

# AMAZING THAILAND PHOENIX WALL THE ALLEY OF FULFILLMENT AND FORTUNE ENERGY: AMAZING THAILAND PHOENIX WALL

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## ABSTRACT

The objective of this project was to create a work of art that reflects the identity of community, way of life, beliefs and traditions of community people. The concept of this creative work is that the Phoenix bird gliding over the Chao Phraya River. The backdrop contains Phra Prang Wat Arun and the Suphannahong boat, with a mascot Nong Sukjai representing opening the house to welcome visitors. In the house, there is a golden frog of luck (Kim Sium Soo) to raise visitors' propitious energies. The painting of phoenix was designed to match the painting of existing original dragon on the opposite wall. The white backdrop of the dragon represents daytime with the dragon itself curling ups as a figure 8 similarly to  $\infty$  that refers to inexhaustible energy (infinity), and there is also a painting of a girl running and playing. At the opposite side is a gliding phoenix that symbolizes Yin-Yang, suggesting a perfect fulfillment and preserved full energy for balanced movements. The phoenix' legs paddling water to splash and fall down as golden coins reflects the industrious work of the Chinese community. As in the painting of golden frog next to the painting of Nong Sukjai, and bring prosperity and welfare to Talad Noi community. In brief, this concept of the Alley of fulfillment and Fortune Energy refers to a collective source of the absolute and infinite energies from phoenix-dragon for a thriving business, rich, and good fortune - 招财进宝.

**Keyword:** Talad Noi Community, Kim Sium Soo, Amazing Thailand Phoenix Wall

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## RATIONALE

Thailand is considered a good travel and tourism hub, allowing for easy and convenient travel to different countries. Domestic transportation options are also varied, offering a variety of channels to choose from. Travelers can explore nature conservation areas, beaches, ancient temples, floating markets, or scenic views. Luxurious living in the city is also available with a diverse range of transportation options. Thai culture is outstanding, with influences from ancient religions and past civilizations. The country's long history is worth exploring, and there are cultural festivals and religious activities to participate in such as Loy Krathong, Buddhist Lent Day, Devo Alms Giving, and Phi Ta Khon Parade. Additionally, there are festive events like the Songkran Festival. The climate is generally pleasant throughout the year, with a high season at the end of the year when the weather is not too hot and there is a cool breeze. However, visitors can travel to Thailand all year round, with the average temperature ranging from 20-30 degrees Celsius. Thai food is known for its bold, mellow taste and beautiful colors, mixed with refinement and a touch of Thai culture. Famous Thai dishes include papaya salad, Tom Yum Kung, Pad Thai, green curry, various salads, massaman curry, and fresh seafood with many sauces. In addition, Thai people are known for their sincere smiles, kindness, generosity, and hospitality. Thailand is truly the Land of Smiles.

Today's tourism patterns and tourist behavior have been changing dramatically. In particular, tourists travel to experience new things, for example, arts on the wall where they enjoy taking photos and post them on social media, and spread the word to make it widely known. One of the trendy tourism developments is to introduce art to help create an impression. To give an example, the "Street Art" painting of Krabi city has been transformed into a pattern that highlights the distinctive identity of Talad Noi and conveyed it as an art for people to see. Painting on the wall thus takes an important part in telling the history of the area to stimulate tourism and also a driving part contributing to economics and tourism industry.

Talad Noi area is one of the antient Chinese community located by the bank of the Chao Phraya river. It originated as an expansion of Sampeng which once was Bangkok's economic center during the early Rattakosin. Chinese people called this new market settled in the south of Sampeng as "Ta Lak Kia" which is translated in Thai as "Talad Noi". The diversity of different ethnic groups of Chinese coming into this area can be observed from several Chinese shrines of those Taechew, Hokkian, Hailum, and Kae scattered around Talad Noi, including some of the Chinese Christians living in the area too. The community has become attractive by Chinese livelihood and way of life, ancient houses and buildings, wall paintings on the houses and along the alleys, and hence turned it into a popular tourism attraction for both the Thai and foreign tourists. Prang Silapakit et al. in their study on site-specific art and creative tourism: a case study of the Talad Noi community, Samphanthawong district, Bangkok suggested that the engagement of art and community may turn a place into tourism attraction by using the arts and culture of the community to create new perspectives for community people and tourists, generate income to the community, and offer new business channels. Such change from private to public spaces should not however present any conflicting issues in every process. The creation of art works should consider a careful study of information, listening to community people, an investigation of problems that might occur accordingly, and also understanding of the community's culture, as integral to the creation of art works with cultural engagement of community.

The benefit of inventing a work of art is to sprout creativity. Arts make a first impression of aesthetic beauty. It can also affect the movement of various activities useful to tourism and subsequent community's better quality of life. This study and the creation of works of art at the alley of fulfillment and fortune energy at Soi Chao Sua Son employed a contemporary painting technique on the wall with the design to fit with the buildings area which can encourage those who live in the community, tourists, and audiences to engage in art related

activities. As a result, the community is capable of earning income and raising their quality of life for the real benefit of the community.

### **Objective**

To create works of art that reflects the identity of community, way of life, livelihood, and tradition of people in the community.

## **WORK CONCEPT**

Color wall paintings along Soi Chao Sua Son at Talad Noi, Charoenkrung Road were 12 meters tall and 16 meters long. It took on special techniques with acrylic and fluorescent paints, and augmented reality to present moving images and sound effect.

The Phoenix bird gliding over the Chao Phraya River symbolizes the gateway to Thailand and welcomes international visitors traveling by both water and air. The backdrop contains Phra Prang Wat Arun Ratchawararam Ratchawaramahaviharn and the Suphannahong boat.

The image of Nong Sukjai represents Thai people opening the house to welcome visitors. In the house, there is a golden frog of luck (Gim Siem Soo) to raise visitors' propitious energy. The painting of phoenix was designed to match the painting of existing original dragon on the opposite wall. The backdrop of the dragon is in white color to mean daytime with the dragon itself curling ups as a figure 8 similarly to  $\infty$  that refers to inexhaustible energies (infinity), and there is also an image of a local girl running and playing.

The image of a gliding phoenix symbolizes Yin-Yang suggesting a perfect fulfillment and preserved full energy for a balance movement. The phoenix' legs paddling water to splash and fall down as golden coins reflects the industrious work of the Chinese community. Talad Noi was founded on these endeavors and the money from doing businesses had been generated, multiplied, and accumulated.

The image of the golden frog of luck means bringing prosperity and welfare to Talad Noi community. With this presentation, the alley of fulfillment and fortune energy thus refers to a collective source of absolute and infinite energies from phoenix-dragon for a thriving business, rich, and good fortune - 招财进宝.

The creation of this collection was sponsored by The Tourism Authority of Thailand, which was designed by Vorapoj Songcharoen, and the work was created by the artists group of HAPPENING comprising Pongpipat Khetboonsai, Ratthi Srichanin, Khaosoon Tawichon, and Mana Saelee.

## THE DESIGN WORKS



**Figure 1** The Alley of Fulfillment and Fortune Energy



**Figure 2** The image of the golden frog of luck means bringing prosperity and welfare to Talad Not community.





**Figure 3** The image of Nong Suktjai represents Thai people opening the house to welcome visitors.



**Figure 4** The Phoenix bird gliding over the Chao Phraya River symbolizes the gateway to Thailand and welcomes international visitors traveling by both water and air.





**Figure 5** The image of a gliding phoenix symbolizes Yin-Yang suggesting

## CONCLUSION

The wall paintings at the Alley of Fulfillment and Fortune Energies at Soi Chao Sua Son, Talad Noi applied special colors and techniques to rid reflection when tourists' taking photos of the paints and provide clear images of the phoenix in both the day and night time with different atmospheres. In addition, the image of golden frog of luck (Gim Siem Soo) used a technique of fluorescent paint and augmented reality to communicate with the new generation through Artivive Application on smart phone. When scanning the image of golden frog of luck, image moving can be seen together with light, color, and sound according to the festive season. Moreover, when tourists properly scan at the right position on the images of phoenix and dragon, the phoenix and dragon will appear to bless them. Wannaruck Innchan et al. (2021) described that Talad Noi is an ancient community where several ethnic and religious groups of people had co-resided, with longstanding cultural heritage. The concept of connecting arts and music to culture in Talad Noi community focused on promoting the diverse cultural heritage of the community such as architectures, traditions, and lifestyles to be known widely. Arts and music were taken as medium to convey cultural stories along with community involvement. It is the combination of Talad Noi's cultural heritage with the art and music science to create the selling point, attractiveness, as well as new experiences for tourists. It is suggested that the creation of works of art and music in such cultural community should be community-based which include well-versed artists in the community with external artists providing participatory consultancy. The works emphasized on the incorporation and internationalization of local community identity with a diversity in religions, traditions, beliefs, and cultures, while also promoting the cultural root of Talad Noi community to ensure the access and exposure for tourists of all races and religions as well as their opportunity to co-create new experiences and develop shared emotion about the stories of community through hyperlink.

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