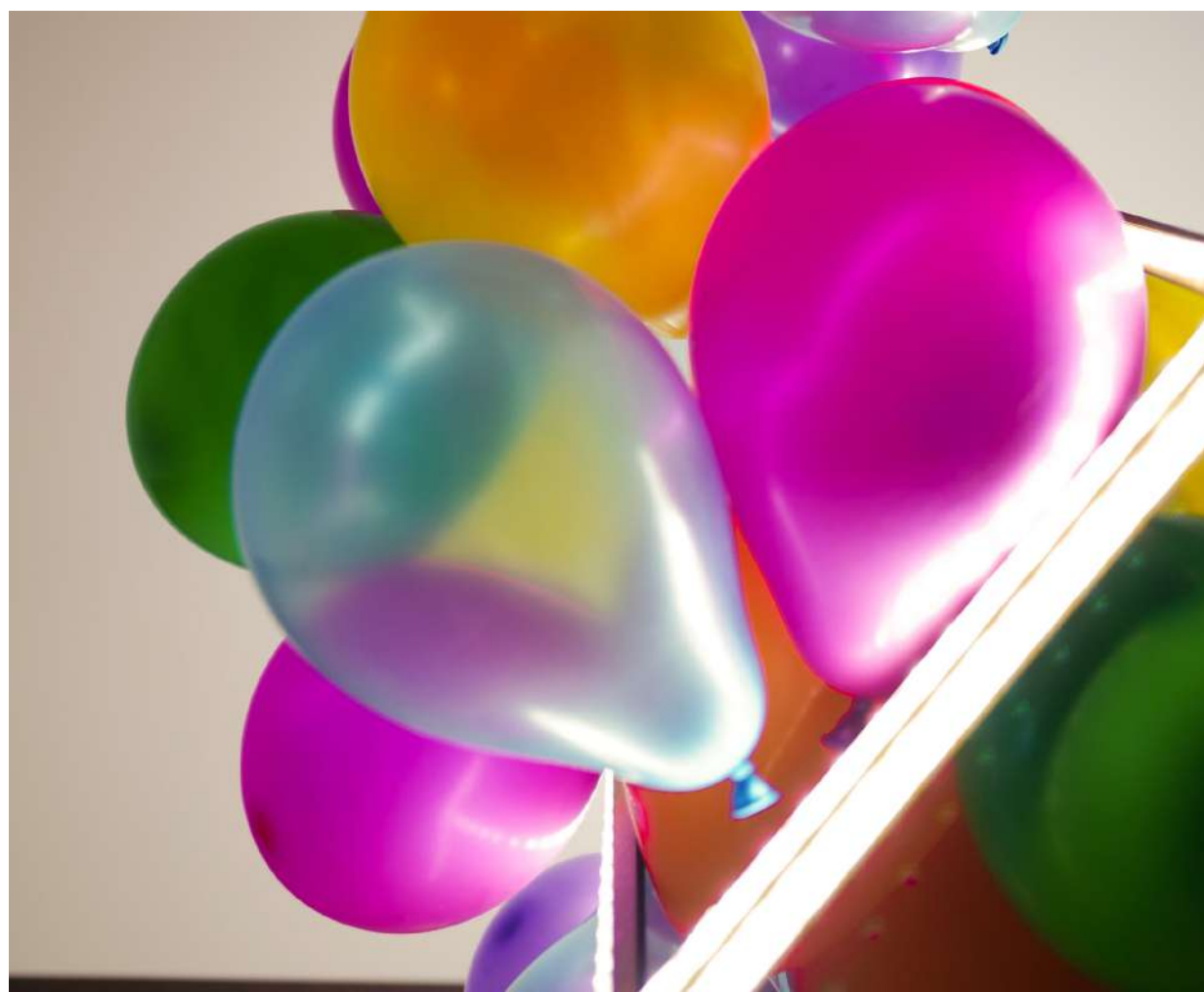
Installation/ 2021

This lighting installation is a take on the ESFJ personality according to the MBTI theory. This type of personality has a distinguishable trait of deeply caring others which often overwhelm those around them.





The personality was reimagined as a overprotective parent represented by each house and the balloon as a result of the overprotectiveness.



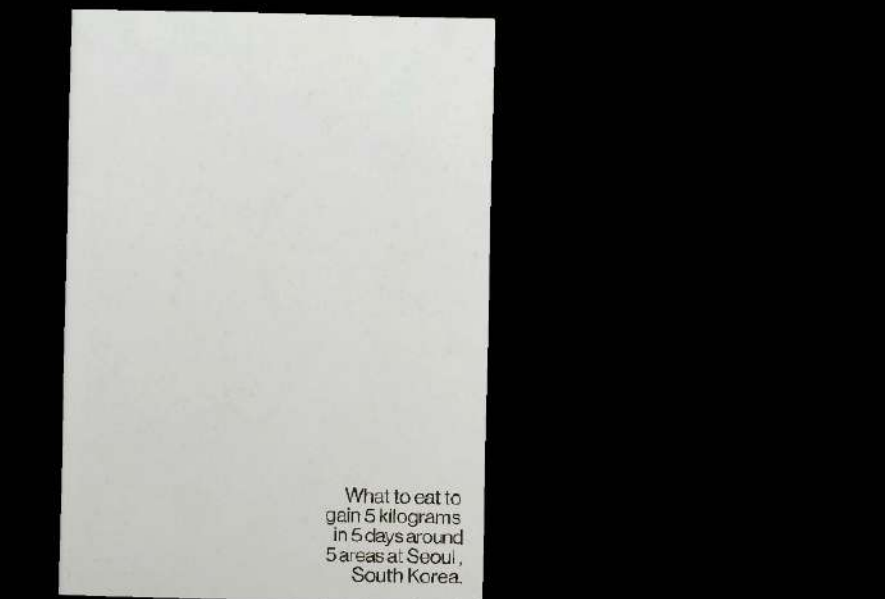
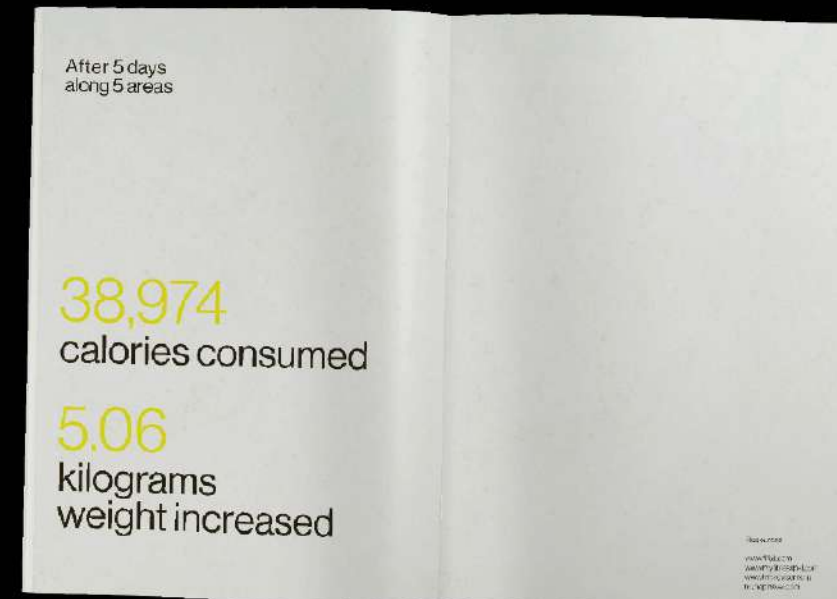
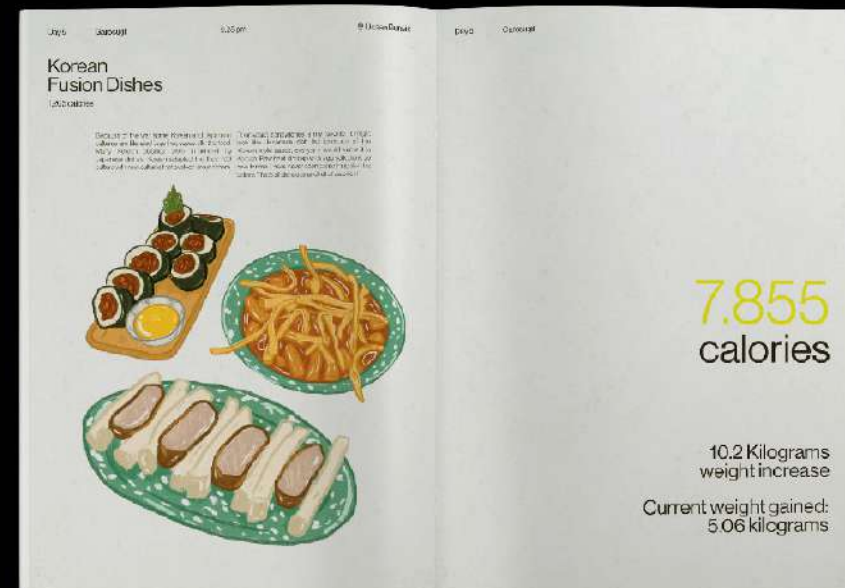
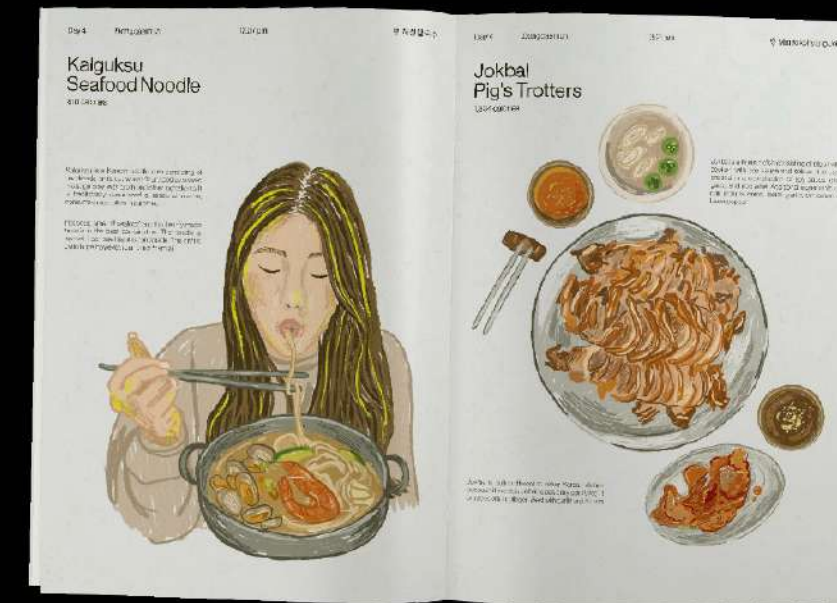
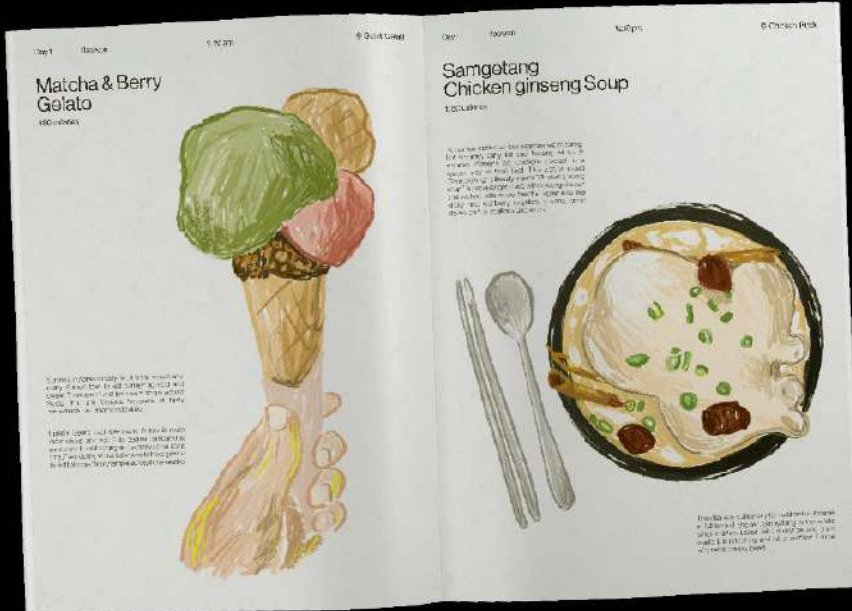
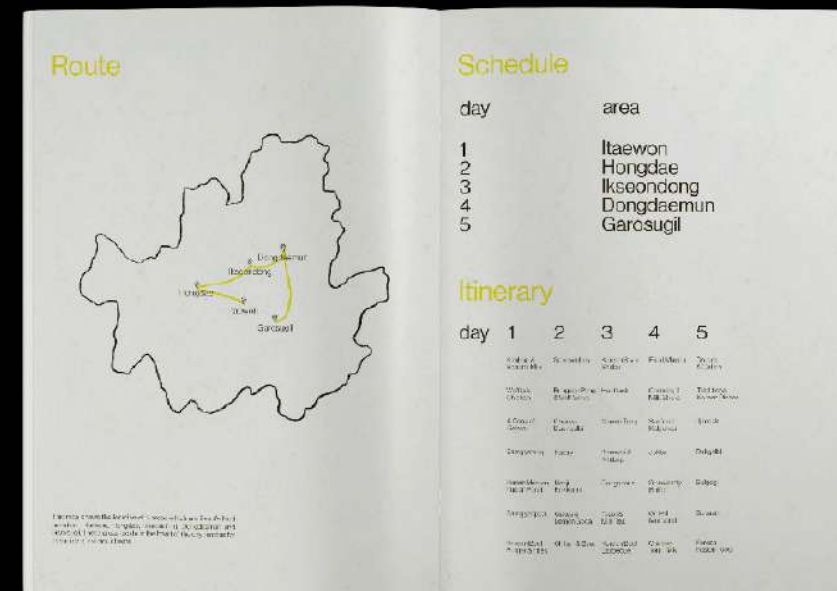


# 5 DAYS, 5 AREAS AND 5 KILOGRAMS

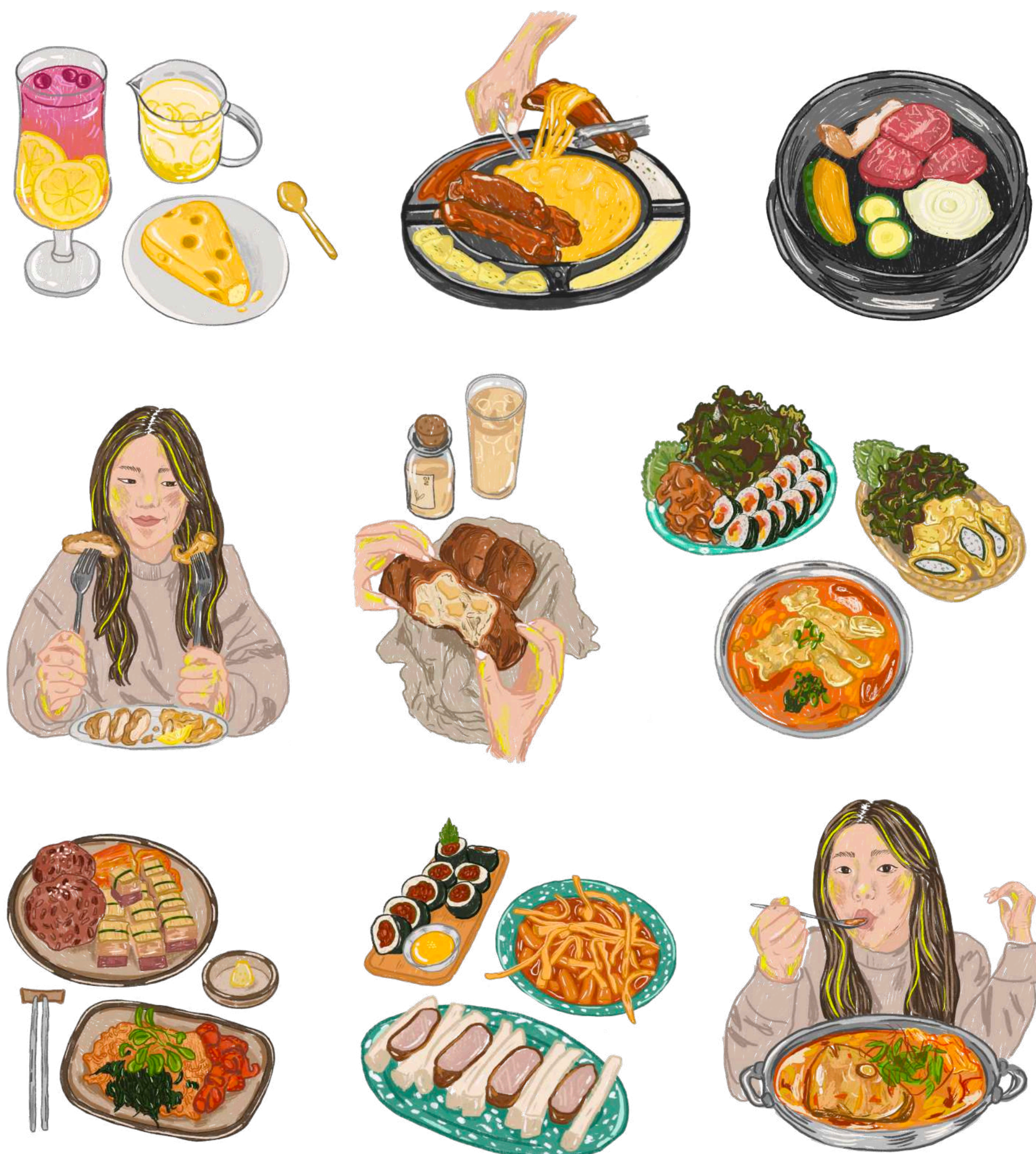
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Publication &  
Illustration/ 2020  
148\*210 mm. — 48 pages

This booklet guides the reader through the city of Seoul, South Korea to experience Korean food culture in 5 areas in 5 days in Seoul in order to increase 5 kg. weight.







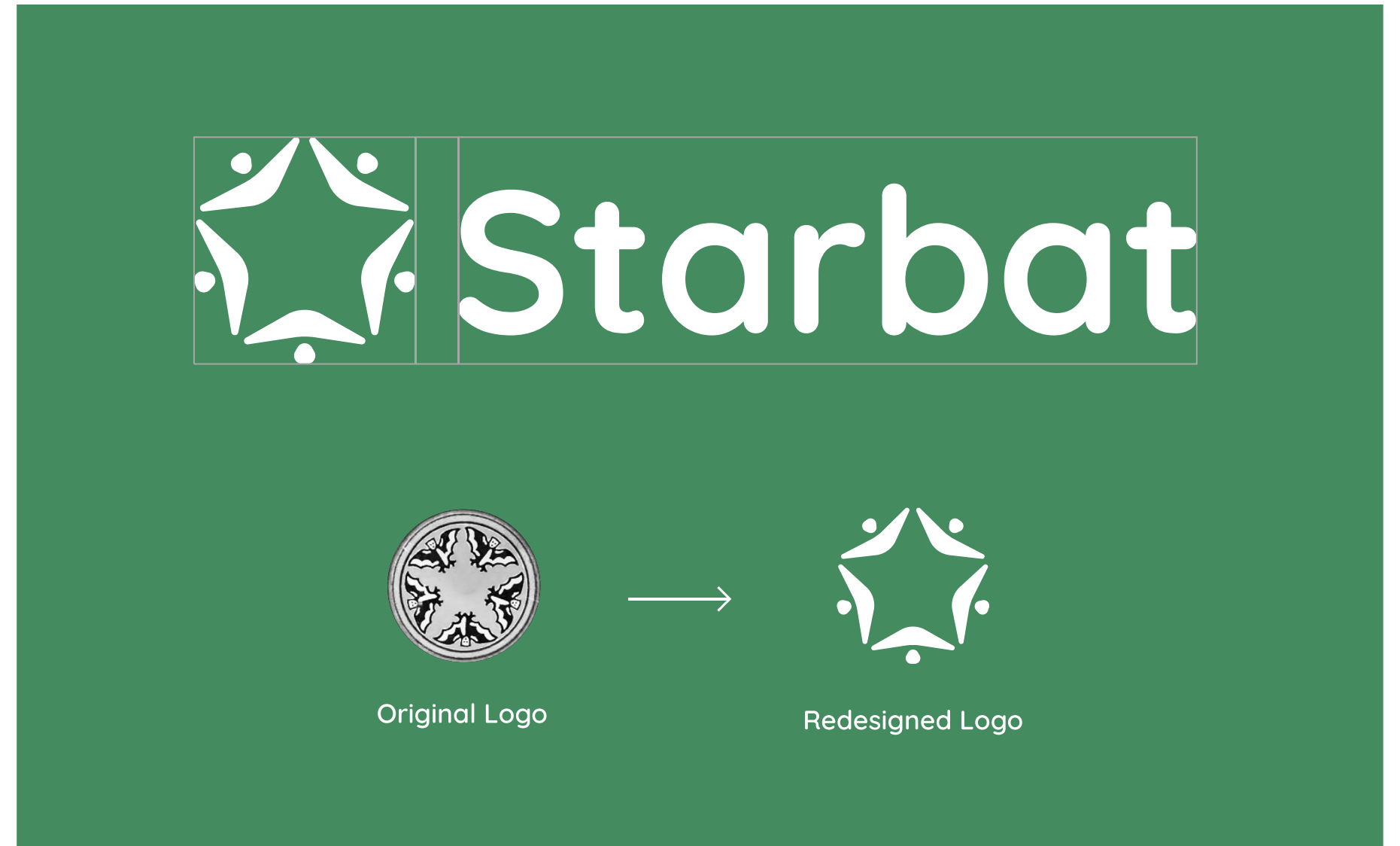


# STARBAT HERBAL SUPPLEMENTARY



Rebranding & Packaging Design / 2020  
120\*180 mm.

“Starbat” is a new-look of thai traditional herbal supplementary for children which was rebranded for more appealing and modern visual.







Rebranding & Packaging Design / 2020  
120\*180 mm.

The package was redesigned for convenience and divided into small portions packed in a sachet. Each flavor are assigned to different color scheme for each fruits.



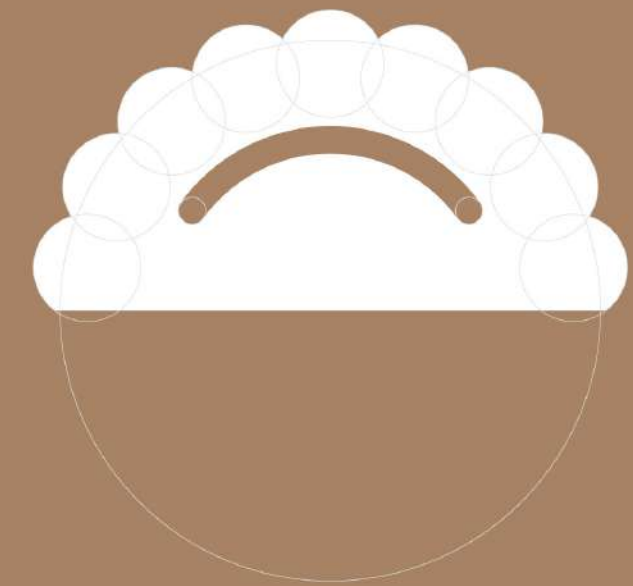


# BAÂN



Branding & Packaging  
Design / 2020  
120\*180 mm.

BAAN is designed to be more suitable for modern lifestyle by twisting the original recipe with a touch of french pastry. Curry puff is combined with croissant dough to give a more unique taste while remaining its authentic flavor.



Original



Taro



Vanilla



Chocolate



Spinach



Truffle







# YOU DON'T HAVE TO BE A VEGAN



Folded Poster/ 2019  
420\*594 mm.

This folded poster inform the reader of environmental caused from eating habits and promoting plant-based diets. The artistic direction is inspired by Wim Crouwel and Massimo Vignelli. The contrast of the color suggests two different parts of the information: problems and solutions.

### Animal agriculture and Co2 emission

Though much of the world is focused on addressing ways that food can be a key to a sustainable future, the environmental impact of animal agriculture is often overlooked. Animal agriculture is the second largest contributor to greenhouse gas emissions (GHG) emissions after land use and land-use change, and is a leading cause of deforestation, water and air pollution and biodiversity loss.

**Resources and Production**

Animal agriculture takes a heavy toll on many of the Earth's resources, water and arable lands. It is responsible for 70-80% of the world's water use, 60% of the world's land use, and 14% of the world's greenhouse gas emissions. It is also a leading cause of deforestation, water and air pollution, and biodiversity loss.

**Consequences and Impacts**

Animal agriculture is a leading cause of deforestation, water and air pollution, and biodiversity loss. It is also a leading cause of greenhouse gas emissions, which contribute to climate change and global warming.

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### vegan for breakfast & lunch

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### What to eat?

Stop eating meat? The average greenhouse gas impact of getting 50 grams of protein from beef is 1.3 metric tons of CO2. This is significantly higher than the impact of getting 50 grams of protein from plant-based sources, which is only 0.4 metric tons of CO2.

**Not eating animal products for breakfast and lunch, you are saving 1.3 metric tons of Co2 emission per year.**

### You don't have to be a vegan just eat less animal products

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### Not eating animal products for dinner

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### save the world

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Animal agriculture is a leading cause of deforestation, water and air pollution, and biodiversity loss. It is also a leading cause of greenhouse gas emissions, which contribute to climate change and global warming.

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### Not eating animal products for dinner

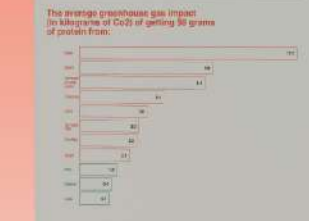
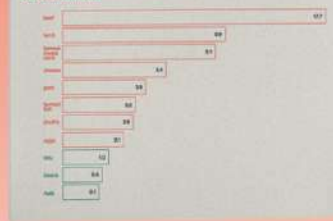
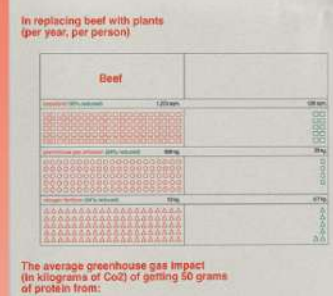
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### save the world

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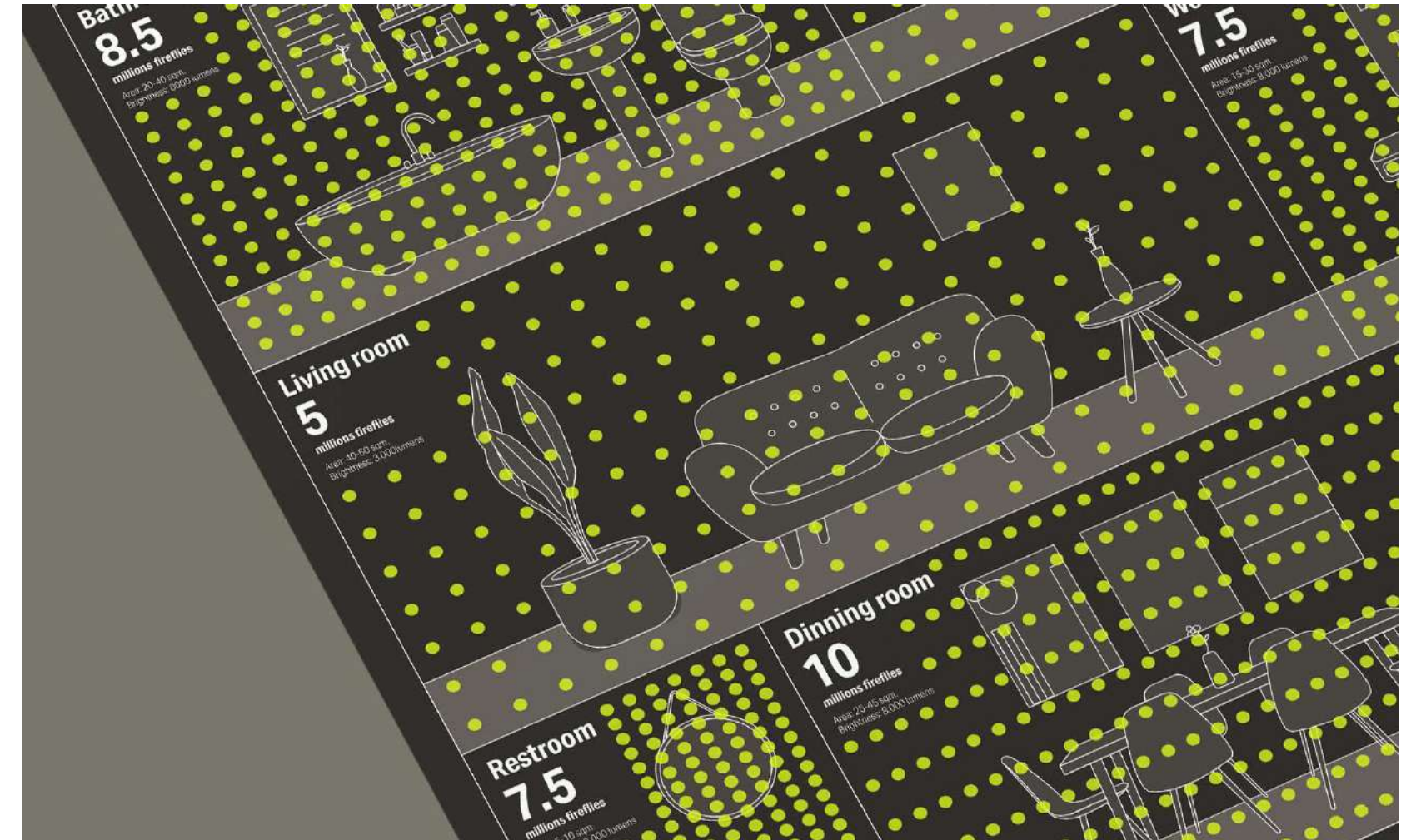


# HOW MANY FIREFLIES DO YOU NEED TO LIGHT UP YOUR HOUSE?



Infographic poster/ 2019  
420\*594 mm.

Firefly is the brightest bioluminescence living organism in the world. If there are enough fireflies, they can light up the room. This poster tells the approximate number of fireflies that would be bright enough to light up each room in the house with the appropriate brightness.





# 100 YEARS OF BAUHAUS

*In Collaboration with  
Jada Thavisri  
Nut Laoharawee*



**Wearable sculpture/ 2019**

This wearable sculpture is inspired from Paul Klee, a famous member of Bauhaus, known for his style of using geometric shapes for painting. The sculpture is constructed from rectangular shapes with mathematic calculation to make it movable. It is exhibited at the Goethe Institut's 60 year anniversary as a part of special performance.



Scan to view  
full project