ABSTRACT

Fashion Industry is the second largest polluter in the world. Most people in the world today wear what can be described as “fast fashion,” a simplified and very low-cost version of Western clothing, often a T-shirt with pants or a skirt, poor quality, disposable clothing, manufactured on a mass scale. Fast fashion can count as unsustainable product which impact our environment because of the pollution in terms of production process and over waste clothes. Therefore, the objective is to create an installation art, use second hand clothes and trash, which can define all the problems as a picture for people to easier get the message. In order to encourage them to raise their awareness about the trash problem and persuade them to change behavior to be more responsible. Moreover, to inspire change in the supplier about the unsustainable model of fast fashion production.

To be able to create art work, I need some information about how much people know what fast fashion is, who is the target, and where is the perfect place to install my work. On to the researching methods, the first method is questionnaire, to get to know the target group. Also, do people know about the impact of fast fashion on our environment, and what kind of an installation art that the target can get usually the most. After gathering information from the survey questionnaire, what we need to know is, the most important factor that I have work with trash from the fashion industry and second hand clothes by interviewing Mr Bodin, The designer and owner of Service NoService clothing brand. The brand that used second hand clothes for redesign and recreated it to be new clothes reflects and satirical unsustainable society nowadays. Moreover, for an installing process, I need to know which location is the most suitable for this project and the best way which I can deliver the message and meaning to the project’s target by interviewing Mr. Ruangsak Anuwatwimon, environmental artist.

Accordingly, from the research, the most appropriate target age group is around 20-25 and the location is around Siam. So, I decided to locate my installation art at skywalk between Siam Center, Siam Discovery, and MBK, being the place that teenagers walk through the most, people can easily access my art work. Moreover, after I interview both artists. I realize that used clothes and fabric are the items that relate with everyone’s daily life and help them to notice the environmental problem from fashion trash by using complexity and verity techniques to reflect all the issues.

In conclusion, due to covid-19 situation I can’t complete my project only some part. So, I have to do 3d sketch and sculpture model to present my work as in the real location. The work gives less impact because it quite small while presenting to the audiences. However, the outcome still looks stunning and surprising because of its technique, colors and textures.