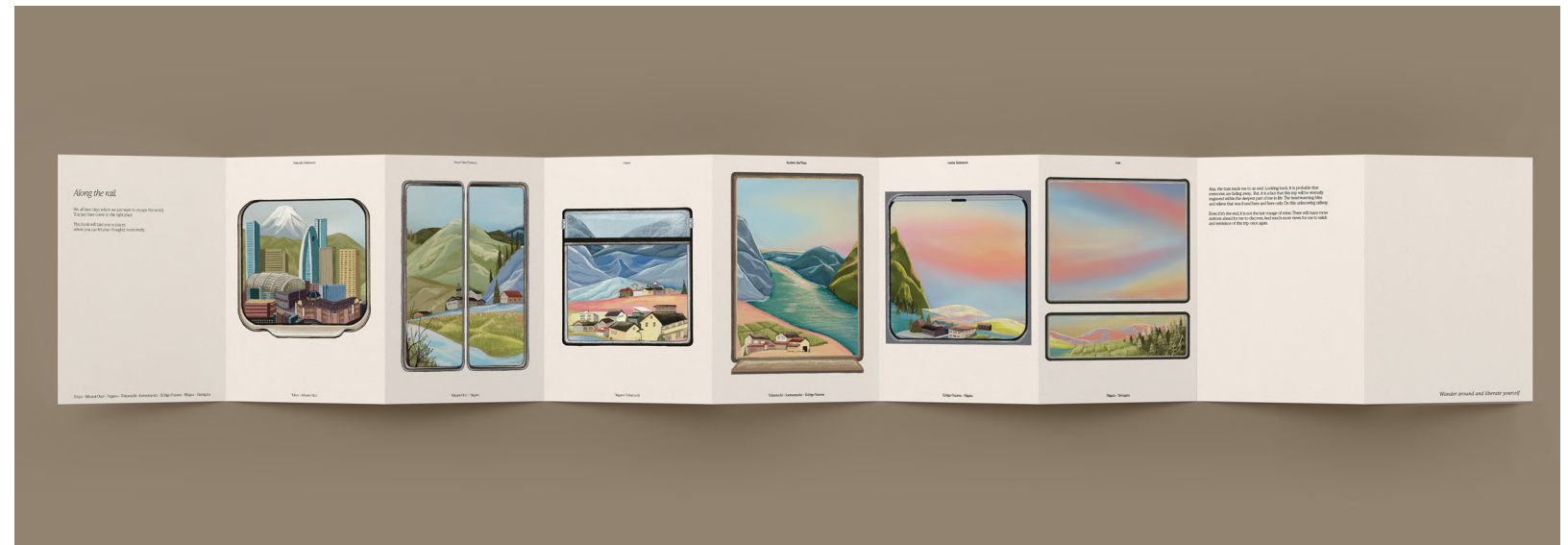


nattaporn





Along the rail

This publication guides the reader through a journey along the railway of Japan, from Tokyo to Yamakata. Each window panes are from each train taken, and the view on that specific route. The hand drawn is accompanied by poetic text expressing the feelings of the exact moment while looking out the window from the train.



Sriracha Panich

A conceptual rebranding project, pushing the brand image with a more modern approach. Sriracha Panich hot sauce was initially discovered in 1935 by Ms. Thanom Chakkapak at Sri Racha district, Chonburi; it is considered one of the top brands under the Sri Racha sauce category. For over 80 years, the sauce has been deeply ingrained in the Thai culinary culture. However, the brand has lost its rank to new-faced brands with a more approachable and modernized image. In order to take the brand up to the top again, this rebranded packaging aims to target a younger audience through using illustrations suggesting that the sauce can accompany any food from traditional to fusion dishes. This project brings a new look to the original sauce by pushing the boundary from traditional hot sauce to a more versatile sauce that is served as a compliment with any dishes, hoping to reinvent the brand image to regain its name as Thailand's No.1 Sri Racha chili sauce.



Sophronia

In collaboration with Yaninee S,
Jada T, Nichaporn J, Salinrada P.

"Sophronia" is an imaginary city described in the novel "Invisible Cities" by Italo Calvino. The wooden structure is a metaphorical representation of the city, where it is composed of two parts, portrayed by two lovers who would be incomplete without one another. The interaction symbolize the bond between two cities. The design on both sides show contrasting characteristics of Sophronia as described by Calvino.





Ruenthai
Magazine
2021

Ruenthai is an annual magazine of the faculty of Architecture Chulalongkorn University run by 3rd year students. The 2021 edition was themed “เรือนไทยไม่มีใจ หรือเธอไม่มีใจ”

Co-art director with Yaninee S, and Nattanun S.



Nirodha

In collaboration with Yaninee S, Jada T, and Salinrada P.

“Nirhoda” is a campaign design to promote religion, focusing on Buddhism, as a method of curing mental health. This campaign were made as part of ethical debate on how religion is still relevant in the modern world. The surrealistic illustrations were chosen to aid in visualization of intangible concept. The campaign has multiple collateral assets including posters and brochure.

Nirodha

Are you suffering?

Suffering in Silence

British Dictionary definition for mental illness is "any of various disorders in which a person's thoughts, emotions, or behavior are abnormal or cause suffering to himself, herself, or other people". The single scientific answer to the mental illness is an imbalance of chemistry in the brain which causes various forms of dysfunction, affecting our emotions and behavior.

Today, it's widely accepted by many major scientific associations that addiction is a medical illness, being defined as a "brain disease". In terms of psychological symptoms, individuals who have developed addiction have chronically disrupted chemistry of the brain, triggered by their tendency to act against their own self-interests. As such, addicts become incapable of controlling their impulses - a symptom of many mental illnesses.

Around 1 out of every 10 people suffer from mental health illness around the world. It is diagnosed around the conditions of mental illness, may suffer in silence, using addictive methods to escape from the burdens of reality.

Solution to Suffering

Religion has a therapeutic effect on mental health by giving individuals valuable coping skills that are accessible regardless of financial, social, spiritual, or mental circumstances. When one suffers from the pain of mental illness, emotional problems, or situational difficulties, they are able to seek refuge in religion for comfort and hope.

In general, studies of subjects in different settings, from different ethnic backgrounds, in different age groups, and in different locations, reveal that religious involvement is related to the ability to better cope with stress and less depression, suicide, anxiety, and substance abuse.

A Cure to Alcoholism

Studies shows that there is an association between not having or religious affiliation and higher alcohol abuse.

Alcohol dependence is a complex phenomenon determined by genetic, psychological and social factors. A 2010 study shows that Practising Buddhists were less likely to drink than non-practising Buddhists and had fewer positive and more negative experiences about alcohol.

A Cure to Addiction

Religious people were less likely to use tobacco, alcohol, or illicit drugs than their non-religious peers.

A survey found that teenagers who attend religious services regularly are less likely to use tobacco, alcohol, or illicit drugs than their non-religious peers. In fact, 9% of those who attended religious services regularly were less likely to use tobacco, alcohol, or illicit drugs than their non-religious peers.

A Cure to Depression

Over 60% of those that are religious report faster remission from depression.

In examining the relationship between religious involvement and depressive symptoms or disorder during 1962-2011, over 60% report faster depression and faster remission from depression in those that are more active religious.

Nirodha

Take Buddha's Hand

Buddhism and Mental Health

Buddhism is one of the main world religions. Followed by over 470 million people over the world, it originated around 2,500 years ago in India and has progressively dominated East and Southeast Asia with growing influence in the west.

Buddhism is often seen as the most psychological of the major world religions. It originated as a search for an answer to dukkha (suffering). Buddhism believes that clinging to your thoughts creates more craving, the cycle continues with relationship that creates you suffer or liberation.

The Four Noble Truths

Buddhist view of mental health and mental illness emerge from the understanding of mental process offered by Buddhist teachings. Some examples are remarkably similar to modern therapeutic methods. It is worth to note that the central teaching of Buddhism is all about the overcoming addiction. The Four Noble Truths are presented as a diagnosis and suggested treatment plan for their suffering:

Dukkha — Samudaya — Nirodha — Magga

Dukkha - The Suffering

Suffering comes in many forms. Humans believe we subject to desires and cravings, but even when we are able to satisfy these desires, the satisfaction is not temporary. Pleasure does not last or if it does, it becomes transience. Even when we are not suffering from outward causes, the desire of pleasure, we are still suffering. This is the truth of suffering.

Samudaya - The Origin

Buddhism believes that the root of all suffering is desire or craving, which is the cause of suffering. The natural human tendency is to blame our difficulties on things outside ourselves. However, Buddhism believes that the actual root is to be found in the mind itself. This comes in three forms, which is known as the Three Roots of Evil.

Craving and desire Ignorance and delusion Hatred and ill-will towards others

Nirodha - The Cessation

Buddhism believes that there is a way to extinguish desire, the cause of suffering, and thus to liberate oneself from attachment. This is the third Noble Truth - the possibility of liberation. As we see the ultimate cause of our difficulties, we can also see the solution. We cannot change the things that happen to us, but we can change our responses.

Magga - The Path of Equanimity

The last Noble Truth is the Buddha's prescription for the end of suffering. This is a set of principles called the Eightfold Path or also known as the Middle Way, an avoiding both extremes - indulgence and severe asceticism.

Right understanding Right intention Right speech Right action Right livelihood Right mindfulness Right concentration

Right effort Right view Right resolve Right effort Right mindfulness Right concentration





Wonka Kids

In collaboration with Nattanun S.

“Wonka Kids” is an application design intended for children. The application is based on the renowned film, Charlie and the Chocolate Factory. The user will be guided through the factory while they will be challenged with a set of questions before passing through another level similarly to how the children in the film were tested in each room. The application will teach children important life lessons through easy language, appealing visuals and illustrations.

Scan to view
full project





Aoh Fresh Fruits

“Aoh” is a visual identity designed for the local fruit stall owned by Mister Aoh. Contrastingly from the storefront, Mr. Aoh also ships and deliver premium grade fruits to her customer which inspired the stationery related to the business. The visuals are designed to portray high quality fresh fruits while maintain approachability as his stall located in the market.



Melting Ice, Melting Us

This folded poster narrates the reader through an environmental issue, the albedo effect, which is caused from the decreasing amount of polar ice caps while the sea level rises. Albedo effects are the primary cause of global climate change, as there is less polar ice caps, meaning there is fewer white surfaces to reflect sunlight, while the dark surfaces of the ocean absorb more sunlight energy into the earth's atmosphere. The poster is inspired by a Spanish graphic designer, Vèronica Fuerte, and uses 2 contrasting colors, signifying the temperature change.

Then What's Next?

The albedo effect due to lightening is already responsible for about 20 percent of global warming, according to Anjali Pandey, a research professor at York University's School of Environment and Biological Sciences. So, even if people never become more or less lightening-prone, the Arctic is currently warming up twice as fast as the rest of the world. This is not of itself an issue of even more concern.

Sea ice melting during the summer when solar radiation heats the ice surface. This amount of solar radiation absorbed by the ice depends on surface albedo.

Sea ice reflects about half of the incoming solar radiation. This reflection prevents the ice from warming up as quickly as open water would, but albedo can't reflect energy back to the ice enough to fully melt it. That's why the ice doesn't melt completely every summer. As a result, it sea ice with snow covers even longer for melt. After the melt starts to melt, melt ponds form, and because water is a better conductor than ice, the ice is then exposed to sea ice with exposed melt ponds.

As the melt ponds grow and deepen, the albedo continues to decrease, leading to a higher absorption of solar radiation and an increased rate of melting. Energy that can come from sources besides direct solar energy. Heat that is captured by the ice is transferred to above the freezing point. The warm surface waters close the edges of the ice to melt, particularly in straits and polynyas.

Thawing Permafrost

High temperatures in the Arctic are also causing frozen ground called permafrost to thaw in Alaska, Canada, and Siberia. That's concerning because permafrost traps huge amounts of carbon — at least as much carbon as it is in its atmosphere right now. If the permafrost thaws up, it can start releasing carbon in the form of the powerful heat-trapping greenhouse gases, methane and carbon dioxide, making global warming worse.



There's another way that a warming Arctic might be able to become more ice-free: by melting sea ice. In a study published in the journal Nature in 2018, researchers showed that when the Arctic is unusually warm, ice retreats a meter or more in four days than it does in the rest of the year. That's why the ice is melting faster than it's growing back.

The sea ice is already thinning, and so its growth has contributed to only a 3 percent of the ice that melts. But, net loss is an accelerating, and that poses a serious threat to anyone relying on the coast. In the U.S., that's about 60 percent of the population. In Canada, it's 100 percent, and in Russia, it's about 50 percent. That's why the U.S. and Russia are both investing more money in the Arctic. The U.S. is investing in the Arctic to help people who live there, and that means more extreme weather that they'll have to deal with.

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Climate change can have a real impact on the weather. For example, the Arctic is warming faster than the rest of the world. That's why the ice is melting faster than it's growing back. The sea ice is already thinning, and so its growth has contributed to only a 3 percent of the ice that melts. But, net loss is an accelerating, and that poses a serious threat to anyone relying on the coast. In the U.S., that's about 60 percent of the population. In Canada, it's 100 percent, and in Russia, it's about 50 percent. That's why the U.S. and Russia are both investing more money in the Arctic. The U.S. is investing in the Arctic to help people who live there, and that means more extreme weather that they'll have to deal with.

58 meters above sea level

How to increase the Albedo?

Enhancing Albedo Effect in Urban Areas

Enhancing albedo in urban areas can help reduce the heat island effect. This can be done by painting roofs white, using reflective pavement, and planting trees. These actions can help reduce the amount of heat absorbed by buildings and roads, which can help reduce the amount of air conditioning needed. This can help reduce the amount of energy used for cooling, which can help reduce the amount of greenhouse gas emissions.



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Enhancing Albedo Effect of Water Bodies

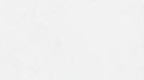
Enhancing albedo in water bodies can help reduce the amount of heat absorbed by the water. This can be done by using reflective paints on boats, using reflective paints on buoys, and using reflective paints on offshore structures. These actions can help reduce the amount of heat absorbed by the water, which can help reduce the amount of air conditioning needed. This can help reduce the amount of energy used for cooling, which can help reduce the amount of greenhouse gas emissions.



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Enhancing Albedo Effect in Agriculture

Enhancing albedo in agriculture can help reduce the amount of heat absorbed by the crops. This can be done by using reflective mulch, using reflective paints on greenhouses, and using reflective paints on irrigation canals. These actions can help reduce the amount of heat absorbed by the crops, which can help reduce the amount of air conditioning needed. This can help reduce the amount of energy used for cooling, which can help reduce the amount of greenhouse gas emissions.



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the arctic ice is a natural freezer

“Just like you’d be concerned if all of the ice in your freezer melted, so should you be concerned about the loss of Arctic sea ice.”

— Michael Mann, a climatologist and director of the Earth System Science Center

Low Albedo 0

High Albedo 1

How to increase the Albedo?

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More Extreme Weather

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Thawing Permafrost

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Risky Rich

This informative poster is inspired from Thai people lottery obsession. The poster satirize lotto addicts through using statistical data of unusual events in comparison to winning lottery prizes.



Christmas with Mustard

In collaboration with Manasawat K, Panisa V, Chanidapa L and Pakwhan M.

This project is made for mustard sneakers, for its Christmas special event. It is entirely constructed of cardboards and paper-crafting into different shapes inspired from Christmas elements. The project is a metaphorical representation of mustard sneakers as the perfect gift during Christmas season.



100 Years of Bauhaus

In collaboration with Thadakan J,
Lily T, Sijitta T.

The structure portrays the Bauhaus motifs of using geometric shapes focusing on circles and spheres. The visual of spherical shape is reimagined to create an optical illusion, where the torso part can be flattened to form a 2-dimensional circle. At the same time, the headpiece used repetition techniques to create different layers accordingly to the performer's movement. The structured cross boundaries between sphere and circle by generating different optical illusions from one shape by mixing various techniques.





Pla-karang

In collaboration with Thanawat P,
Phatchariya C and Tariya S.

“Pla Karang” is a lamp made from fish scales that holds deep connotation behind the whimsical the appearance. The white fish scales is a symbolization of coral bleaching as a result of global warming and causing the population of fish in the sea to gradually in a span of time. The lamp is a symbolical reminder for humanity as the last light of hope before there will no fish left in the sea.



Cheque Up

This project is a satirization of the elite society of Thailand and their privileges in medical welfare. Medical care is a basic human right globally, yet, it is restricted to those with financial dominance in Thailand. The Thai medical industry heavily favored patients who could pay by providing them with high-quality care while leaving others to suffer from poor medical care. Hence, the medical kit was created with paper representing the non-elite society, as the paper is considered non-expensive materials; while, the visuals were taken from symbols of capitalism.



The Other Side

In collaboration with Jada T.

The poster raised questions about cruelty-free trend and go through both sides of the story, informing the audience to understand the cruelty-free benefits and consequences. The poster format is a double-sided, therefore the audience have to choose which side of the poster they will reveal and which side will be concealed by facing the wall. It would indicate their decision towards this issue.