

SUF•FI•CIENT

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1. Creative Work Name

SUF•FI•CIENT

2. Name of Artist or Designer

Sanmonchai Ritthirak

3. Background or Significant of the project

The word suf•fi•cient originated from the Latin language, “Sufficere” which means ‘meeting the need of’. The definition of the word had passed on to Old French and Middle English as the evidence of its existence through the turbulence of eras and cultures.

During the reign of the late King Bhumibol Adulyadej, the sufficient economy was developed to affirm Thai people against the waves of globalisation. Buddhism economy is also known to share the similarity, by embrace the ‘Middle path’ concept and apply to consumer behaviour and life.

However, the determination of adequate needs could be varied and subjective but the core value could be considered mutual.

The conceptual photography ‘Sufficient’ aims to reflect the essence of people activities on different stage of life. The contrast between superficial social norm and the sufficient essence is the key visual appearance of the creative work.

4. Project Objective

1. To create the awareness of sufficient essence of modern living activities.
2. To remind the influent of external factors upon the core value.

5. Concept

The essence of existence

6. Process of Design or Art works

1. Research common activities in early stage of infant, toddler, young children and the result is ‘Play’. The essence activity in quality childhood due to the ability of each children to expand their creativity and fun with available toy(s).

2. The secondary stage is the transition towards social reproductive and/or individual bond, the marriage. Either role is subjective to each couple with the mutual moral drive ‘Love’. As extravaganza as the modern society could be, the divorce rate reflects the question regards Love and marriage. Hence, the chosen photos could demonstrate the heart of the issue.

3. One of the most important activity to sustain life quality is ‘Eat’ As far as healthy concern, most people understand to ‘Eat-right’ nutrition-wise. However, the modern temptation of flavor seems to put the world resources into excessive waistline. The chosen photos were designed to shown the boundary of sufficient and spree.

7. Material and techniques of Design or Art works

- Studio production, Event photo coverage
- Various photography equipment i.e. 400w-8000w LED Lights, tripod. trigger etc.
- Editing software: Adobe CC, Olympus Image Viewer

8. Picture of designed work



9. Knowledge of finished produce art or design works

The knowledge of the work could be the creative concept of the project 'Sufficient'. In fact, individual have supervision to see the essence of most issues through criticism. However, very few could master the temptation and apply the righteousness into action.

As the development of sufficient concept, more theories were suggested into academic society and public concern. At the same time, the misconception raised as the reversal of globalization.

In fact, the core concept of balance this contrast was introduced 2560 years ago.

The Middle path concept of Bhudism is the key to solve the issue. Most misconception is Sufficient cannot be along with Development. In fact, the economic theory has proven the idea as 'Marginal Utility'(MU) concept, MU is an idea that people get a certain level of satisfaction/happiness/utility from consuming goods and service.

To be concluded, at a certain point all individual could realize the sufficient as easy as 'enough' and this could lead to better societies.