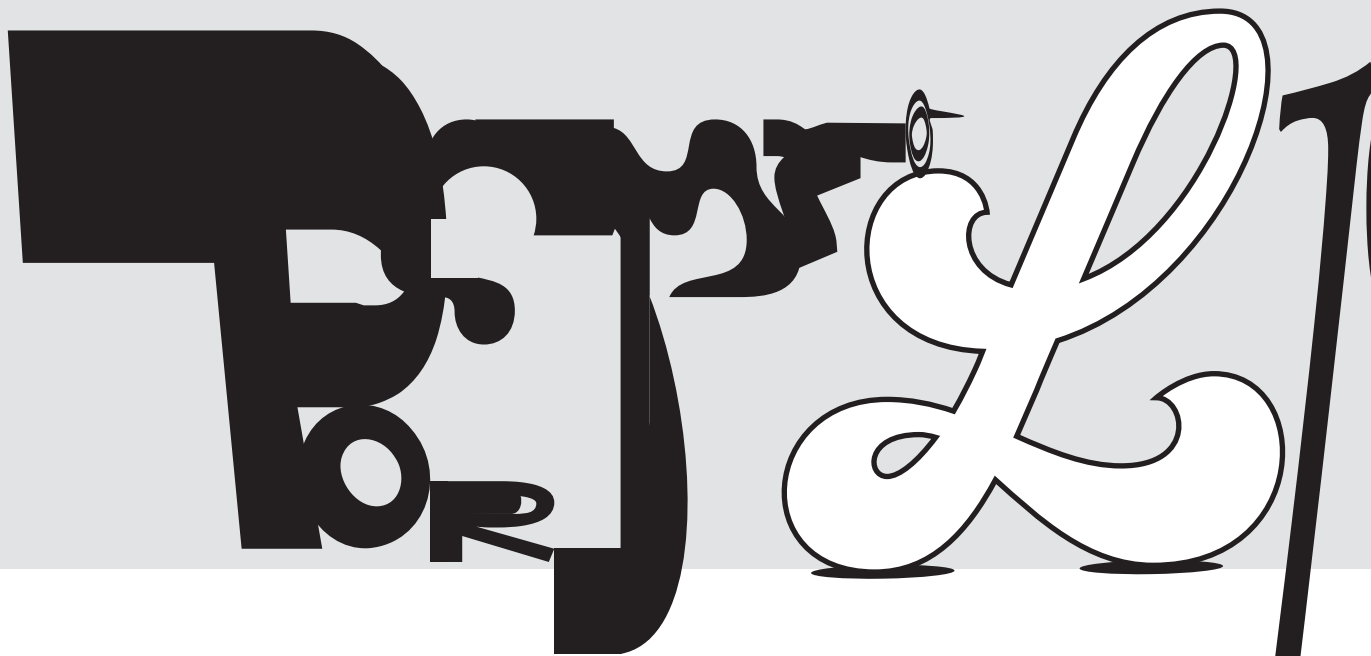


# Infomation



## Profile

Name : Jirayu Witchutraipop (Sun)  
Birthdate : 10 June 2003 (23 years old)  
Address : Tipawan House 8 Soi Nomjit Si Phraya, Bang Rak Bangkok 10500  
Education : Chulalongkorn University Faculty of fine And Applied Arts Majority Of Graphic Design

## Contact

Tel : 06 1419 7423  
Email : ssunjirayu@gmail.com  
Line : sun\_nn  
Instagram : OJ3SUN

# SaoTrack

## SOUND JOURNEY

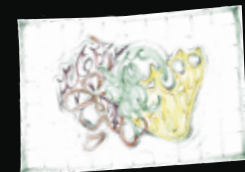
"SaoTrack" A Journey Guided by the Sound of Dreams — In a world overwhelmed by noise, where inner voices are often drowned out, this children's book follows "Sao," a young girl on a journey to discover her true self. Traveling through surreal cities shaped by different sounds, the story is illustrated with warm colored-pencil textures that convey curiosity, adventure, and wonder.

Beyond exploring a world of sound, the book encourages children to reflect and learn how to listen to their own voice in a world that is never truly quiet.



# SaoTrack

## SOUND JOURNEY



**IN** a peaceful city where nature sings, a little girl named Sao dreams of discovering the world. Born with hearing loss, she is determined to experience the beauty of sound. With her grandfather Khway by her side, Sao sets off on an adventure to explore vibrant cities and their unique cultures. Join her as she uncovers the magic of sound and the joy of new experiences!



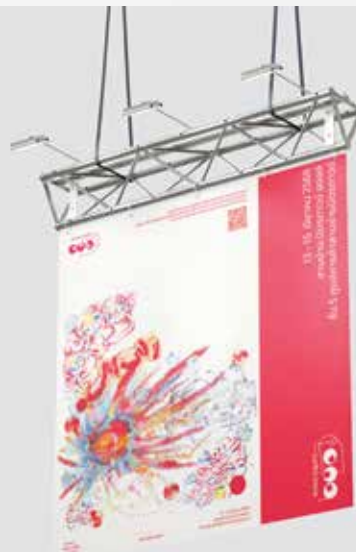
นิทรรศการ พวเซอ (Again) ได้แรงบันดาลใจจากเพลง "พวเซอ" ของคุณ ชรัส เฟื่องอารมย์ โดยนำมาจัดแสดงเป็น นิทรรศการ เป็นเวลาสี่สัปดาห์ในการให้พวเซอ และ ยังเป็นเหมือนสถานที่ในการรวมตัวเพื่อพูดคุยและได้ พวกัน



"พวเซอ"  
ช่อปิ่น : พิธี  
(พ.ศ.2525)

ชรัส เฟื่องอารมย์

13 - 15 มีนาคม 2566  
สยามย่าน นิทรรศการนี้ ๐๐๐๘  
ชั้น 5 ศูนย์การค้าสยามย่านนิทรรศการ



### "Phob Thoe" (I Found You)

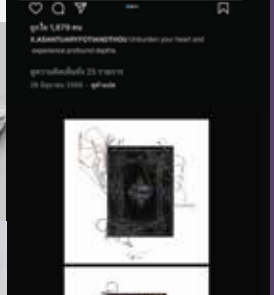
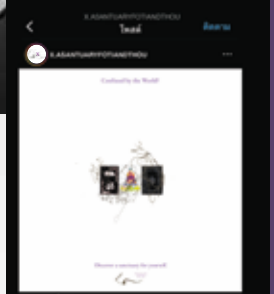
**By Charas Fuengarom** –This exhibition reinterprets the classic song "Phob Thoe" by Charas Fuengarom—renowned for its deep longing and emotional depth—into an immersive artistic experience. It creates a space for reflection, dialogue, and the possibility of truly "encountering" her through art.

The exhibition employs a range of techniques to echo the drifting, dreamlike quality of the song's intro, while incorporating symbolic elements throughout the piece to intensify its emotional resonance. Each detail is carefully crafted to invite viewers to reconnect with this timeless song in a deeply personal way.





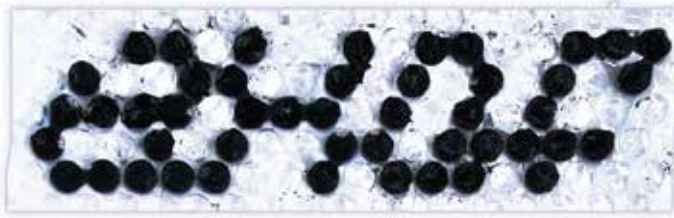




A Sanctuary for I and Thou

(X) A Sanctuary for I and Thou — Based on the theme of belief systems, this project draws on the concept of “I and Thou,” which centers on forming deep, meaningful human connections. Stitching is used as a technique to represent the gradual and intentional process of building relationships—thread by thread, from one individual to another.

While the outcome remains unpredictable—neither the form nor the direction of these connections can be fully foreseen—the beauty lies in the process itself: the act of getting to know one another along the way.

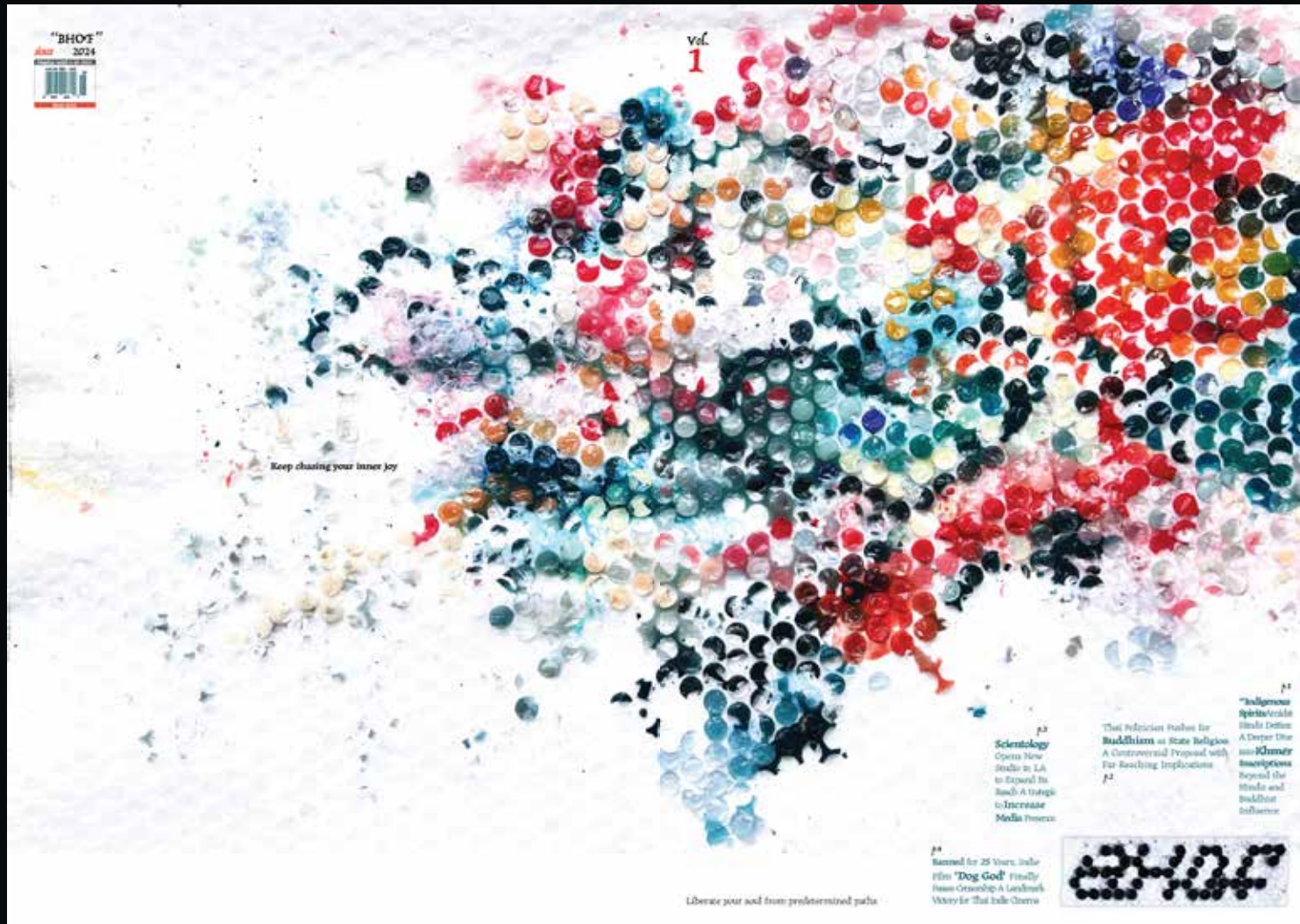


**“BHOFF” Freedom to Choose Spiritual Belief** — This newspaper project is inspired by bubble wrap as a symbol of pressure—reflecting how individuals are often compelled to conform to traditional beliefs or influenced by external forces that may not align with their own paths.

BHOFF serves as a platform for sharing knowledge, updating perspectives, and opening space for diverse spiritual beliefs to be explored. Its distinctive reading format organizes content through color-coded

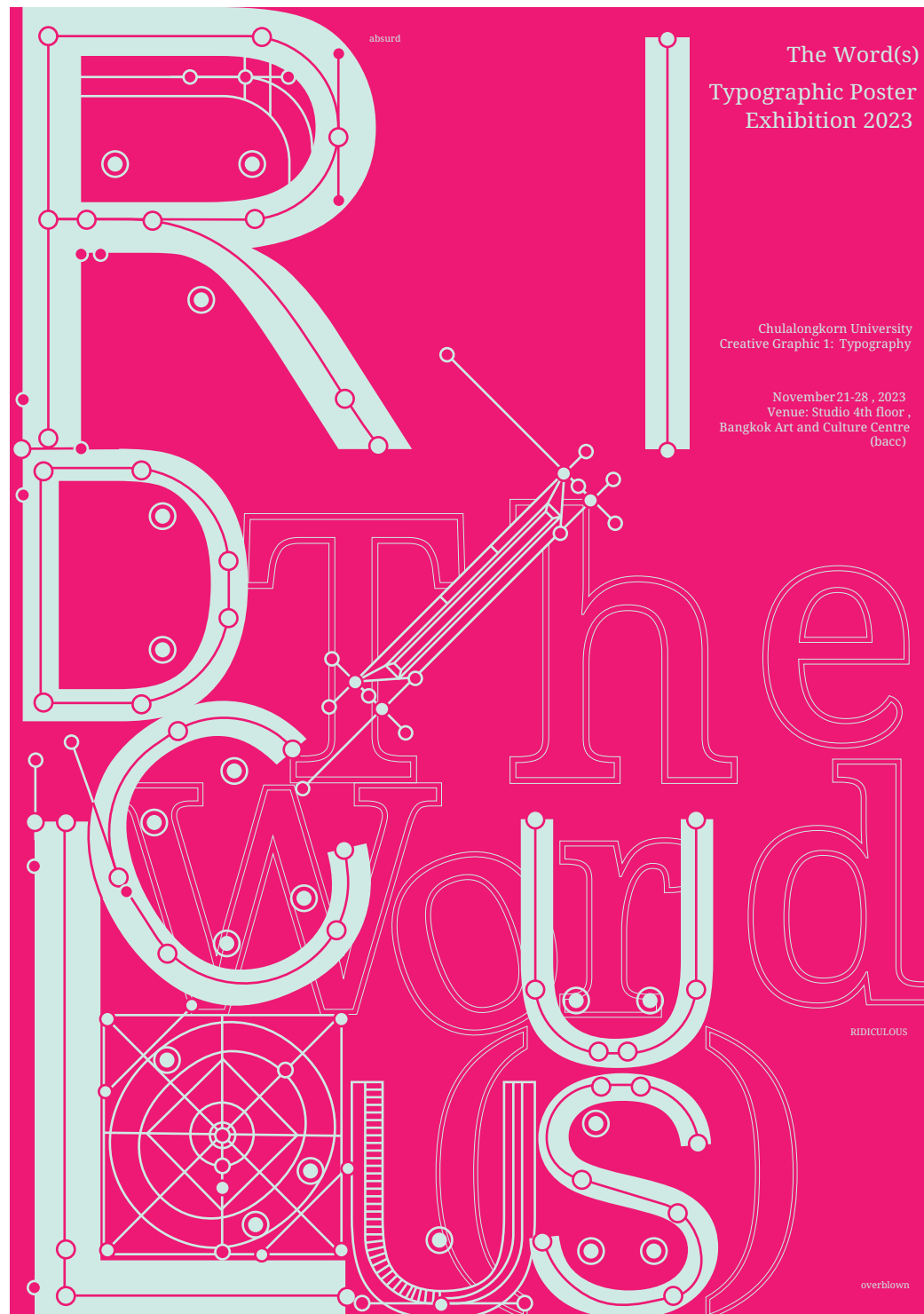
sections, inspired by bubble wrap, allowing readers to navigate beliefs based on their interests.

The publication also reveals its conceptual framework, emphasizing openness and the fluid nature of spiritual paths. In a world of diverse ideologies, BHOFF aims to amplify every belief with equal voice.



Create images by injecting color into shock-absorbing plastic.



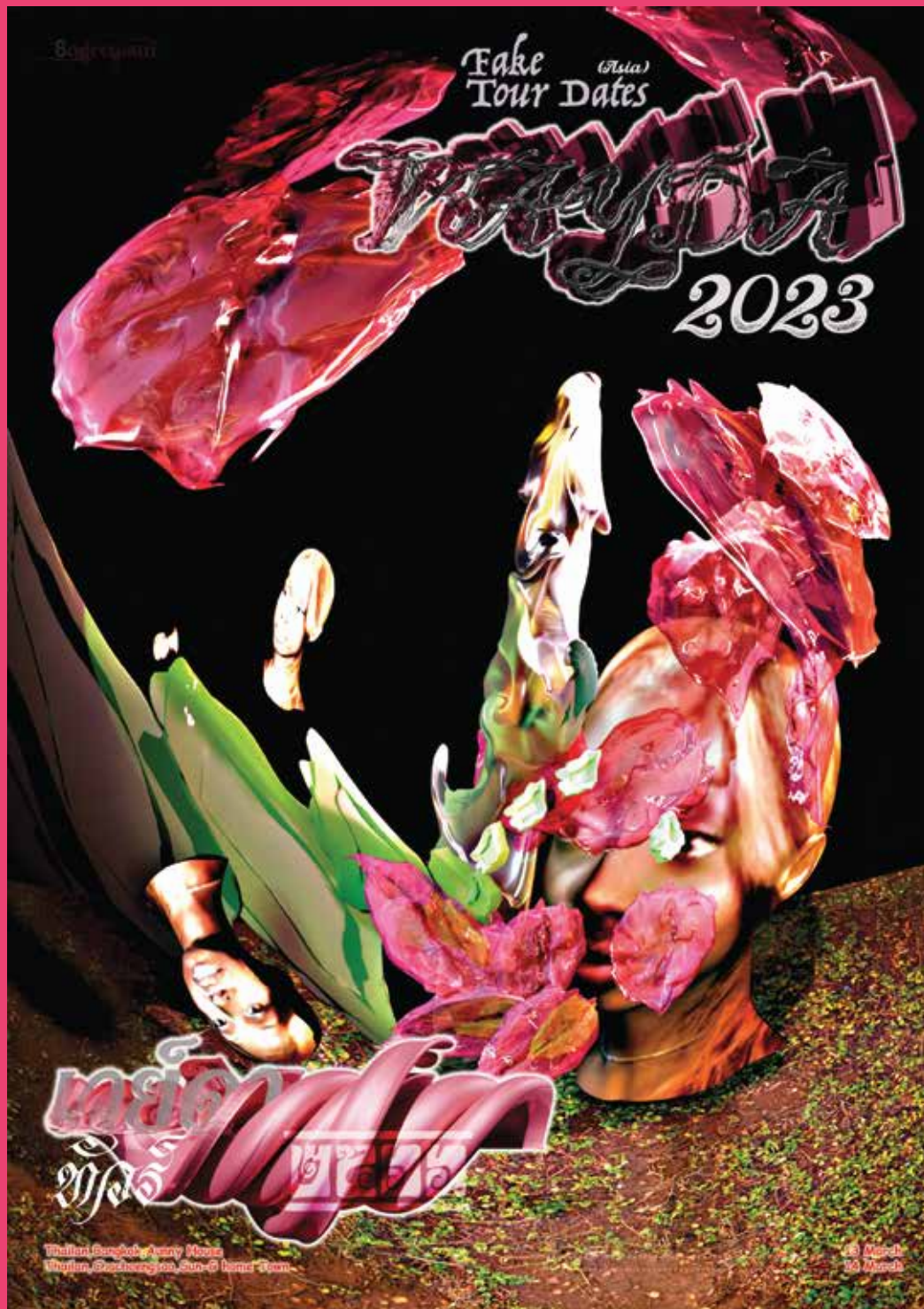


**Ridiculous , A Typographic Poster Challenging Interpretation** – “Ridiculous” is a typographic poster series that explores the ambiguity of the word through exaggerated composition and unconventional structure. It reflects the notion of absurdity while embedding layered meanings within its design.

The work questions rationality in design—suggesting that an overly rigid logic in defining “beauty” can become contradictory and even ironic. By challenging traditional structures and aesthetic boundaries, Ridiculous becomes not just a visual expression, but a dialogue between order and irrationality within design.

Examples of work in other formats.





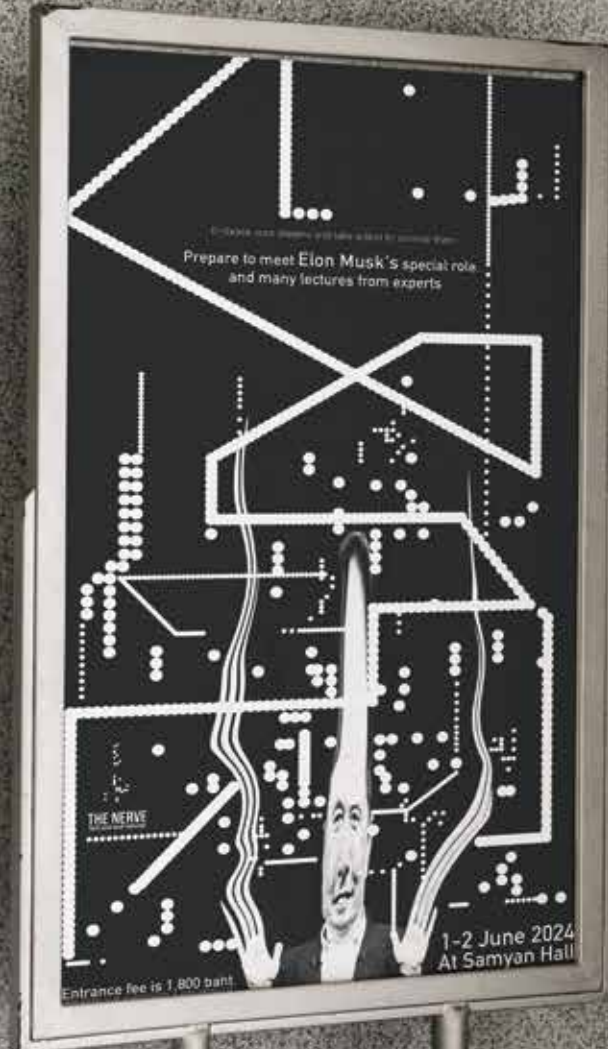
**Vayda Fake Asia Tour 2023** –This concert poster reflects the bold, high-intensity nature of hyperpop, enhanced through surreal 3D visuals that construct an emotionally charged sonic world. The composition captures not only the energy of electronic music but also the artist’s identity through striking, otherworldly imagery.

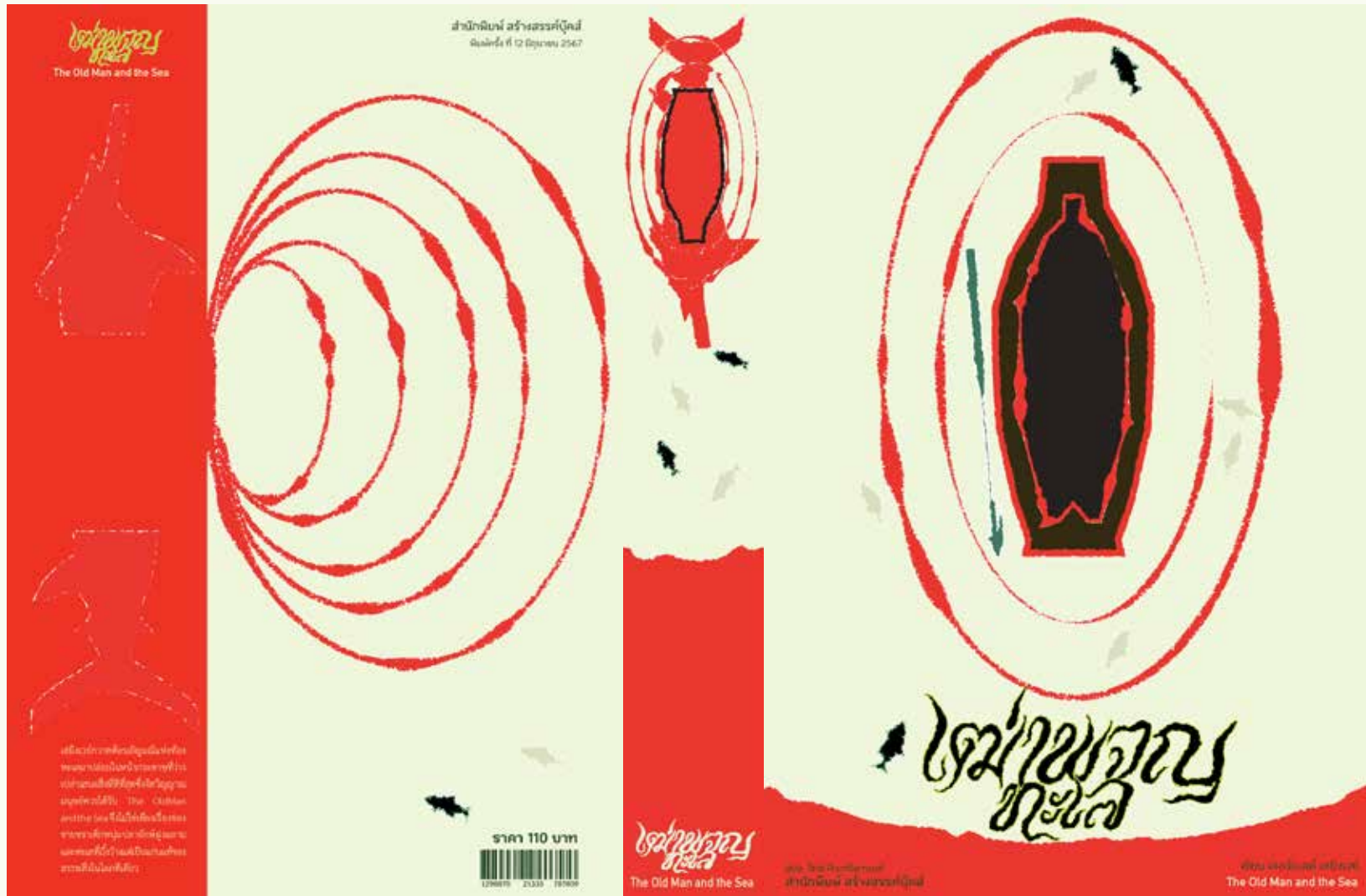
Vayda, the artist behind the concept, resonated with the visual direction and later developed it further into cover art for two of her subsequent releases.



**"Thr Nerven" Possibility in Every Point** — This seminar invites participants to explore the idea of "possibility in every point" through a design perspective, using the circle as a symbol of the smallest unit of creation. Though simple, each point—when driven by belief and courage—can expand into something far greater, leading toward imagined futures and desired worlds.

The event fosters dialogue around technology and the designer's mindset, encouraging the cultivation of hope and boundless creativity. Every small act of making holds the potential to become the beginning of something unexpectedly significant.





Redesign of *The Old Man and the Sea* —This cover redesign reinterprets the story’s sense of mystery through a more contemporary lens, while preserving its deep-rooted traditional essence.

The design adopts a third-person perspective, using an

underwater viewpoint as its central visual element. This neutral vantage point invites diverse interpretations, while the minimal composition—subtly layered with detail—encourages readers to explore hidden meanings on their own.

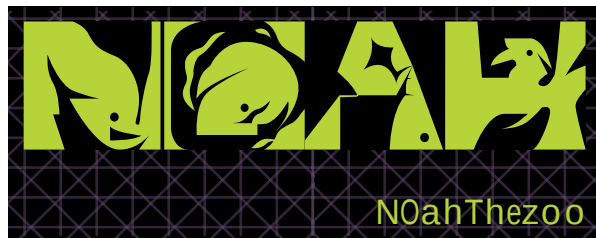


persona  
3  
for tree

**Persona Three for Tree , A Festival of Mysteries and Conspiracy** — This festival brings together those fascinated by mysteries and conspiracy theories, creating a space to reinterpret familiar narratives through new perspectives. Using collage as a core technique, the visuals reflect the act of assembling fragments—like piecing together clues to uncover hidden meanings.

Each work draws inspiration from well-known conspiracy theories, reimagined and interconnected to form new narratives. By reconstructing existing stories, the festival highlights the power of imagination and the boundless creativity of those drawn to the unknown.





"Noah the Zoo" is a corporate identity design project that reinterprets the zoo as a "final Ark"—a sanctuary that goes beyond mere animal exhibition to become a conservatory of life. Drawing from the myth of Noah's Ark, which gathered the last of its kind before a catastrophe, this concept positions the zoo as a vital archive for conservation. The design employs a visual language that is honest and minimalist, yet profound and layered, aiming to resonate with those who are passionate about wildlife, the meanings behind the facade, and timeless narratives.

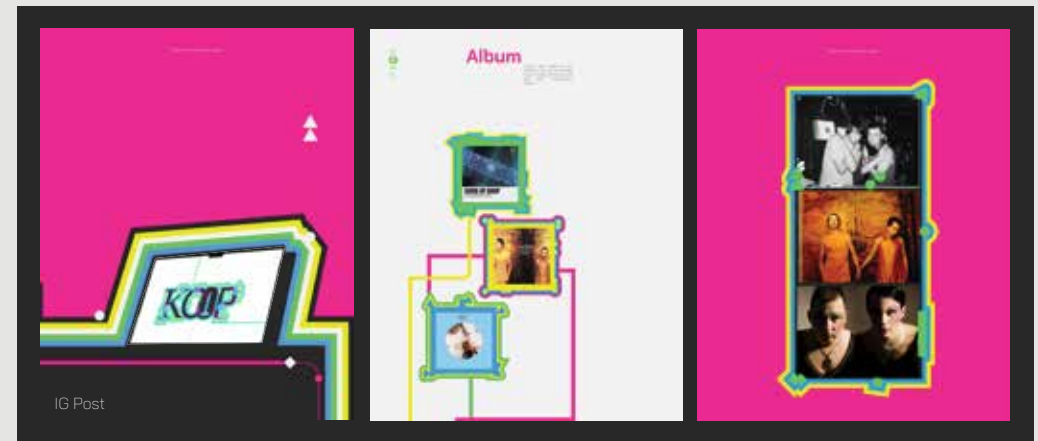
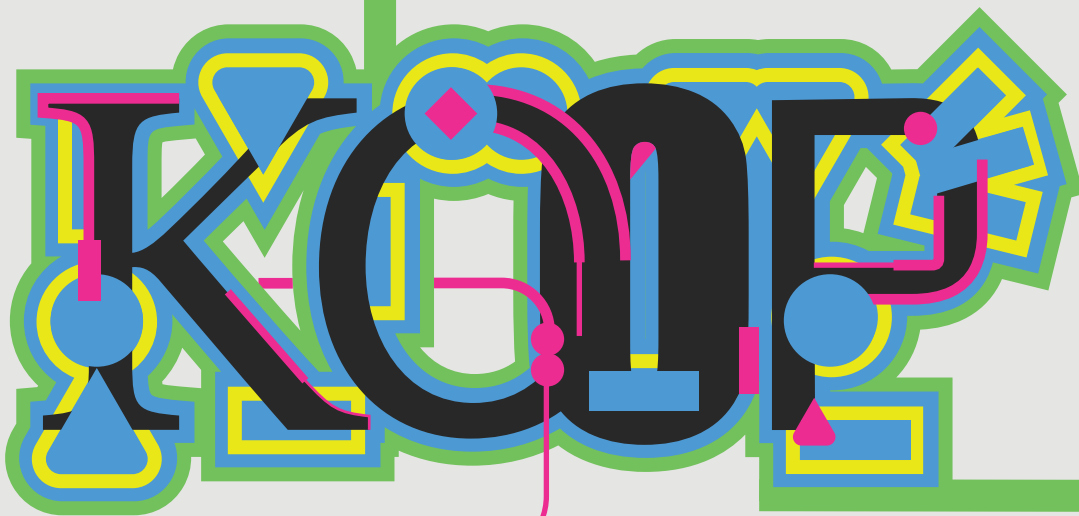
## Bangkok Presence



"Bangkok Presence" is a tourism campaign designed to break from tradition by metaphorically comparing Bangkok to "underwear"—something intimate, deeply personal, and essential. This concept invites travelers to genuinely explore their inner desires before choosing the "pair" that fits them best, representing a unique, tailor-made experience that can only be found in Bangkok.

The campaign categorizes travelers into five distinct archetypes through a carefully curated quiz. This process matches them with experiences that are "crafted" with the precision of bespoke tailoring, ensuring that every visitor discovers a version of Bangkok that resonates with their own identity.

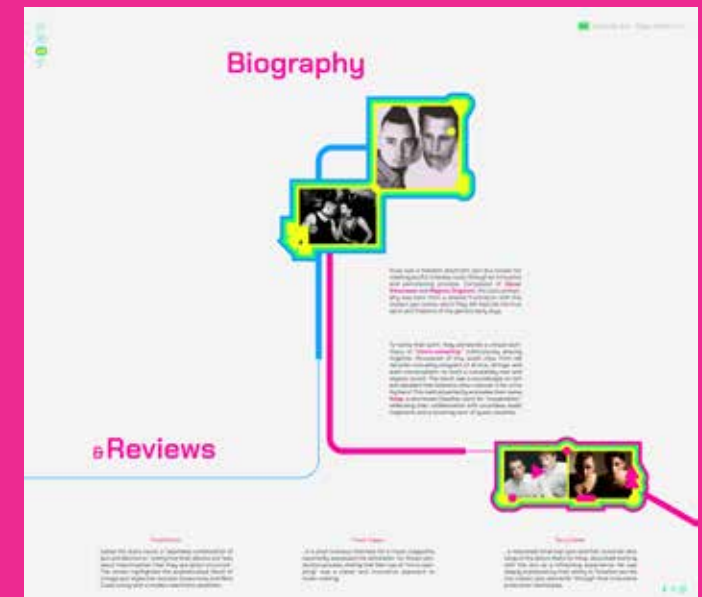
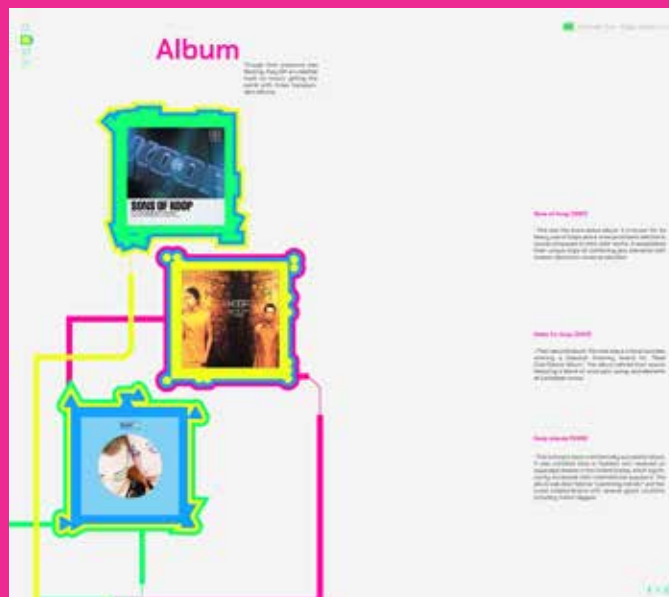




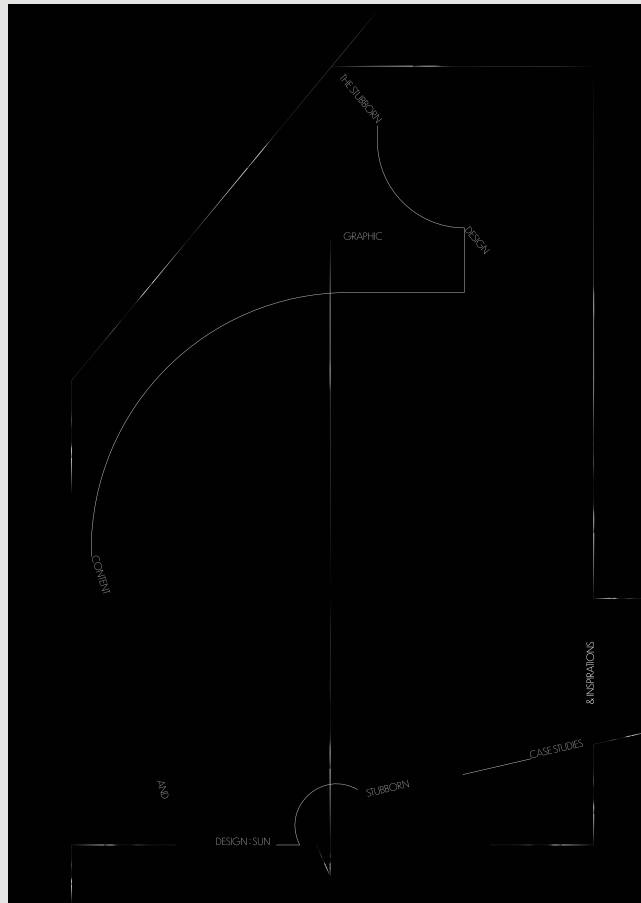
**Cooperative Paradox Playground** – Website Design for Koop website design for the electronic jazz duo Koop built around the core concept of “cooperation,” reflecting the fusion of two contrasting identities into a distinctive musical expression. The concept is developed from a sense of “paradox,” balancing precision in musical quality with playful experimentation, and blending the roots of traditional jazz with contemporary electronic sound in a harmonious way.

The website is designed as a space to communicate the band’s identity and creative approach, allowing modern audiences to easily access, understand, and recognize Koop as sonic experimenters.

## Website



Front Cover



**Stubbornness Design** – This project investigates stubbornness as a creative force in graphic design. Drawing from the Big Five personality framework, five distinct categories of stubbornness were extracted – each rooted in a different human core value, pushed to its extreme.

The findings are presented as an Inspiration Design Book, gathering examples of influential figures, design works, historical events, and ideas that embody each category. The book serves as both a methodological framework and a creative resource for designers and classic-design enthusiasts to explore how deeply held convictions – however rigid – can become a generative design principle. Ultimately, the project is a reflection on the human need to exist firmly within one's own perspective.



Details





Scan to view  
the full book.

