

INSTALLATION ON ART
WASTE FROM THE FAST FASHION INDUSTRY

BY
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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.

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CHAPTER 1 INTRODUCTION

Chapter 1

Introduction

1.1 Background

"Fast fashion" is a contemporary term used by fashion retailers to describe inexpensive designs that move quickly from the catwalk to stores to meet new trends. As a result of this trend, the tradition of introducing new fashion lines on a seasonal basis is being challenged. Today, it is not uncommon for fast-fashion retailers to introduce new products multiple times in a single week to stay on-trend. Fast fashion enables mainstream consumers to purchase trendy clothing at an affordable price. Criticisms of fast fashion include its negative environmental impact, water pollution, the use of toxic chemicals and increasing levels of textile waste. Second to oil, the clothing and textile industry is the largest polluter in the world. More over about the poor workmanships because to sale the product with the low price.

1.2 Problem Statement

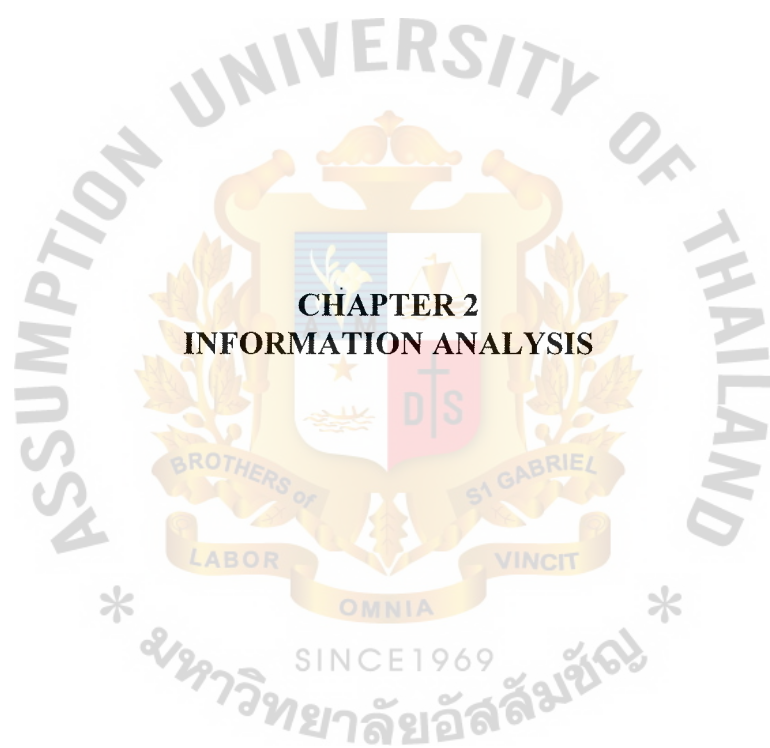
In our trendy culture, fast-changing trends and cheap manufacturing mean we can throw things away without a second thought. Fast-changing trends is buying fashionable clothes which is not an expensive product; the customers are more focused on the trends in which they would be investing the money. People throw things easily because it cheap and they think that the products that they have are not trendy anymore, so they decide to throw away instead of to sell to the second-hand store. On the other hands there will be on one buy these clothes at the second-hand store because the products are from fast-fashion trends and the price of new product are already cheap enough. The result is a waste crisis such as plastics clog the ocean, landfill sites expand. These affect our environment. Every second, the equivalent of one garbage truck of textiles is landfilled or burned, less than one percent of material used to produce clothing is recycled into new clothing, and clothes release half a million tons of microfibers into the ocean every year, equivalent to more than 50 billion plastic bottles. Fashion industry is the second highest polluter of clean water.

1.3 Project Objectives

1. To raise awareness about the trash problem of fast fashion industry by using art and design object.
2. To inspire change in the supplier about the unsustainable model of fast fashion production.
3. To persuade the customer to change their behavior and to be more responsible.

1.4 Applications

1. Installation in specific place



Chapter 2

Information Analysis

2.1 Literature Review

2.1.1 Knowledge on Selected Topic

Fashion is The Second-Largest Polluter of The World

Fashion, the second largest polluter next to oil is likely impossible to know, this industry is very harmful to human and other living things such as the environmental and animal kingdom. Fashion is a complicated business involving long and varied supply chains of production, raw material, textile manufacture, clothing construction, shipping, retail, use and ultimately disposal of the garment. While Fisher's assessment that fashion is the second largest polluter, what is certain is that the fashion carbon footprint is tremendous. Determining that footprint is an overwhelming challenge due to the immense variety from one garment to the next. A general assessment must consider not only obvious pollutants, the pesticides used in cotton farming, the toxic dyes used in manufacturing and the great amount of waste discarded clothing created, but also the extravagant amount of natural resources used in extraction, farming, harvesting, processing, manufacturing and shipping. While cotton, especially organic cotton, might seem like a smart choice, it can still take more than 5,000 gallons of water to manufacture just a T-shirt and a pair of jeans. Synthetic, man-made fibers, while not as water-intensive, often have issues with manufacturing pollution and sustainability. And across all textiles, the manufacturing and dyeing of fabrics is chemically intensive.

The fashion industry is at a critical point. Fashion brands, retailers, designers and suppliers alike are facing new pressures as they constantly race to churn out the next fashion must have, at faster rates and lower prices. The number of garments produced annually has doubled since 2000 and exceeded 100 billion for the first time in 2014. With this rapid rise in production and consumption comes a staggering increase in waste and we are witnessing unprecedented rates of disposal and wastage. (AlterNet. Aug17, 2015)

The reason why fashion industry is the second-largest polluter

1. Use of water

The fashion industry is a huge consumer as well as a polluter of fresh water, with one of the biggest culprits being cotton production. Fresh water is an essential ingredient in the cultivation of cotton, which is used in nearly 40% of clothing. To make matters worse, each year the apparel industry dyes around 28 billion kilograms of textiles. In order to do this, it uses over five trillion liters of water, which is the equivalent of two million Olympic-sized swimming pools. Then you have to take into consideration that consumers will have to launder all this apparel, which is estimated at about 1650 liters of water per one kilogram washed.

The vast amounts of water needed can have a devastating effect on the environment. One of the most extreme examples occurred when two Central Asian rivers were diverted from the Aral Sea to provide irrigation for cotton production in Uzbekistan and Turkmenistan. In the 1970s the Aral Sea was the fourth largest lake in the world, but it now covers just 10% of its former area, resulting in the loss of the fisheries and communities

that relied heavily on the lake for their livelihoods and very existence. The damage has been extreme. In 2011, floods in Thailand forced Intel to cut its revenue forecast by \$1bn, and Gap was forced to cut its profit forecast by 22% after drought cut into the cotton crop in Texas. Cotton is also one of the most chemically dependent crops. The industry relies on significant amounts of insecticides and herbicides that wash into the waterways resulting in the pollution of soils and waters, which poses a threat not only to ecosystems but also to human health.

The manufacturing process also contributes to the fashion industry's poor water record, and it is estimated that around 20% of the world's industrial water pollution comes from the treatment and dying of textiles.

2. Carbon footprint

The fashion industry is a primary source of greenhouse gas emissions. It accounts for 10% of carbon emissions globally, the result of its long and varied supply chains, production processes, manufacturing, shipping and retail activities.

Globalization means that not only may clothes have travelled across the world on a ship powered by fossil fuels, but that the production of a single garment is now likely to involve several different countries. For example, cotton picked in the US is sent to a factory in Bangladesh, before being delivered to its retailer in Germany.

The advent of fast fashion has only contributed to the already negative impact the industry has on the environment. The rate of production and throwaway nature of its lower-cost garments generates over 400% more carbon emissions per item per year than other more durable items of clothing. Cheap synthetic fibers also emit gasses like N₂O, which is 300 times more damaging than CO₂.

3. Dyes

The global textile industry discharges 40,000 – 50,000 tons of dye into the water system, which contributes to an estimated 17 to 20% of the world's industrial water pollution. Given that textile-dyeing facilities tend to be located in developing countries, where regulations are lax and labor costs are low, untreated wastewater is often discharged into nearby rivers, which in turn finds its way into the world's seas and oceans. The Citarum River in Indonesia is one of the most heavily polluted in the world, due to the hundreds of textile factories that line its riverbanks.

4. Fashion waste

The increase in the amount of clothing we now purchase has far-reaching consequences for the environment. And according to recent statistics, we now buy 40% of all our clothes at value retailers, with just 17% of our clothing budget, the advent of so-called fast fashion resulting in more garments being shipped and flown from east Asia than ever before. The lifecycle of these clothes is also decreasing, more than 1 million tons of textiles are thrown away each year. In the UK, only around 15% of unwanted clothes are donated or recycled, with the balance 85% – ending up in landfills. Approximately 80% of landfill ends up being incinerated, which consumes energy, the balance decomposes organically which releases methane, a gas 20 times more powerful than CO in terms of climate change. Stay tuned as we tackle each issue in more depth in the coming weeks and outline potential solutions. (Cermen B. March 29, 2017)

Fast Fashion and Its Effects

Fast fashion is a contemporary term used by fashion retailers to express that designs move from catwalk quickly to capture current fashion trends. Fast fashion can be defined as cheap, trendy clothing, that samples ideas from the celebrity culture and turns them into garments in high street stores at breakneck speed.

Fast fashion started in the 1990's, fashion retailers were under pressure to increase profits as mass department store chains began to compete by developing their own low-cost and fashion-forward clothing. So, retailers decided to create more interest by offering an increased amount of collections. This became possible as several retailers segmented their supply chains so that basic items could be manufactured in the Far East, while trendy items could be manufactured closer to home in Europe or South America. Retailers could then respond quickly to runway looks and rapidly offer on-trend garments in their stores.

By the year 2006, on average, people were buying one-third more clothes than they had in 2002. This increased the competition among high-street brands like Zara, H&M, Topshop, Forever 21 and The Gap, all of which began introducing even more collections every year to meet consumer demands for on-trend clothing, increased variety and limited-edition collections. Even discount department stores like Target got in the game. Some fast-fashion labels now offer up to 18 new collections per year, mass-producing lower quality for lower cost.

The demographic that most consumes fast fashion is under 28 years of age, although older individuals are into it, too. Fast fashion tends to appeal to younger generations since they typically are more aware of catwalk trends and want to emulate high-fashion looks without spending a fortune. (Leena Oijala)

1. Negative impacts of fast fashion

Although fast fashion makes on-trend clothing affordable, factory workers and the environment are feeling the impact. Reports from the Ethical Fashion Forum show that factory workers have to work extremely long hours to complete orders for retailers that make one of the Savar building collapse in Dhaka in 2013, where over 1100 people died. Management forced people to work in a building that was literally cracking, even after workers raised concerns.

Use of cheap, easy-to-produce, petrochemical-based materials like polyester and acrylic, and pesticide-heavy and water-thirsty conventional cotton wreak havoc on the environment. Criticisms of fast fashion include its negative environmental impact, water pollution, the use of toxic chemicals and increasing levels of textile waste.

At the start of the production chain is cotton. Monsanto is rightfully demonized for trapping farmers. Their genetically modified seeds need their pesticides. Then the earth needs the engineered combination to continue to yield year after year. Over 250,000 Indian farmers have committed suicide going into debt buying these seeds and pesticides. From Southern India to Central Texas, birth defects and cancer rates are extremely high near these farms because of the pesticides. Transportation emissions have also increased due to shipping of numerous new collections. However, the largest impact on the environment is the amount of clothing dumped into landfills every year. In 2010 in the U.S. alone, 11 million tons of clothing waste were put into landfills, contributing to global warming with the release of methane as the fabrics decomposed.

Vibrant colors, prints and fabric finishes are appealing features of fashion garments, but many of these are achieved with toxic chemicals. Textile dyeing is the second largest polluter of clean water globally, after agriculture. Greenpeace's recent Detox campaign has been instrumental in pressuring fashion brands to take action to remove toxic chemicals

from their supply chains, after it tested a number of brands' products and confirmed the presence of hazardous chemicals. Many of these are banned or strictly regulated in various countries because they are toxic, bio-accumulative (meaning the substance builds up in an organism faster than the organism can excrete or metabolize it), disruptive to hormones and carcinogenic.

On the system that perpetuates this behavior. It takes a critical look at capitalism. Essentially this system won't change unless the people running big business are less concerned with making a better quarter each quarter. Essentially corporations need a different reward and punishment system or things won't change.

The global cotton industry uses more pesticides than any other crop in the world. Producing clothes requires toxic chemicals and produces climate-changing emissions. One of another biggest environmental costs comes from the use of synthetic fibers, which is rapidly increasing. Take polyester, which emits almost three times more carbon dioxide in its lifecycle than cotton. Over 70 million trees are logged every year and turned into fabrics like rayon. The use of chemicals on cotton seeps into water and land and affects the air we breathe. The cotton producers use pesticides and chemicals used to produce manipulate cotton has caused deaths and many more hospitalizations among cotton farmers. (Patsy Perry. January 6, 2018)

2. Fashion Industry Statistics

The global apparel market is valued at 3 trillion dollars, 3,000 billion, and accounts for 2 percent of the world's Gross Domestic Product (GDP).

Almost 75% of the world's fashion market is concentrated in Europe, USA, China and Japan.

Second to oil, the clothing and textile industry is the largest polluter in the world. The US is the largest importer of garments in the world; nearly 40% of apparel products sold in the US are imported from China.

3. Fast fashion waste

It takes more than 5,000 gallons of water to manufacture just a T-shirt and a pair of jeans. Textile industry is one of the top 3 water wasting industry in China, discharging over 2.5 billion tons of wastewater every year. NPR reports, from the Environmental Protection Agency, that 15.1 million tons of textile waste was generated in 2013, of which 12.8 million tons were discarded.

About 15% of fabric intended for clothing ends up on the cutting room floor. This waste rate has been tolerated industry-wide for decades. According to Christina Dean, Redress, waste generated in China is not known, with estimates that China will soon make 50% of the world's clothing – the indications for textile waste there are mind blowing. Daily in Hong Kong, there are 253 tons of textiles sent to landfill.

4. Recycle

Consumers throw away shoes and clothing [versus recycle], an average of 70 pounds per person, annually.

A few communities have textile recycling programs, about 85% of this waste goes to landfills where it occupies about 5% of landfill space and the amount is growing.

Up to 95% of the textiles that are land filled each year could be recycled.

Landfill space is expensive and hard to find. Using recycled cotton saves 20,000 liters of water per kilogram of cotton, a water-intensive crop. (Rhonda P.)

Trash in Thailand

Thailand is the world's sixth biggest contributor of ocean waste, while China is the largest. Thailand generates 1.03 million tons of plastic waste per year, with over 3% of that finding its way into the ocean, of the country's total waste, plastic accounts for 12%, higher than China's at 11%. A survey by the government in 2017 found that on average Thais each use eight plastic bags per day, which equates to around 198 billion per year. Most people, especially the middle-class people, know how to segregate waste, how to reuse and how to recycle, but because of how many products they use in their daily life, they just throw away.

Thailand becoming a garbage bin of the world. Experts on waste management and environmental protection are warning that Thailand could become the garbage bin of the world, as the government's policies to promote the waste-to-energy industry have already resulted in plastic waste imports to the Kingdom. The government's current path will prevent a proper solution to waste management problems and unintentionally lead to waste from other countries being dumped in Thailand.

Waste-to-energy is one of the most polluting methods for both waste management and power generation, because not only will burning garbage emit toxic pollutants, but the leftover ashes are also very hazardous and require very careful disposal in a secured landfill. And so, building many small waste-to-energy plants is a very bad decision. I do not contest the advantages of waste-to-energy, as it is one of the acceptable measures to deal with unrecyclable waste, but we should have only a few big waste-to-energy plants that are properly equipped with all pollution control measures.

Highlighting her concern over the small size of the waste-to-energy projects now being promoted by the government, it was not cost-effective for the investors to install expensive pollution-control systems. (George Styllis, contributing writer. June 5, 2018)



Fig: 1 <http://www.nationmultimedia.com/detail/national/30347404>

Fast Fashion Trash in Thailand

Fast fashion has transformed the way Thai people shop. The advent of more accessible and affordable fashion means that consumers are shopping more than ever before. The number of garments bought by the average shopper each year grew by 60% between 2000 and 2014 alone. With new lines added on a weekly basis, consumers no longer need to wait for the seasons to change to buy the latest trends. High street chains have come to dominate the market.

Form the research reveals the extent of clothes waste in Thailand. It finds that eight in ten Thai adults (77%) have thrown clothes away at some point in the past year and four in ten (40%) have thrown away more than ten items of clothing in the past year. The same proportion (40%) have thrown away an item of clothing after wearing it just once and, in the past year alone, a quarter of all respondents (25%) have thrown away at least three items that they've only worn once.

Millennials are also more likely to throw away clothes than older generations. One in five millennials (20%) say that, in general, they keep their clothes for under a year before throwing them away. Just 6% of baby boomers say the same. Generations also dispose of unwanted clothes through different means. While baby boomers are more likely to give their clothes to charity (82% of boomers have done this, compared with 62% of millennials) or recycle them (29%, compared with 20%), whereas millennials are more likely to sell them online (17% of millennials do this compared with 2% of boomers) or throw them in the bin (7% of millennials versus 4% of boomers). The most popular reason for disposing of clothes is because they no longer fit, which 45% consider grounds for throwing garments away. Other common reasons to throw clothes away are because they have developed a fault (selected by 37% of respondents) and because they're damaged (chosen by 37%).

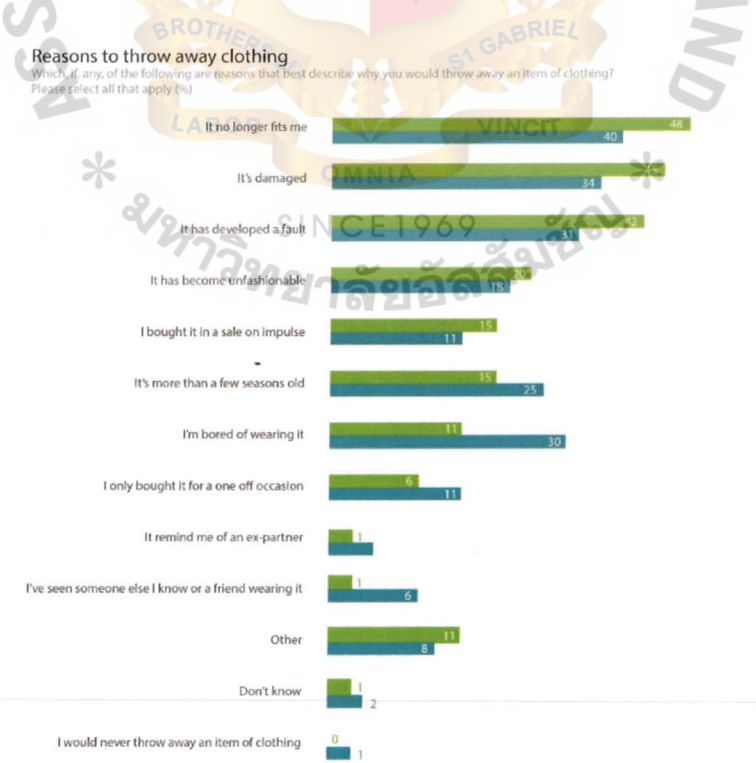


Fig:2 <https://th.yougov.com/en-th/news/2017/12/06/fast-fashion/>

Thais are the most likely to have thrown away more than three items of clothing in the past year that they have only worn once (17% have done so), whereas Chinese consumers are the least likely (8% have done so). On the other end of the scale, as many as 25% of Filipinos, 21% of Malaysians and 21% of Indonesians have not thrown away any items of clothing in the past year. (YouGov Staff. December 6, 2017)

2.1.2 Design Related Matter

Installation Art

Installation art is a modern movement characterized by immersive, larger-than-life works of art. Usually, installation artists create these pieces for specific locations, enabling them to expertly transform any space into a customized, interactive environment. Installation Art can comprise traditional and any things that non-traditional media, such as painting, sculpture, readymade, found object, drawing and text. Depending on the number of objects and the nature of the display, installation spaces can range from cluttered to minimal. Installation Art requires the active engagement of the viewer with the artwork. This may involve the viewer entering the space of the artwork and interacting with the artwork. By entering the space, the viewer encounters the artwork from multiple points of view, rather than from a single perspective more typically associated with looking at a painting. Installation Art also foregrounds experience and communication over the production of a finished art object. (Modern Met Team. April 15, 2018)

Environmental Art

Environmental artists have been praised not only for great works they create, but also for raising awareness about environmental problems our planet face. Environmental art is a very broad term, and it includes a number of different practices and movements. Land art, Earth art, Sustainable art, Conceptual Art these are only a few movements that can be described as environmental art as well. That is why environmental artists are using a wide range of media, techniques and styles. Even Claude Monet is often described as an environmentalist for his famous paintings where the creators explored humans' relation to nature. As a movement, environmental art emerged in the 1960s, when famous individuals such as Nils Udo, Jean-Max Albert and Piotr Kowalski paved the way for this form of art expression. They have been continuously creating environment-related work since then. Speaking about them, it's important to make a distinction between those who are not focused so much on environmental issues and those who are part of this movement particularly aiming to explore relations between nature and the human world, aiming to raise awareness toward ecological problems. Environmental art is concerned with environmental forces and materials; it re-envisions humans' relations with nature and remediates damaged environments. In addition, one of the main characteristics of environmental art is that is usually created for one particular place, cannot be moved, and obviously cannot be exhibited in museums or galleries. (Lorenzo Pereira. August 17, 2016)

Environmental Art Artist

Alejandro Duran started to do the project about trash in the environment called “Washed Up”. This project is an environmental installation and photography project that transforms the international debris washing up on Mexico's Caribbean coast into aesthetic yet disquieting works.

Over the course of this project Durán has identified plastic waste from fifty-eight nations and territories on six continents that have washed ashore along the coast of Sian Ka'an, Mexico's largest federally protected reserve and an UNESCO World Heritage site. He uses this international debris to create color-based, site-specific sculptures that conflate the hand of man and nature. At times he distributes the objects the way the waves would; at other times, the plastic mimics algae, roots, rivers, or fruit, reflecting the infiltration of plastics into the natural environment.

More than creating a surreal or fantastical landscape, these installations mirror the reality of our current environmental predicament. The resulting series depicts a new form of colonization by consumerism, where even undeveloped land is not safe from the far-reaching impact of our culture of disposable products. The alchemy of *Washed Up* lies not only in transforming a trashed landscape, but in the project's potential to raise awareness and change our relationship to consumption and waste. (Alejandro Duran)



Fig:3 Located in the Mexican UNESCO World Heritage site

The example of environment art from Nils Udo

For his in situ works, created first of all in Germany, then in Europe, Japan, Israel and Mexico, Nils Udo uses the elements of nature that he finds around him, such as earth, stones, pieces of wood, wild berries, leaves, water currents, etc. By slightly altering the landscape the artist reveals its beauty and strangeness of nature. He creates a world of "potential utopias" with his colored hillocks, giant nests and doors towards the unknown. Nils Udo creates works that are not designed to be permanent and which, like a plant, are born, bloom, then die. The artist explains that through this approach he is initiating a "spiritual and aesthetic dialogue" with nature, his sole inspiration.



Fig:4 Robinia leaf halved, ash twigs Valle di Sella, Italy Ilfochrome on aluminium

Surrounded Islands by Christo and Jeanne-Claude. Certainly one of the largest scale installation pieces, this artistic couple created huge pink polypropylene sheets and temporarily surrounded 11 small islands off Miami with the plastic cloth. Their other works include wrapped trees and an "iron curtain" made of old oil barrels.



Fig: 5 Surrounded Islands, Biscayne Bay, Greater Miami, Florida, 1980-834

Mix Media

Artists have many ways of creating art, and they're always experimenting with new ideas. Sometimes, an artist might paint on a series of photographs, or draw an image in India ink, and then embellish it with bright colored pencil. When an artist does these things, he or she is working in mixed media. Mixed media art techniques are those that combine different methods and mediums to make artwork. A medium is a substance or material like oil paints, pastels, watercolors or colored pencils. It's something used to make art. When you mix media, you use two or more art mediums in a work that combines them into an image or sculpture.

Methods of Creating Mixed Media Art

1. Collage

One of the most common ways of creating mixed media art is through a method called collage. Collage, developed by artists Pablo Picasso and Georges Braque around 1912, involves using bits and pieces of leftover material, or fragments like newsprint, wallpaper, photographs and twine. By gluing the fragments to a surface, and then adding painted and drawn elements if desired, the artist creates a new two-dimensional image.

Another way to make a collage is to position several pieces of paper fragments and newspaper articles on a board or canvas, and then carefully cover them with a clear acrylic gloss, varnish or gel, which adheres them to the surface below. When the acrylic dries, it can be drawn on with ink or markers, or painted over with more acrylic paint.

2. Assemblage

In the mid-20th century, another mixed media method developed called assemblage. Assemblage is similar with collage but done in a way that brings the art into three dimensions. Artists create sculptures from found objects, things like plastic bottles, barbed wire, tires and broken toys, that have been discarded in everyday life. Some assemblages hang on the wall, like paintings with elements that protrude from the surface. Others are completely freestanding sculptures.

3. Exploring Mix Media

The possibilities are endless. Mixed media can be as simple as drawing an image in black ink and adding color with watercolor paints and colored pencil. You could also make a picture by cutting shapes out of fabric, gluing them to heavy board, and decorating the surface with Sharpie markers or acrylic paint. (Stephanie Przybylek)

Mixed Media Art Materials

1. Fabric

Fabric art is a style of art using fabric, yarn, and other fibers and embellishments to create a piece of art. It focuses on the labor involved as part of its significance. If you love to color in a coloring book and you can sew a line, then you may want to try your hand at fabric art. (LovetoSew.com, 2015)

2. Trash

Junk art is a combined paintings and sculptures and installations from an ever-widening range of unusual objects and materials. Sculptural assemblage constructed from discarded materials, as a glass, scrap metal, plastic, and wood. For example, Marcel Duchamp(1887-1968). He began creating works of art (mostly sculptures) from trash and other urban waste products. His specialty was the "ready-made" a mass-produced article, chosen at random, isolated from its usual context and presented as a work of art.



Fig: 6 LHOOG (1919) By Marcel Duchamp
(Replica in the Musee National d'Art Moderne, Paris)

3. Recycled

Recycled art is creative work that's made from discarded materials that once had another purpose. This includes anything from old plastic toys and vehicle tires to scraps of cloth and building supplies. Artists who make recycled art take those materials and make them into something new. You might sometimes see it called 'junk art,' but that term is a bit limiting. Something that is being recycled isn't necessarily junk. For example, We tend to toss toilet paper rolls into the garbage without even giving a 2nd thought as to where they came from or where they will go, but Japanese artist Yuken Teruya's "Corner Forest" series reminds us all that these simple cardboard tubes were once part of a majestic forest, forests that could be wiped out if we continue our use-once-and-destroy culture.



Fig: 7 <http://mentalfloss.com/article/13046/11-artists-doing-amazing-things-recycled-materials>

2.2 Data Collection

2.2.1 Key Questions

1. What are the current fashion trends that matter to people?
2. How can we raise an awareness about fast fashion issue to Thai people?
3. How to create an effective message or impact with installation art?
4. How to apply environmental art method and ideology to our daily design practice?

2.2.2 Methods

1. Questionnaire – About Fast Fashion and Installation Art
2. Interview – The owner and designer of No Service brand
3. Interview – The installation artist

2.2.3 Respondents

1. Questionnaire – Male / Female, age 15-35 years old, student and office worker, Thai people
2. Interview – Mr. Bordin Aphimarn, the owner and designer of No Service brand
3. Interview – Mr. Ruangsak Anuwatwimon, the environmental artist

2.2.4 Results

Questionnaire – About Fast Fashion and Installation Art

Part1: Introduction information

From 50 respondents, most of them are female for 72% and male for 28% over 100%. None of them are married and most of them are 20-25 years old by 88%, and less of them are 15-20 years old and 25-30 years old by 6%. For the education result they are graduated from bachelor's degree by 98% and 2% is high school student. From the result most of the responders are students at 80%, office men at 12% and another 2% are owning their business and freelancer. Their income per month at 48% for 15,000-30,000 and 38% for less than 15,000. For 12% is 30,000-50,000 baht per month. From 50 people have only 1 person that have income more than 50,000 baht per month.

From the result found that there are many people that do not know what fast fashion is by 62%. There is familiar answer about what fast fashion is in their opinion. For 46% think that fast fashion is something contemporary, come and go in a short time. 42% think fast fashion is a trendy style and 10% think that fast fashion is priceable clothes and less of them think fast fashion is about the beauty. Interesting result because most of them do not know that fast fashion industry is the world's second polluter by 79%, but after they know the fact of fashion industry, 60% of them still buy but will spend more time to make a decision. For 22% will directly continue buy products from fast fashion brand. 18% will not buy the product from fast fashion brand at all. Normally, 68% wear clothes before donate or throw away more than 10 times per one clothes. 30% wear clothes 3-10 times per one clothes and 2% wear only 1-3 times. According from the respondents, 38% of them spend their shopping time with Uniqlo but most of people does not know that Uniqlo is also fast fashion brand. 32% buy Zara brand, 22% for H&M and the less of them buy their own favorite brand. Fashion trend is important for them at 68%. The average for one month they buy clothes 1-3 times at 50% and 44% buy clothes less than 10 times a month. 6% buy clothes more than 10 times per month. Surprisingly, most of the people are always follow fashion trends by 58% and 22% follow trends for some time. 18% long time to follow. The

place that people found fast fashion most is Instagram at 44% and second place that found fast fashion most is Siam by 38%. 8% for Jatujuk weekend market, 6% for night market and another less percent for Ekamai / Thonglor and Café. As the result most of them recycle their trash for some time at 40% and another level of concern about the nature is very similar result. 14% for level 8% and 12% for level 7 which mean they always recycle but do not use the plastic if they have opportunity. It would be good if there is the fashion product which made from recycle materials and they would buy it for 58% but 40% think it would be good but they would not buy. 2% think it not good and would not buy.

From the result 64% do not know what is installation art. There are many reasons why people are interested in installation art. 70% interested because the beauty of the art work and 58% because the meaning of art work. 30% interested because they want to take a photo to be a memory and upload it on social media. 28% interested because artist of the art work. 5% they have no idea about installation art. Another 2% is very good answer because they interested materials that artist used to crated art work. The most reasons that make people do not interested in installation art because it complicated by 46% and 42% because they cannot afford. 24% that not interested because they do not like to read the description of art work. 2% because they do not like art. Another 1% because installation art is difficult to find and because some installation art is unbeautiful and artist. There are two answer that have same average for the factor that can make the installation art more interesting at 30% installation art must look more fun and can let people can interact with art work. 22% for easier to understand the meaning of art work. 16% think that installation art should be more complex and meaningful behind art work.

58% do not know what environmental art is and 42% know what is environmental art. 42% of people think that environmental art is the art work that crafted from natural materials. There are several answers for how can people make environmental art combine with our daily life. For 14% they do not know to combine because they did not care about the natural that much. Some of the answers are similar that they think Thailand should promoting or do the campaign about the environmental art and make it become a fashion and insert them to the daily places such as work place, department store and school. Which items that you use in daily life related or being an environmental art? The item that they use most in a daily life that related or being an environmental art for 18% is tote bag instead of plastic bag and 4% used stainless steel chopstick, 2% is also used stainless straw instead of plastic straw. Surprisingly, 10% of overall answer they did not used anything that good for the environmental.



What they feel towards this photo of environmental art most of them felt trash in the ocean. Look creative and felt of the strong message of the art work. Some people felt sad and damped because this art work reflects the behavior of people who lack responsibility for trash but at the same time, they felt the movement of wave that look dirty.



For this picture most of responders felt this damped and look very dirty, the reflection the problem of trash in the environment. People do not have enough responsible about throwing away garbage especially plastic garbage. Someone think that it looks too dirty to be an art piece.



Last picture for the answers they quite think the same way. They think that the message we are trying to tell the audience is global warming. This installation is cool because it is an installation for a short time, artist play with time and weather to let ice melt by itself to give the message that the world is going to melt because of the global warming and people also melt too. Some of them said it is hard to understand but some think that it is meaningful and creative.

Interview – Mr. Bordin Aphimarn

The beginning of No-Service brand is that he is interested in fashion and second-hands clothes and sustainable, so he started to redesign unused clothes or clothes from many fast fashion items to be new clothes by satirical fast fashion industries. He thinks that fashion's trend in the present time do matter to people because of the social media, everyone wants to look cool socially. Wear trendy style items to look different. He decides to establish No Service brand because he thinks that at least whoever buy his clothes the customers can get some messages what he is trying to say. He hopes that they can change something to become better. In future whoever buys this brand may not know that No Service brand is made from used items but people who bought product have no need to buy other clothing and that will be fashion garbage in future. Target group to raise an awareness of this brand are teenagers who will grow up to be adult someday, it might help to point out a little and be conscious reminder.

Interview – Mr. Ruangsak Anuwatwimon

Mr. Ruangsak started environmental projects by seeing the unfair problem of human and animal being. The steps of developing his idea of the work started with goals and objective and what he wants to say to the audience. For the concept it depends on the problem and information that he got because everything he uses to create the art work and what he wants to focus on to make the execution. The process to collect the materials also depends on the problem and information that he has because he has to ask his company to help him to get the permission to get the evidences and materials. For the location to exhibit the art work. It would very perfect if he can find the location that consists with evidences or materials but some of works should exhibit in the place that audiences can easily go to which means his work has more opportunity to say the message and objective to everyone. He would not transform or modify materials but he will modify the applicator or container that he can put the materials in. The thing that make his work more able to understand is the critics, famous people or people who have potential to spread his objective as much as possible. The one who can explain his work to the society. To make the work more impact and effective to social because both of concept and materials have to work along well. If those materials that he uses are the materials that everyone uses or a daily life material. These will make art work effective message. The purpose of using found object for making environment art is because art nowadays doesn't need to be only hand-painted. The current technology provides the tools for artist to make the VR or virtual reality. The visualization dramatically impacts the belief of people. However, by providing the evidence along with the art, it will create an impact more than just the art alone. Audiences will be able to see the proof both visually and scientifically.

2.2.5 Implementation

From the questionnaire about fast fashion industry. The percentage in the survey shows that Thai people not very familiar with fast fashion but they can understand the context of fast fashion especially, office workers, which means they always follow fashion trends. The place that they can find fast fashion is on Instagram and all-around Siam. The result of this survey lets me know the factors that make people interested in installation art are the beauty of art work, meaning and materials. But people will not be interested because it complicated. In the end, I may find the trashes or materials to make the display look stunning by the colors and make it quite big. In order to make it easier for the audience to understand my design and to reflect the dark side of fast fashion industry. Also, different kind of fabric and texture. I will let people take the picture of my work at department store around Siam and upload photo on Instagram to help to spread the messages of this art work. Because people nowadays use social media to update news and to show their lifestyle. I will show my work around Siam because it is the place that you can find fast fashion mostly and I think it will be consistent with my material and concept.

It is an honor to have an interview with Mr. Bodin Aphimarn and Mr. Ruangsak Anuwatwimon. I got to know a lot about fast fashion facts and the work experience about Installation. During the interview I got to know the guide line to start the idea of how to satiric socially through graphic on clothes. Mr. Bodin started from the basic method such as he tried to contrast the work by words. I may use color and font that have opposite meaning and I may use typography on art work to make it easier to understand. I will focus on teenager audience target group such as university students and fresh workers. The purpose of using found objects for making environment art is because art nowadays doesn't need to be only drawing or hand-painting. However, by providing the evidence along with the art, it will be the result that has more impact. People can be able to see the historical behind the visual and scientific art. For example, found object that I will use to create my work are second hand clothes or cut some graphic print on fabric and clothes from fast fashion brand because Mr. Bordin told me that most of the stuffs that he got are second-hand zone at Jatujak weekend market and clothes from fast fashion brand I will use only some part of clothes from Zara and H&M.

2.3 Design Reference

2.3.1 Design Reference 1 – Technique



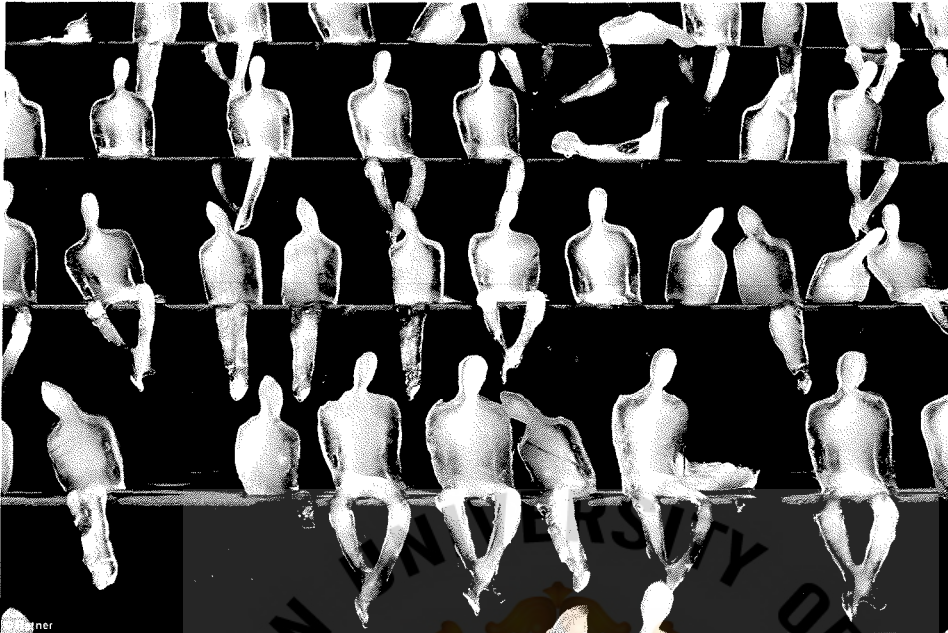
Source: We Are Flowers

Retrieved from <https://softlabnyc.com/portfolio/melissa-we-are-flowers/> (2015)

Reference Significance

“We Are Flowers” collection by Melissa. Nature often provides inspiration for our work and it has been a great opportunity to use one of nature’s most beautiful creations as a building material. We used over 20,000 translucent flowers to create a large immersive hanging surface in the New York flagship. The engineered nature of the installation is tempered by the delicacy and exuberance of the thousands of colorful petals we have attached to the surface. These flowers are placed in a more natural arrangement to combine the flowers and structural surface in a way that resembles a natural canopy of flowers. This technique is a technically innovative with attention to every detail. It is how to grab attention from the audience all around the gallery by hanging surface. Moreover, this design a good combination of the design shape, form and also how artist using the color. This art piece is clever position because it can play with the light, so it gives the reflection of shadow around the gallery.

2.3.2 Design Reference 2 – Concept



Source: Melting Men (Installation)

Retrieved from <https://www.dailymail.co.uk/news/article-1210783/Melting-men-Thousand-ice-sculptures-left-thaw-sun-highlight-climate-change-Arctic.html>

Reference Significance

A thousand miniature people have slowly melted away in a Berlin square in an effort to draw attention to melting ice caps in Greenland and Antarctica. Brazilian artist Nele Azevedo carved the figures out of ice and placed them on steps in the central Gendarmenmarkt square where they began to melt within about half an hour. The installation, Melting Men, was meant to spotlight the World Wildlife Fund's warning that melting ice could possibly cause levels to rise more than 3.3 ft by 2100. The group warns that the warming of the Arctic will change weather in different parts of the world and increase the release of greenhouse gases into the atmosphere. Since 2005, Azevedo has been setting up her Melting Men in various countries around the world. Although originally intended as a critic of the role of monuments in cities, environmentalists around the world are adopting her work as climate change art.

Therefore, this concept can relate with the fast fashion industry that slowly harms our world because the message of Melting Men is clear and strong enough to make the audience easy to understand and the concept is also about environment.

2.3.3 Design Reference 3 – Materia



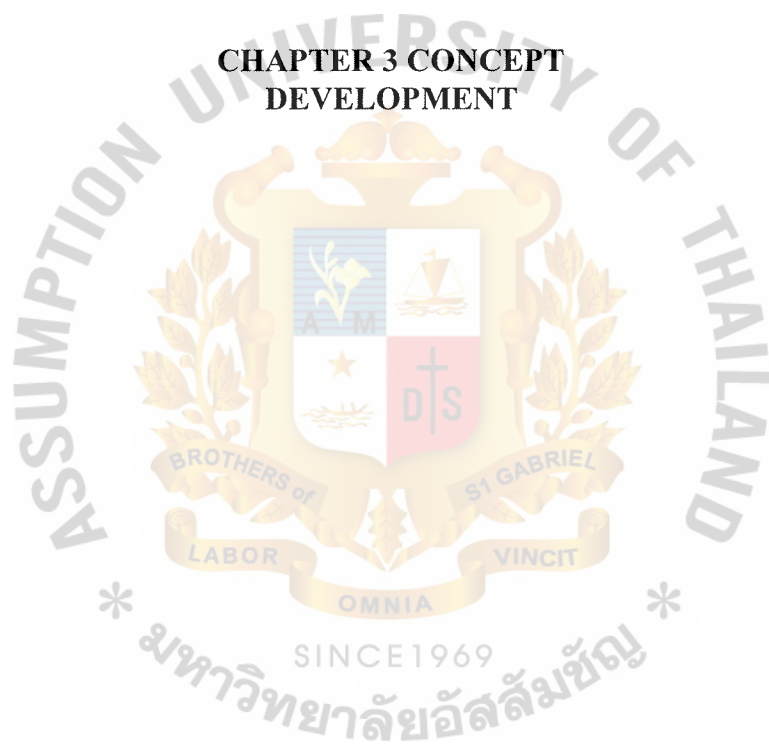
Source: 16-Foot Clothing Mountain

Retrieved from <https://inhabitat.com/16-foot-clothing-mountain-illustrates-hong-kong%E2%80%99s-daily-textile-waste/>

Reference Significance

A 16-foot mountain of used garments towered over Hong Kong's Central Star Ferry Pier last week, as part of the 'Get Redressed' exhibit an awareness building campaign to promote recycling in response to Hong Kong's staggering 253 tons of discarded textiles. Dubbed the '3% mountain', in reference to the 7.5 tons of textiles required to build it, the display helped put Hong Kong's second-hand clothing waste into perspective. Despite the fact that Hong Kong has 190 used clothes recycling banks, the lack of awareness in the community has unfortunately deemed them ineffective. These are all the material related to the fast fashion project. It would be good to use material that can be recycled and unused cloth to do installation art to reflect the dark facts about the fast fashion industry.

**CHAPTER 3 CONCEPT
DEVELOPMENT**



Frustrating, Desperate

is the world second largest polluter including environment especially water pollution. People and we still have to live with the environment. Just like the life cycle. Moreover, people have a pile of clothes in their closet and end up to landfills every year.

3.1 Communication Objectives

1. To reflect the environmental problem that help customers to raise their awareness before buy clothes.
2. To differentiates each environmental issue through an art model by using fabric and clothing equipment from the fashion industry
3. To demonstrate the pollution from fast fashion supplier to encourage them to be more responsible of production process.

3.2 Concept I

Title: Black Cycle

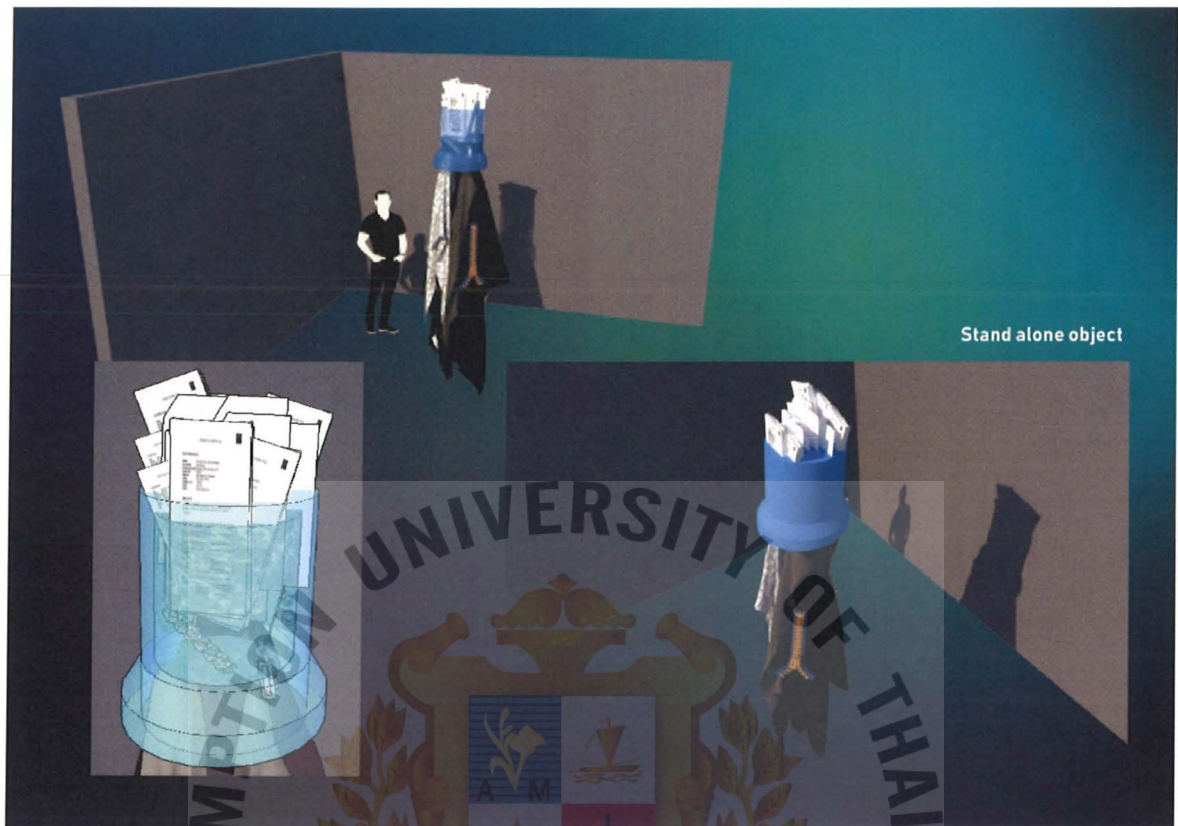
Mood & Tone: Gloomy, Frustrating, Desperate

Support:

Fashion industry is the world second largest polluter including the fast fashion industry that pollutes our environment especially water pollution. People produce pollution from clothes that we wear and we still have to live with the environment which is full with the environmental issues. Just like the life cycle. Moreover, people always say they have nothing to wear while they have a pile of clothes in their closet and tons of clothes are thrown into the garbage and end up to landfills every year.



3.2 Concept 1 Sketch:



Media: Installation Art

Specifications: Height 3 meters

Technique: Mix media

Thesis Committee Comments & Suggestions:

The committee admired the meaning of this concept but the execution does not show the impact of pollution and how much the trash was. Moreover, the committee does not allow me to use resin materials because it is not friendly to environment. What I have to fix is combine another concept with this concept which are The world dresses and some elements of I have nothing to wear concept, to show the huge impact by using a variety of fashion elements such as receipt, name tag and, logo on t-shirt.

Title: The World Dresses

Support:

People produce trash every single day which is affected by the environment because everyone has influences on our living world. Not only the trash from food industry, plastic containers, and also trash from the fashion industry so we are the one who dress our world with the trash we produced.



Concept 2 Sketch:



Media: Installation Art

Specifications: 3 mannequins

Technique: Mixed Media

Thesis Committee Comments & Suggestions:

The committee suggested that the dresses should look fancier, also it does not show the meaning of the topic. It looks quite plain in terms of design. However, to use a mannequin is the good way to illustrate fashion.

3.4 Concept III

Title: I Have Nothing to Wear

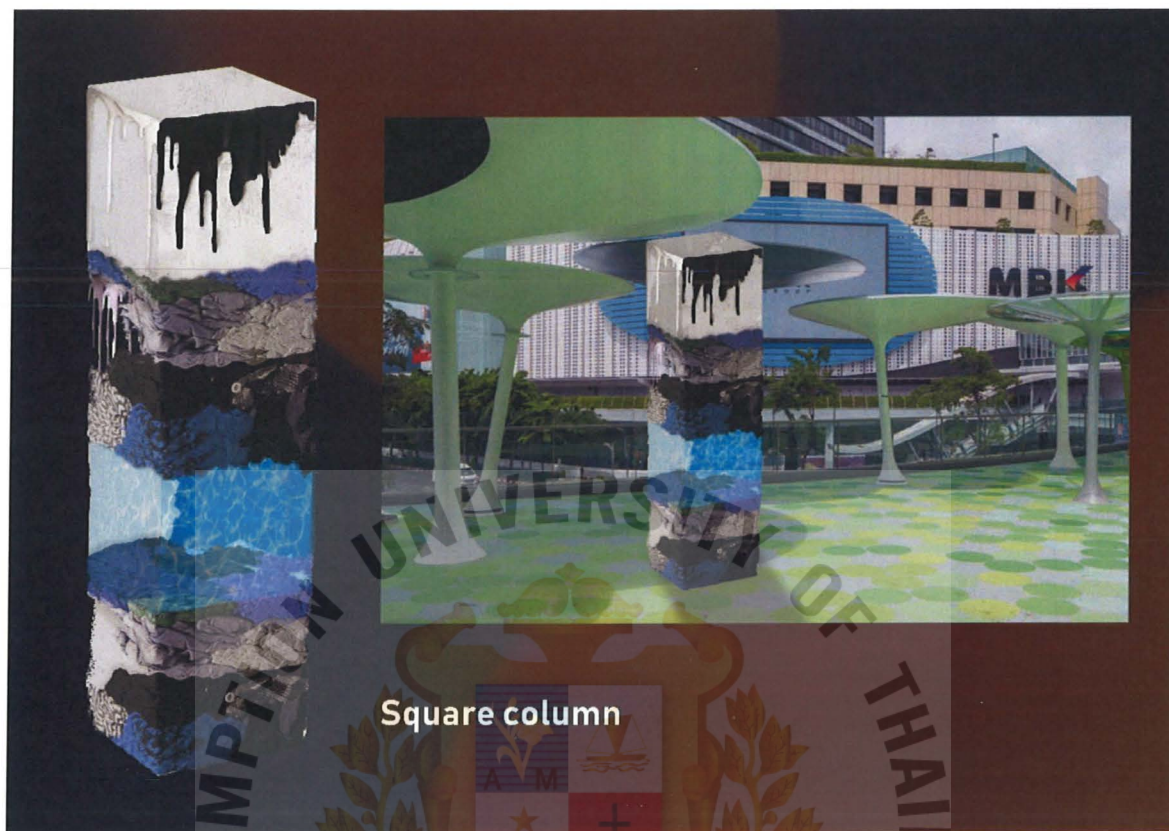
Mood & Tone: Somber, Tight, Despond

Support:

People always say they have nothing to wear while they have a pile of clothes in their closet and tons of clothes were thrown into garbage and end up to landfills every year. Landfills can cause many environmental issues and a lot of animals have to live in with these pollutions.



Concept 3 Sketch:



Media: Installation Art

Specifications: Hight 3 maters

Technique: Mixed Media

Thesis Committee Comments & Suggestions:

The committee likes the idea of the art work that shows the compression of trash and fabric because it looks intense and negative. Because its has compress texture of the fabric's technique. The execution can represent the pollution issue and over trash problem, yet it is difficult to relate with fashion because of the column shape. The committee suggested that it would be better if I combine the strength of these 3 concepts together to give more feeling of fashion and problems.

**CHAPTER 4 CONCLUSION &
SUGGESTIONS**

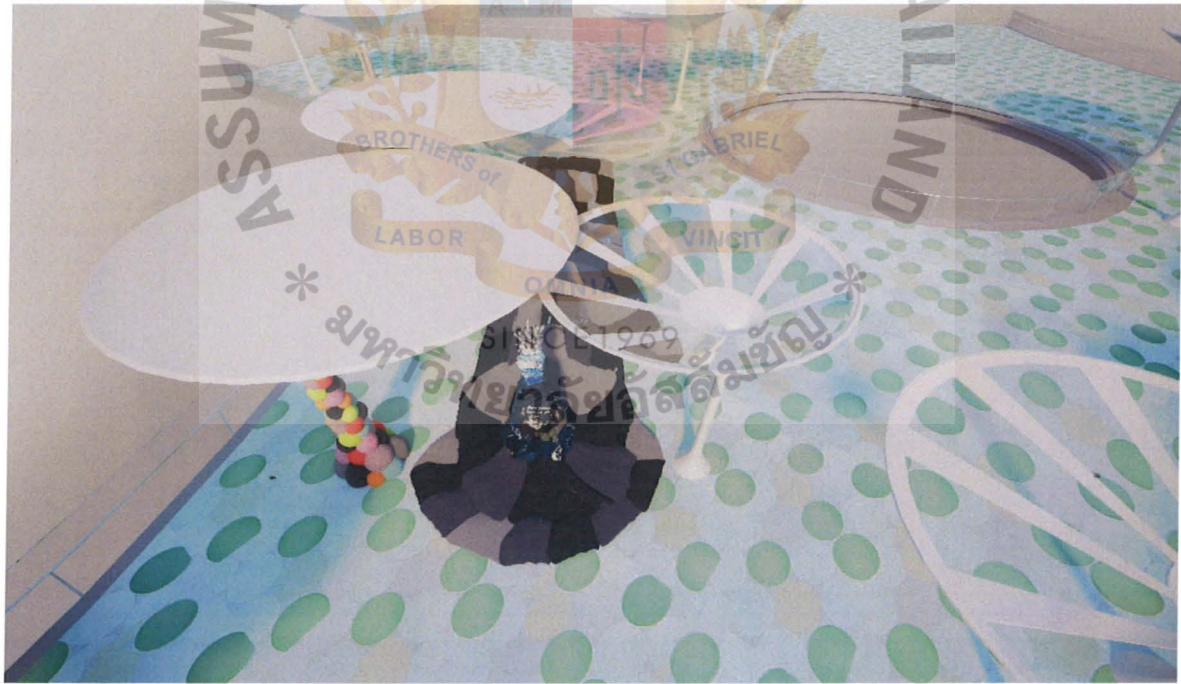


Chapter 4

Conclusion & Suggestions

4.1 Final Design

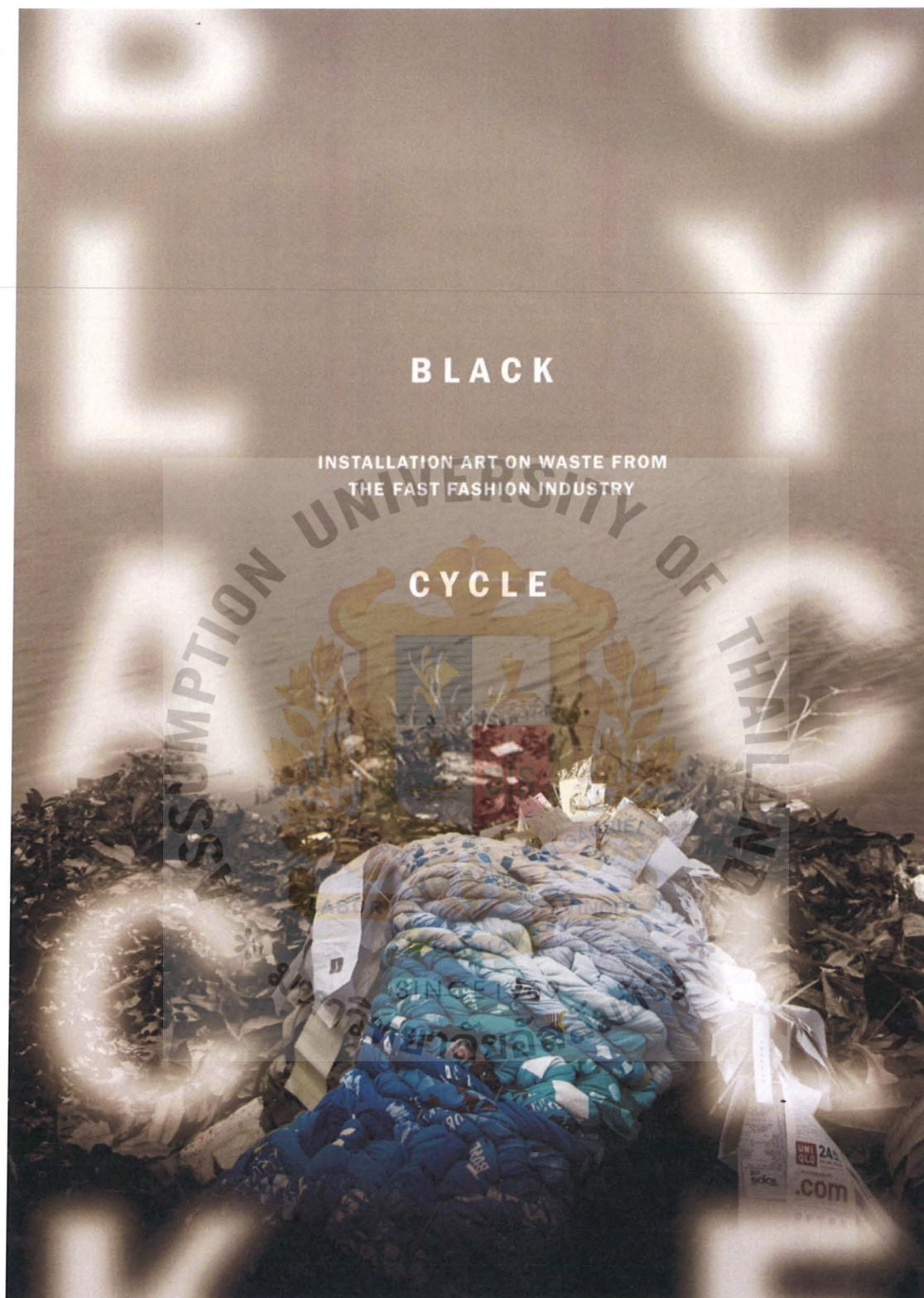












Media: Installation Art

Specifications: Length 5meters / Hight 3 meters

Technique: Mixed Media, 3D SketchUp Design

4.2 Conclusion

This installation art on waste from fast fashion industry is the representative design object to reflect environment problems and over waste issue of fashion industry. The art work helps audience get the project's message easier and also allow them to picture how serious and dangerous over waste situation is. In this project most materials are the second hand t-shirt, it makes me understand how much clothes that people thrown away while t-shirts are still in a good quality. The aim of installation art is to create art work to deliver messages to audience not directly but in comparison by hiding the real meaning behind art work.

4.3 Suggestions for Future Study

This study makes me able to understand the difficulty of finding information and resources. It has provided exactly how an installation art works with people emotions and how they can participate with the installation that I designed. The study scope on the specific age group and location. Therefore, there is some limitation of resources and its forced me to create a work highly unique. By using materials transformation technique, I used T-shirts up to 200 pieces before twisting it into women shape and design elements from fast fashion brand such as price tag, logo, and bills. This is the advantages for my future work life to work with the limitation and requirements from the committee. Moreover, I have learnt something while I was working with this project. Recently, some hand craft artworks still need to use eco-friendly materials and artists should be more aware about the sustainable materials and design.

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16 Foot Clothing Mountain (June 29, 2011)

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Appendix I

Interview Questions and Answers – Owner and designer of No Service brand *Installation on Waste from Fast Fashion Garbage Industry*

Personal information

1. **Name & Surname:** Mr. Bordin Aphimarn
2. **Gender:** Male
3. **Education:** Master's degree
4. **Profession:** Owner of No Service brand and senior head designer of Greyhound
5. **Contact information:** Facebook and Instagram: noseviceservice, Line: bbordin

Introduction Question(s)

6. **What made you start to become designer?**
 - a. I started to be a fashion designer from designing the graphic elements on the fabrics at Gray hound clothing brand and then I moved to be an art director, also designed about display and windows display design. After that I got the opportunity to design men's wear. To design new clothes not only the graphic on fabrics.
7. **The beginning of No-service brand?**
 - a. Since I studied at the university, my friends and myself initiated our own clothing brand name Error List. Error List is the brand that the design used second-hand shirt or t-shirt to customized and added some more details on the shirts, to make the shirt look different. However, my friend and I have a different style, so they worked separately. After that we established No Service. This brand is about to redesign unused clothes or clothes from many fast fashion items to be new clothes by satirical fast fashion industries nowadays.
8. **What's "fast fashion"?**
 - a. Fast fashion in my opinion, is something that is carefree and temporary because it does not give the result for a long-term quality. All of fast fashion brand try to do every thing possible to make the customers happy but their product. Including new collection almost every week, discount, and also the window display and because of the low prices. Therefore, the customer just takes really little time to think about the occasion to wear before they buy the products. After the trend change, they would realize that they clothe that they bought turn to a trash in their closet.

In-Depth Question(s)

9. What is Sustainable of fashion from you point of view?

- a. Sustainable is something that stay for long term but not forever. About the process of making something that very thoughtful, meticulous and quality not quantity. Clothe go by from period to period but it still used.

10. What is the guide line to start the idea of conflict with art?

- a. The limitation of No Service brand is that the brand used everything from second-hand but finally, one still needs to put graphic on by screening process. It not possible to use everything from used material but on other hand we try our best. The main concept is that trash is wasted if it cannot be sold it will still be garbage but he does not want to limit it for only just clothing line but other things is also preferred.

11. What do you think about this trend of fashion?

- a. All design that we made are base from the personal view, someone may think it too dark but he tries to make it catchier. For the example, sensation theme is all white so he tries to contrast it by screen 'black' on white t-shirt. The other project we have some t-shirt screen with 'no country, no religions, no money, no war. This is personal perception because if world have none of this, the war would not happen. The contrast of satirical society is not only from the meaning of word but also can use color and font that opposite, massage is heal the world but I use heavy metal.

Closing Question(s)

12. What is the expectation for this brand?

- a. Present time, street wear is trendy but fashion is loop as before this time is period of vintage. People are more concerned about sustainable to use custom clothing from used fabric. For the new brand that coming are try to produce more quality on their product. Even Zara tries to announce it.

13. Who is it you want to receive this message, buyer or seller?

- a. No Service brand is hopeful that they can change something to be better. In future whoever buys this brand may not know that No Service brand made from used items but people who bought product are no need to buy other clothing that will be fashion garbage in future. Target group of this brand are teenager who grown up to be adult someday, it might help to point out as a conscious reminder.

Appendix II

Interview Questions and Answers – Installation Artist *Installation on Waste from Fast Fashion Garbage Industry*

Personal information

- 1. Name & Surname:** Mr. Ruangsak Anuwatwimon
- 2. Gender:** Male
- 3. Education:**
- 4. Profession:** Environmental Artist
- 5. Contact information:** Facebook Ruangsak Anuwatwimon

Introduction Question(s)

6. How did you start doing project about the environment?

- a. He started doing the project about environment by seeing the unfair problem from human behavior that responded to their pet. His first project called "Revenge". There are many animals that died from poison by their owner. This project was shown in Belgium and the second project was similar to first project but he burned to death animal body and transformed it to a shape of human heart.

1. Where and how did the inspiration come from?

- a. Inspirations are from seeing unfair things and to keep researching all the unfair problems. It's not only problem about animals but also about the human living too. The problem from the government that they have unfair policy, so this effects directly the environment because imprudent of the plan that caused problem.

9. What are the steps of developing idea of your work?

- a. I started with goals and objectives of the project. What are the conflicts and problem that people are facing and the effects. How is the solution going to be and do I have the potential to solve the problem or not.

In-depth Question(s)

10. Do the materials and concept have to be according to each other, start with concept or material first?

- a. It depends on the problem that we facing. I separated it into 3 categories. First, the information and all the research that I have and how can I collect materials. Second, everything that we research, the documentary, interview information, and evidences all of these can turn to be art work. Third, the location that we want to exhibit the art work. How we can manage the area to make art work look more interesting.

21. What are the methods or processes of collecting the object to do the art work?

- a. The methods or processes of collecting materials. There depend on the information of problem topic that I want to do. How can I ask for the allowance and permission to get the evidences to do the work and do I have enough potential to create the art work.

22. Is it important to modify the material before doing the art work, if I modify it would it affect the work or not?

- a. I do not do any transformation to the materials that I collected but I rather transform the applicator or transform how to represent material of art work. For example, soil it would be look the same as itself but I put all soil into glass tube.

13. What are the factors that allow people to have a better understanding of installation art?

- a. The factors that make his work more suitable to understand is the critics, famous people or people who have potential to spread his objective as much as possible. The one who can explain his work to the society.

14. The purpose of choosing the location to exhibit art work.

- a. If I find the place that I can combine with my materials then the audience can understand easily and perfectly too but some works I should find the place for spreading my objective as much as possible, like work about flooding in Thailand, 2011, this project should be organized exhibition at Phatumthani but if I organized there no one cannot went to there, so I prefer organized at BACC.

Closing Question(s)

15. How to create the work that can affect or impact the audience by environmental art?

- a. To create the work that can affect and impact socially. There are both important about concept and material. If the material that he is going to use is the daily life material or material that everyone uses. It would be better impact to the audience. Both concept and material have to work well together and put it into the right point. This would be a good impact.

16. The reason why you use found object to do environmental art?

- a. The purpose of using found object for making environment art is because art nowadays doesn't need to be only hand-painted. The current technology provides the tools for artist to make the VR or virtual reality. The visualization dramatically impacts the belief of the people. However, by providing the evidence along with the art, it will create an impact more than just the art alone. Audiences are be able to see the proof both visually and scientifically.

17. How to bring found object to create an installation art that reflects environmental problems that can create an awareness for the audience and what is the goal?

- a. It depends on what a problem is it? How you got information? Is it deep for your work? So, before you want to make an awareness with your audience, you should know what happened with that problem, whether we can solve it or not or if you cannot what should we do next. Then, the best thing is you should find and talk with people who still get that problem and we will represent the problem in the best way.

Appendix III

Questionnaire Detail, Criteria and Results – Interested in Fashion
Installation on Waste from Fast Fashion Garbage Industry

Questionnaire on the Interested in Fashion
Installation on Waste from Fast Fashion Garbage Industry

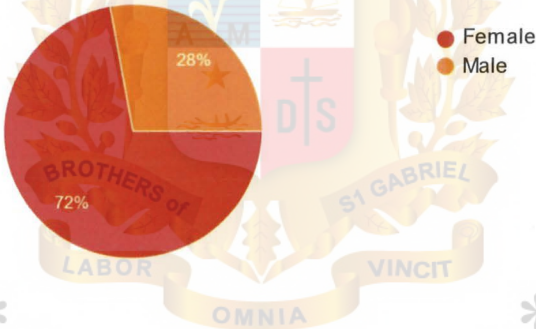
The purpose of this Questionnaire is to collect information on people’s opinion on the issue of fast fashion garbage industry. This questionnaire is part of an Art Thesis of Bachelor of Fine Arts in Visual Communication Design, Assumption University.

Part 1 Target Profile

- Gender

Gender

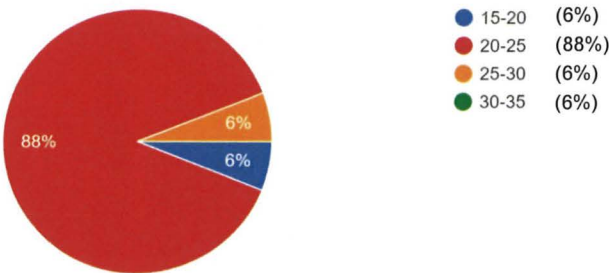
50 responses



- Age

Age

50 responses



- Status

Status

50 responses



- Education

Education

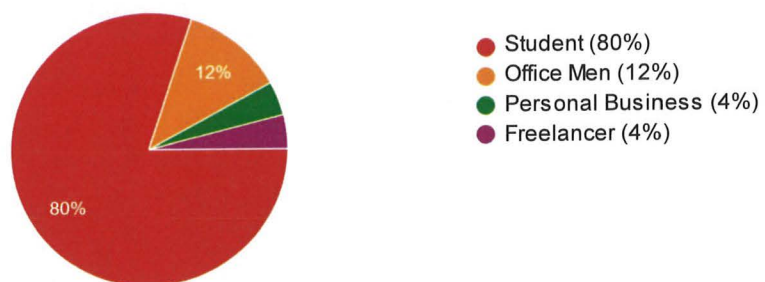
50 responses



- Occupation

Occupation

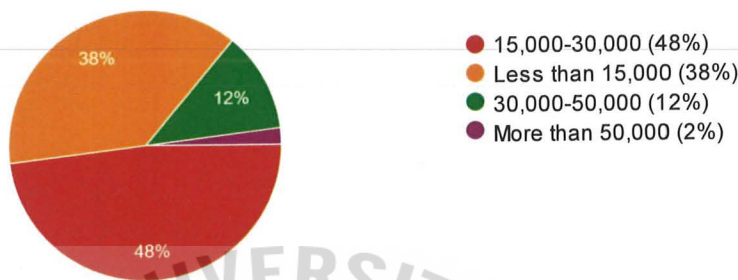
50 responses



Income

Income per month

50 responses

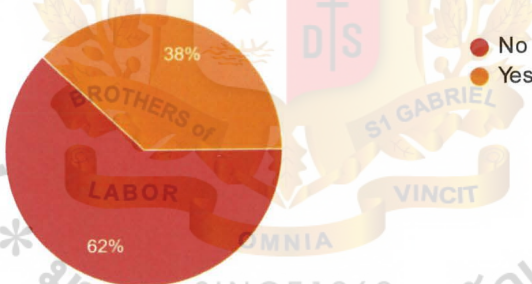


Part 2 Fast Fashion

Do you know Fast Fashion?

Do you know "Fast Fashion"

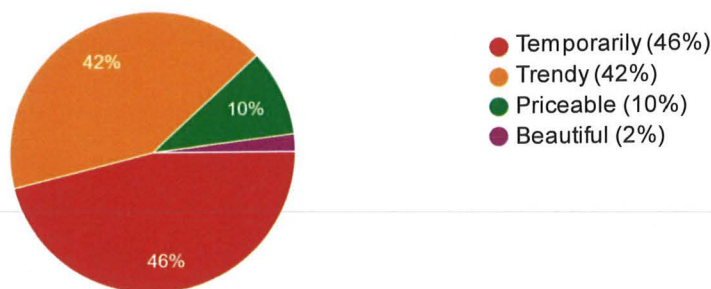
50 responses



Fast Fashion in your point of view

Fast Fashion in your point of view

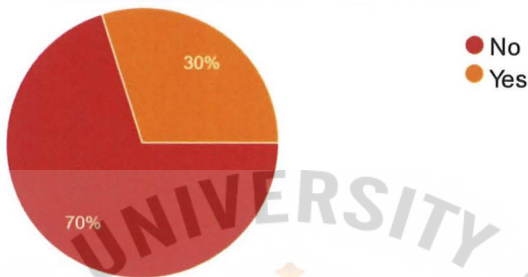
50 responses



- Did you know that fashion industry is the second of the most polluted industry in the world?

Did you know that fashion industry is the second largest polluter in the world?

50 responses



- After you know this fact, do you still buy product from fast fashion brand?

After you know this fact, do you still buy product from fast fashion brand?

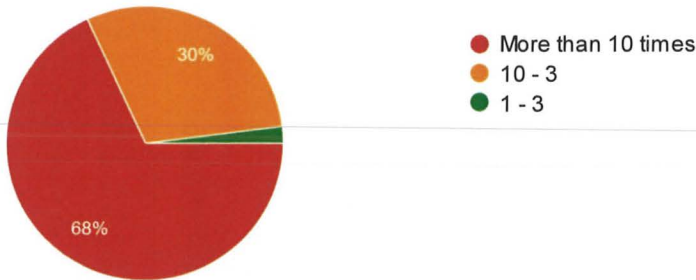
50 responses



- Normally, how many times did you wear clothes before donation or trashed?

Normally, how many times did you wear clothes before donation or trashed

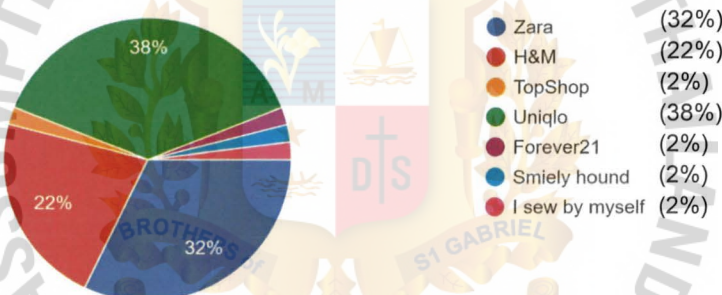
50 responses



- Which brand did you buy most?

Which brand did you buy most?

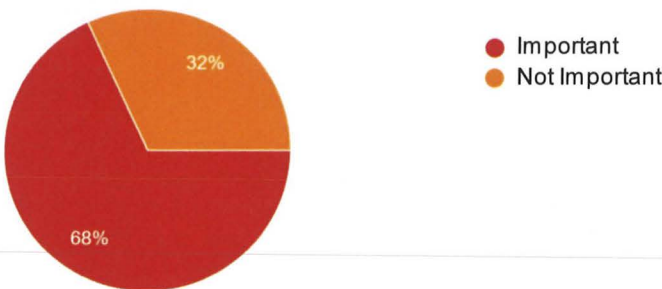
50 responses



- Is trend of fashion being important for you?

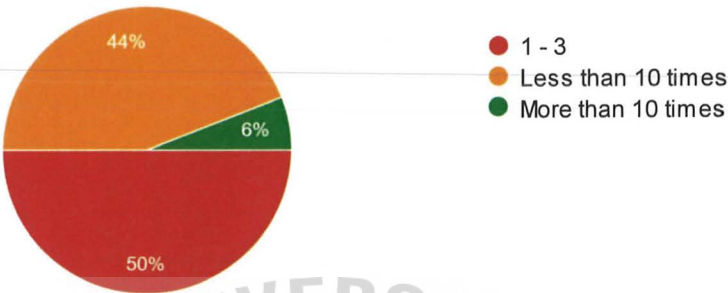
Is trend of fashion are important for you?

50 responses



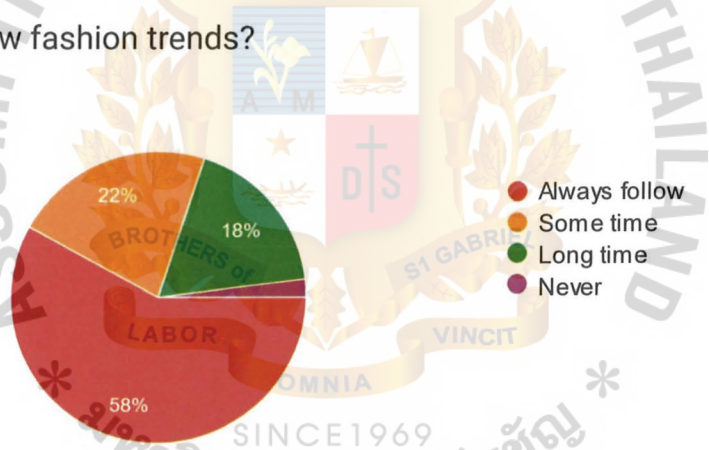
- Can you estimate how often you buy clothes?

Can you estimate how often you buy clothes per month.
50 responses



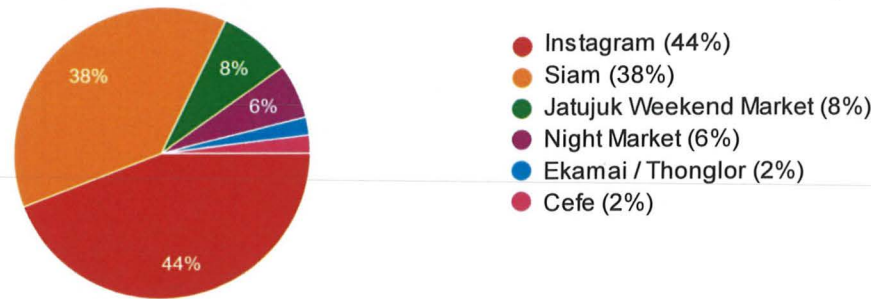
- Do you follow fashion trends?

Do you follow fashion trends?
50 responses



- Where is the place that you will find the fast fashion?

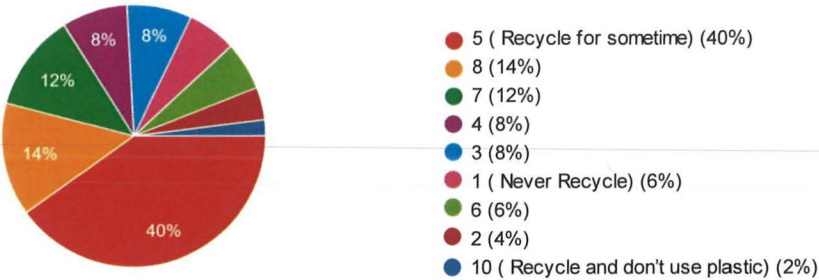
Where is the place that you will found the fast fashion
50 responses



- Can you scale your level of concern about Nature (1 is less - 10 is most)?

Scale your level of concern about Nature (1 is less - 10 is most)

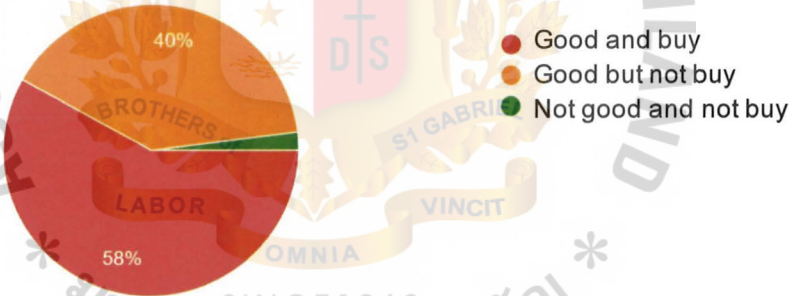
50 responses



- It's will be good or bad, if there are clothes which made from recycle items and do you buy it?

It's will be GOOD or BAD , If there are clothes which made from recycle items and do you buy it?

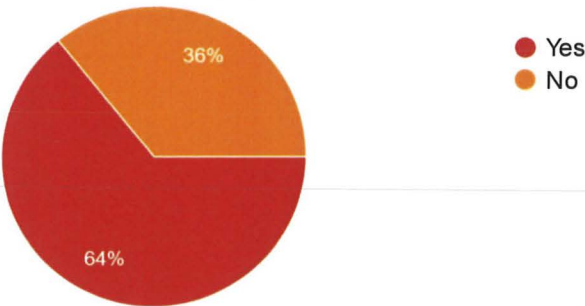
50 responses



- Did you know about Installation Art and Design?

Did you know about Installation Art and Design?

50 responses



- Which factor can make you tend to more interesting in Installation Art?

Which factor can make you tend to more interesting in Installation Art?

50 responses



- Do you know Environmental Art?

Do you know Environmental Art?

50 responses



- What do you think about Environmental Art?

What do you think about Environmental Art?

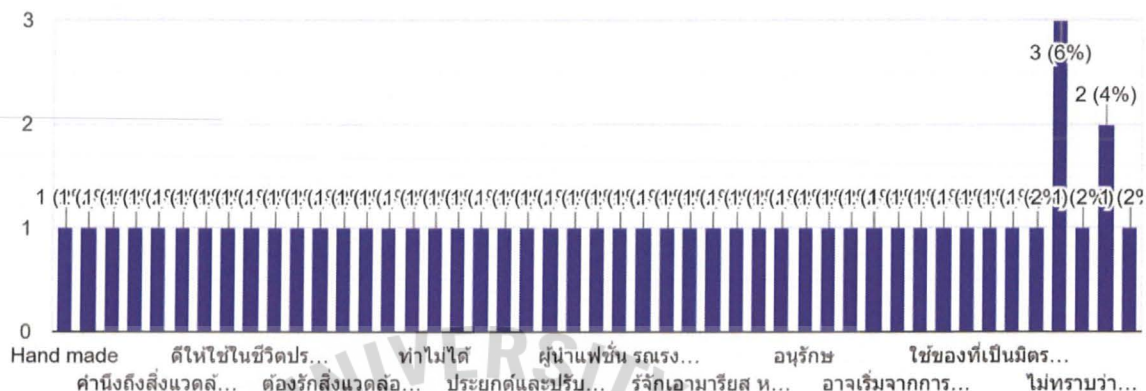
50 responses



- How to make Environmental art combine with our daily life?

How to make Environmental art combine with our daily life?

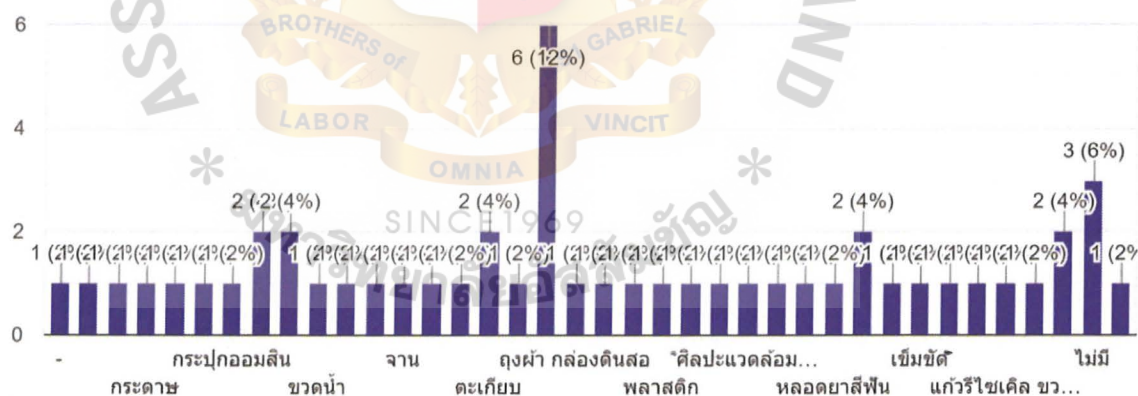
50 responses



- Which items that you use in daily life related or being an environmental art?

Which items that you use in daily life related or being an environmental art?

50 responses



- What do you feel towards these art works?

1.



QUESTIONS

RESPONSES

50

What do you feeling towards this art?

50 responses

ความไม่ใส่ใจของคนในการทิ้งขยะ และกำลังทำลายความสวยงามของธรรมชาติ

สวยดี

ขยะทะเล

ทะเลสกปรก

ครีเอทีฟ

ตื่นเต้น น่าสนใจ

Action

คลื่นป่าและขยะ

คลื่นทะเล creative

ตื่นเต้น

คลื่นของความรู้สึกที่อาจจะมีการปะปนด้วยสิ่งต่างๆที่หมายถึงสิ่งที่รู้สึกปะปนในมวลอารมณ์

Creative

- What do you feel towards this art?

2.



QUESTIONS

RESPONSES

50

What do you feeling towards this art?

50 responses

สกปรก

หตุ

สกปรก

ขวดพลาสติกเยอะ ไม่ย่อยสลาย

รู้สึกว่ามีสะท้อนกับความเป็นจริงของคนที่ไม่รักษาสิ่งแวดล้อม

รู้สึกหตุที่จำนวนขยะทำลายสิ่งแวดล้อม

เละเทอะ

Too green

ดูสกปรก น่าจะสื่อว่าขวดคือหญ้า

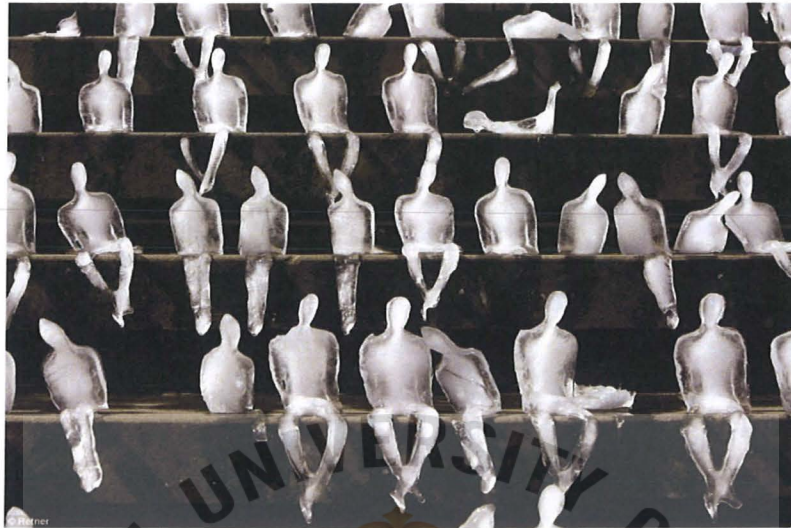
สะท้อนปัญหาขยะที่มนุษย์ก่อขึ้น สีเขียวทำให้ดูเหมือนขยะมาแทนที่ธรรมชาติ

ขยะทำลายธรรมชาติ

ขยะในน้ำ

- What do you feel towards this art?

3.



QUESTIONS RESPONSES 50

What do you feeling towards this art?

50 responses

ตีความได้หลายแบบ สวย	
แปลกดี สร้างสรรค์	
สวยงามและสร้างสรรค์	
global warming โลกร้อน	
ดูเหงาแต่สวยงาม	
ชอบ เหมือนคนเราเกิดมาก็ตายไป วันหนึ่งก็ย่อยเป็นปุ๋ย เหมือนท่าแข็งที่ละลายเป็นน้ำ	
ร้อนโลก	
ความหมายลึกซึ้ง	
ภาวะโลกร้อนกำลังฆ่าเราทางอ้อม	
ง	
โอเคดี เข้าใจง่าย	
น่าสนใจ ดูเข้าถึงง่าย	

Your time and participation is highly appreciated. Your comments and evaluation will be kept confidential and will be used to further study the *Installation Art*.

Thank you.

Personal Data

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June-August 2018 : McCann World Group (Internship)
2018-Current : Freelance Graphic Designer

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- Adobe Photoshop
- Adobe InDesign
- Stationary Design
- Production Design
- Makeup and styling

