

**MIXED MEDIA OF SOUND VISUALIZATION ON
CHINESE HERITAGE THROUGH BUSINESS OUTLET AT CHAROEN KRUNG
ROAD**

**BY
MISS AKARI GOTO**

**THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL
VIS 4116 ART THESIS I & VIS 4122 ART THESIS II
DEPARTMENT OF VISUAL COMMUNICATION DESIGN
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS
ASSUMPTION UNIVERSITY**

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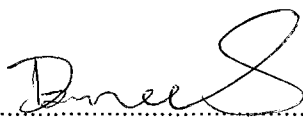
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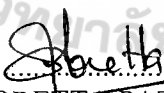
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ABSTRACT

Sounds are not noise. When you carefully hear them, you will notice that the sounds have rhythms and steps. Charon Krung Road is the oldest road in Thailand but not so many people realize and appreciate it. It identifies with the consciousness of sounds. I would like to choose shops in Charon Krung Road so I can share my idea to people. This study will help giving awareness of different perspective of the feel of sounds. Sounds can be an enjoyable thing in our life if people be creative and try to perceive it in different way. It makes people's perception wide and more creative. Moreover, it will be helpful for people to realize the beauty and how interesting it sounds to them. Sounds in daily life is unconscious things, but when you notice the significant and beauty of the sounds, you will able to enjoy it consciously.

I use mix media which is between 2d and 3d depth. Because it can be describing my concept sophisticatedly. The inherit movements are creating sophisticated sounds that gives you to get clear information. They move systematically without unnecessary movements. The inherited sounds have role of steps. It is what is called sound note like a music note. I selected five attractive shops from Charoen Krung Road which they have historical story and inherited things. Moreover, Thailand is a special country to me, so I stick to something about in Thailand to create the things related between me and Thailand.

For my conclusion and suggestion, the thesis was a good opportunity to face my own skill. Choosing a non-commercial was the courage choice for me. Because, when I go for work, it is sure that doing commercial work is more useful. The non-commercial may not be understandable for people's sense. But it would be the last piece of my work, so I just choose non-commercial and tried what I can do. Therefore, I believe that I chose right. My concept, "Sound Visual" is unclear to decide what is right or wrong. Because it is my personal judgment of expression of sounds. I think I can be concerned about this concept anytime in daily life. When I get more experience and skill, I can try this concept with different terms.

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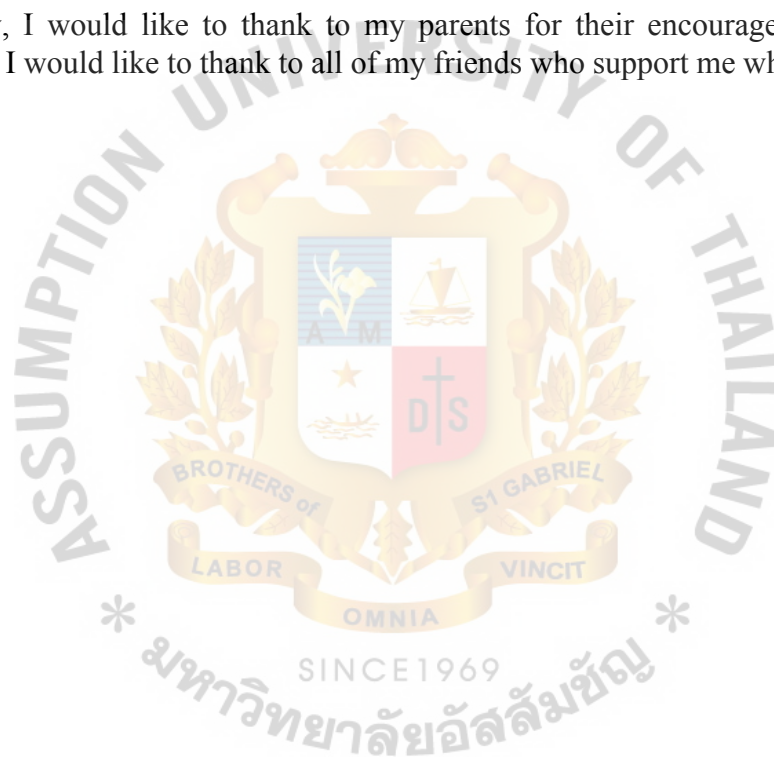


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CHAPTER 1 INTRODUCTION



Chapter 1

Introduction

Title: Mixed Media of Sound Visualization on Chinese Heritage Through Business Outlet at Charoen Krung Road

1.1 Background

Five senses are a physical capability of a human. Hearing is one of the five senses. The sounds surround our life. Also it can be the entertainment from our ears to joy. For example, a water drop dropping down into a puddle and the sounds of a bush warbler. These sounds make us feel calm and sensitive. Sounds can make us feel good and sometimes not. Because sound itself has power of communication. It can tell stories and people can imagine the scenes. The sounds of a water drop dropping down into a puddle and the sounds of a bush warbler can be telling you or making you imagine a moment after the rainy season. The water dropping from a tree with no other disturbed sounds on a fresh morning. Everyone may be imagining the similar situation of the sounds, but each of the persons may have different perspective of the sound's image. It makes the visualization of sounds interesting.

Sound visualization, it makes you to see sounds directly by using some media. Many of them are created by technology or scientific forms. There are some famous sound visualizers such as "Waves" by Daniel Palacios. Waves is an installation art, which presented by sounds waves and lights to make it invisible. Depending on how we act front of the Waves, it will catch the sounds you made and visualize it as different shapes, movements and harmony. Sounds has different volumes which move through the air in the space. Waves create any sounds as a mechanism to tell us that how our existence influences the space around us.

Charoen Krung Road is the first road operated in Thailand. It was a main road and frequented by many people. But later, the popularity decreased because people made many roads, which have developed for the modern country, such as Sukhumvit road and Silom road.

It is interesting that many of the shops are opened by Chinese immigrants in Charoen Krung Road because I felt that Chinese supported the Thailand's economy. In result, Charoen Krung road became a one of the big roads in Thailand. Shop's owners in Charoen Krung road had a hard time to live a long time ago. Their older generations tried hard to run the business and younger generations took over their father/mother's shop. The reason of having hard time is the culture and life style difference between in China and Thailand. When they landed in Thailand, they sought the business, which is worth to speak off. So most of them started the business about creating things such of making steel.

Visualize the sounds would be no matter the difference of culture or language problems. Visual design would giving enjoy and more understanding for people and it can be a tool of communication. Therefore, it can tell people who have different perspective and have fun with the visualization of sounds. I would like to tell people that there is no right or wrong, so just be fun being creative.

1.2 Significance

This study will help giving awareness of different perspective of the feel of sounds. Sounds can be an enjoyable thing in our life if people be creative and try to perceive it in different way. It makes people's perception wide and more creative. Moreover, it will be helpful for people to realize the beauty and how interesting it sounds to them. Sounds in daily life is unconscious things, but when you notice the significant and beauty of the sounds, you will able to enjoy it consciously.

Moreover, this study will help to observe the sounds. By consciously hearing the movements of the sounds, it would be clear to get information because the inherit movements are creating sophisticated sounds. They move systematically without unnecessary movements by learning the movements from their older generations. Therefore, focusing on the inherit movements would help to interpret the sounds clearly.

1.3 Problem Statement

The problem is many people do not realize the information about sounds. Sounds are unconscious happenings and common things in our life. But I think it is interesting to hear the sounds consciously.

Charon Krung Road is the oldest road in Thailand but not so many people realize and appreciate it. It identifies with the consciousness of sounds. I would like to choose shops in Charon Krung Road so I can share my idea to people.

1.4 Project Objectives

1. To observe and distinguish the sounds from the shops along Charong Krung Road
2. To express my point of view to the design for interpreting sounds and environments.
3. To know their background to get inspiration for visualizing the heritage sounds.

1.5 Expected Results

My expectation is for people to think about their consciousness. Sounds can be caught by not only hearing, it can be caught by seeing. I expect to interpret the sounds by visual expression. Also my expectation is for people to realize that there have many perspectives by their expression. By visualizing the sounds on my expression, it may give us questions about why the sounds interpreted like these work and then, it gives them the possibility to have imagination more in their way with creativity. Therefore, I can expand the notification and make people more creative.

1.6 Scope of Study

5 pieces of Sound Visualization by Mix Media

- On Lok Yun: The American Breakfast with Chinese tea
- Lim Nyong Mong: Chinese Cloth Making Shop
- Singapore Pochana: Lot Chong
- Prachak: Thai Style of Roasted Duck
- Yun Wo Yun: Traditional Chinese Tofu Sauce

CHAPTER 2

INFORMATION ANALYSIS



Chapter 2

Information Analysis

2.1 Literature Review

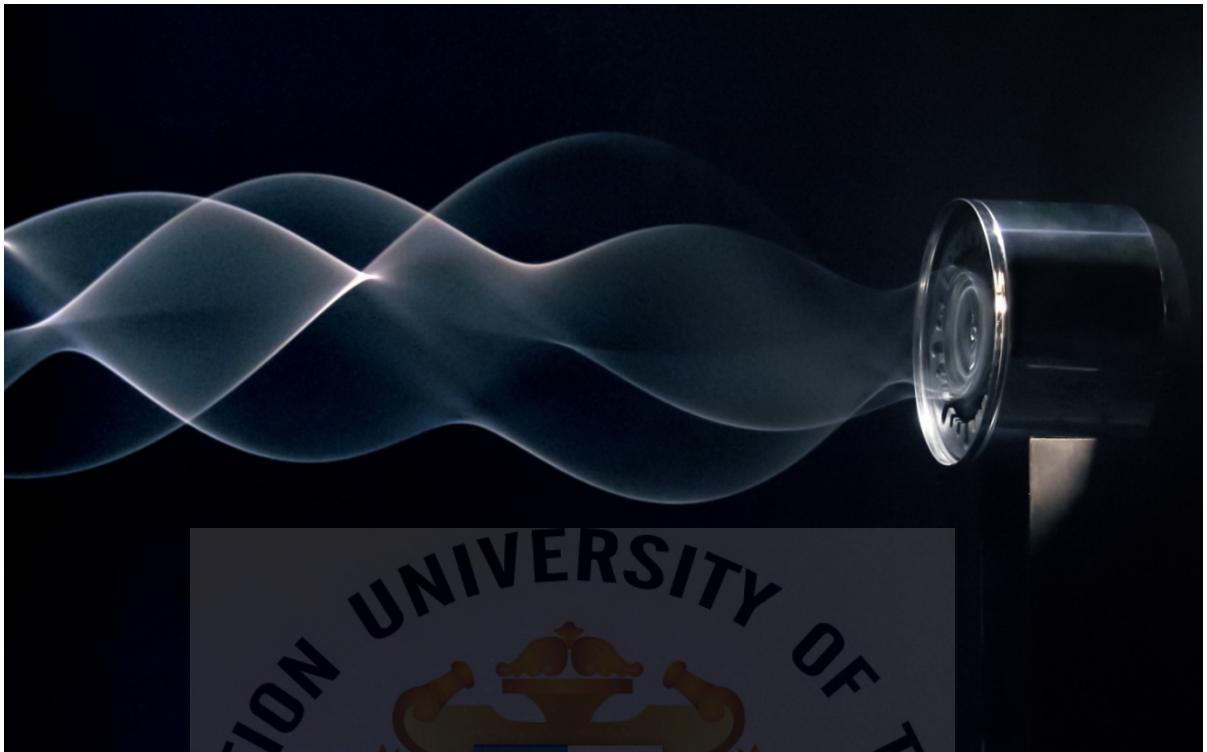
2.1.1 Art / Design Theories

1. Sounds Visualizers

Sound is invisible and we cannot see it directly through the eyes. We are able to see it by using the sound visualizers or music visualizers. Many of them are created by technology and scientific forms. There are some famous sound visualizers such as “Waves” by Daniel Palacios (Fig.1) and “Noize Chairs” by Estudio Guto Requena (Fig.2).

Waves is an installation art, which are presented by sound waves and lights to make it invisible on our eyes. Depending on how we act in front of it, it will catch the sounds you make and visualize it as different shapes, movements and harmony. Relating to spacing with sounds, sounds have different volumes which move through the air in the space. The vibrations in air are called traveling longitudinal waves, which we can hear. Therefore, it would show the movements by vibration waves of the sound. Waves use any sound as a mechanism to tell us that how our existence influences the space around us.

Noize Chairs were created by 3D printer and digital sound files made from mobile recording city sounds. The designer team from Estudio Guto Requena have taken the famous designer's classical chairs to copy the structure, and then finish it by combining the audio recorded of city sounds. The Noise Chairs created by combining with Brazilian chair designs and the sounds of three places for each chair, which are Grajaú, Tiradentes, and Santa Efigenia areas of the city.



(Fig.1) “Waves” by Daniel Palacios, 2006



(Fig.2) process of creating “Noise Chairs” by Estudio Guto Requena, 2012

2. Onomatopoeia

Onomatopoeias are the words that phonetically imitates and resembles to describe the sounds. Onomatopoeia means “the imitation of a sound” in English. Some common examples are “tick-tock” for the sound of clock and “fizz” as a hissing or bubbling sound. Some particular sounds are described and heard differently by different countries. Some are similar but some are totally different.

Onomatopoeia is a one of the example of sounds to visuals. Also, there are some onomatopoeias, which can tell the object that has no sounds. For example, fluffy for the texture of soft, and twinkling for the lights of stars. The soft texture and the stars are actually not having sounds, but people imaged of the sounds of them to made the onomatopoeias. We use onomatopoeias very common, because using onomatopoeias is more understandable to describe the things and they can imagine to visualize in mind more clearly of the things.

Comic books use large amounts of onomatopoeias, which tells of sounds effects (Fig.3). They need to communicate the information by only visual, so it is necessary to do this way to explain the sounds.



(Fig.3) Onomatopoeia in comic, sounds of drum

3. Mix media

Mix media art is one of the art technique that combines more than one media such as collages, and assemblages in a single work. It is including 2-deimentional or 3-dementional work. It is containing a wide range of works, so it is more flexible to make art pieces.

The difference of mix media and multi media is way to communicate. Multi media is one of art techniques that combines visual and non-visual elements or with elements of the other arts such as recorded sound, drama, or music. Mix media is created either by traditional or new objects, which supported the intent idea of the work to achieve their way of self-expressionism.

Hannah Hoch was a pioneer of collage and photomontage techniques. The bottom is one of her art piece called “Cut with the Kitchen Knife” (Fig.4). Her works are mostly expressing sarcastically, criticizing the mass culture of the beauty industry, institutional sexism and racial discrimination by destroying images of fashion and advertisement.



(Fig.4) “Cut with the Kitchen Knife” by Hannah Hoch, 1919

4. Some Techniques of Mix Media

- **Collage**

Collage is a technique of art, which is presented by using papers, photos, fabrics and others to be applied into the 2-dimension surface. The name collage comes from the French word “Papiers collés”. It is the technique of pasting cut papers onto any kind of surfaces. It was the new technique during the early 20th century. Collage can also be presented by other medias such as painting, drawing and including 3-dimentional elements.

This is an example of collage art by Sir Eduardo Paolozzi called “Meet the People” (Fig.5). This collage was made by American ex-servicemen. They were attracted by poplar culture and technology, and charm of American consumerism.



(Fig.5) “Meet the People” by Sir Eduardo Paolozzi, 1948

5. Assemblage

Assemblage is an art technique which is made by assembling contracting elements or materials to create the art pieces. The materials are often used in daily life. Assemblage also became the basis technique for surrealist objects.

This is an example of assemblage art by Pablo Picasso called “Still Life” (Fig.6). The mediums are scraps of wood and upholstery fringe. It is glued together and painted by colors. It is a 3-dimentional work, which very closely related to his painting cubism style. The upholstery fringe is represented a table, helped to establish a new freedom for artist to choose materials.



(Fig.6) “Still Life” by Pablo Picasso, 1914



(Fig.7) “Indestructible Object” by Man Ray

6. Photomontage

Photomontage is a technique of art, which is a collage made by photographs. Photomontage is often used to express the political issue into art works. This technique was being used during dada movements. It was the time when there were protests against the world war one. Therefore, this technique is often used to communicate with strong expressionism.

This is an example of photomontage art by Raoul Hausmann called “The Art Critic” (Fig.8). The image was cut off from a magazine. The piece of German notes behind the neck of the critic suggests that he is controlled by capitalist forces. The words in the background are part of a poem poster, which Hausmann made for pasting on the Berlin walls.



(Fig.8) “The Art Critic” by Raoul Hausmann, 1919-1920



(Fig.9) Dream No.1: Electrical Appliances for the Home by Grete Stern, 1949

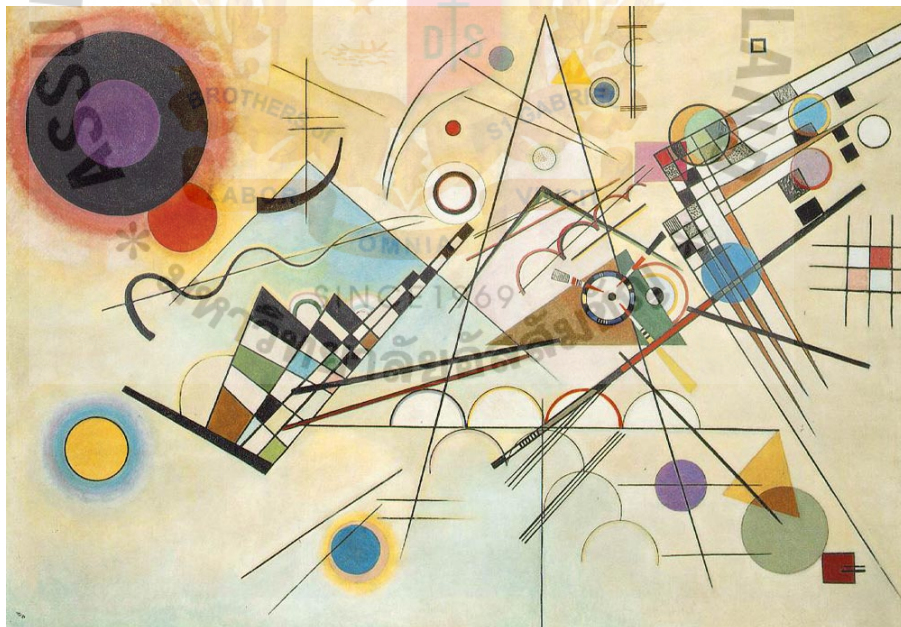
7. Artists who visualized invisible

- **Wassily Kandinsky**

Wassily Kandinsky was born in Moscow, 1866. He is a Russian expressionism artist. He began to study painting when he was 30 years old. In 1896, he left Munich. He wanted to be one of the centers of the European art. Art school was not immediately accepting him to join, so he learned art by himself. His abstract art works were influenced by philosophical beliefs, which is based on his personal experiences. In 1900, He entered the Munich Academy of Arts. Munich Academy of Art is one of the oldest academy in Germany. The characteristics of this academy are naturalistic style and dark chiaroscuro.

He began to teach his developed ideas in Bauhaus. Bauhaus was a German art school founded in 1919 and ended 1933. “Composition VIII” is his main work during this period. This work emphasized the geometric forms and dynamic colors (Fig.10)

He tried to convey the spirituality and people’s inner emotions into the visual language to everyone of the abstract forms and colors across cultural and physical boundaries. He was able to see and express the non-objective.

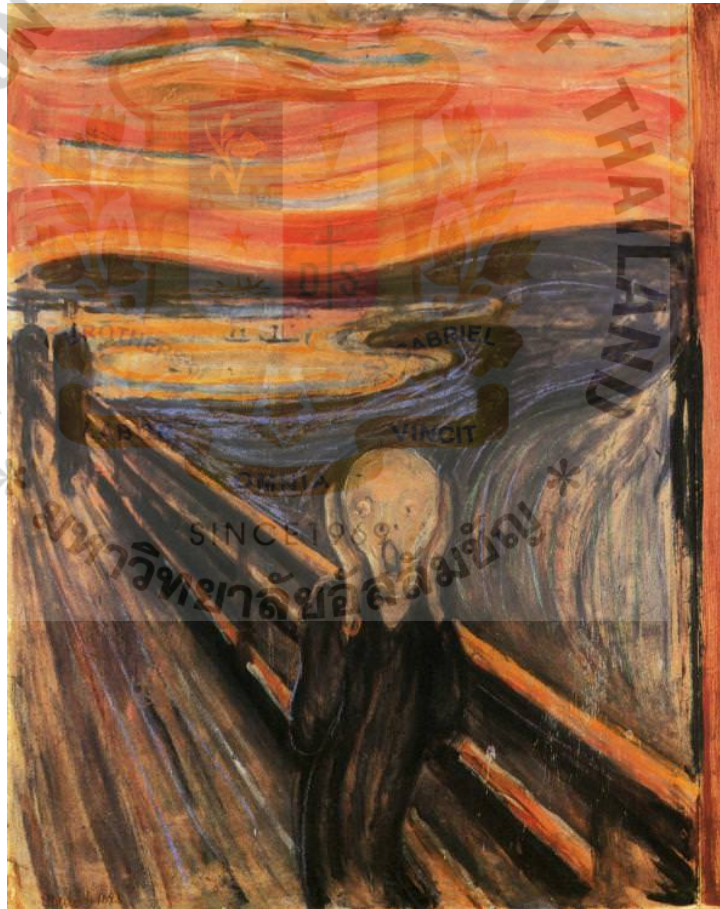


(Fig.10) “Composition VIII” by Wassily Kandinsky, 1923

8. Edvard Munch

Edvard Munch is a German expressionist, who mainly painted by oil painting. He had strong mental anguish, which you can see from many of his paintings. His mother passed away when he was 5 years ago. His father started to suffer from mental illness, and it affected him and his siblings. Among his artistic careers, He focused on the scenes of death, agony, and anxiety adopted by the expressionist. He is best known for expressing emotions. He didn't paint the exact same scene as he saw. He represented it through his personal emotional response to the scene to visualize the mood and artistic interpretations.

“The Scream” is well known as his famous piece (Fig.11). He was overlooking the landscape. He saw the sky turned as red as blood, shivered with fear and heard infinite screams of nature.

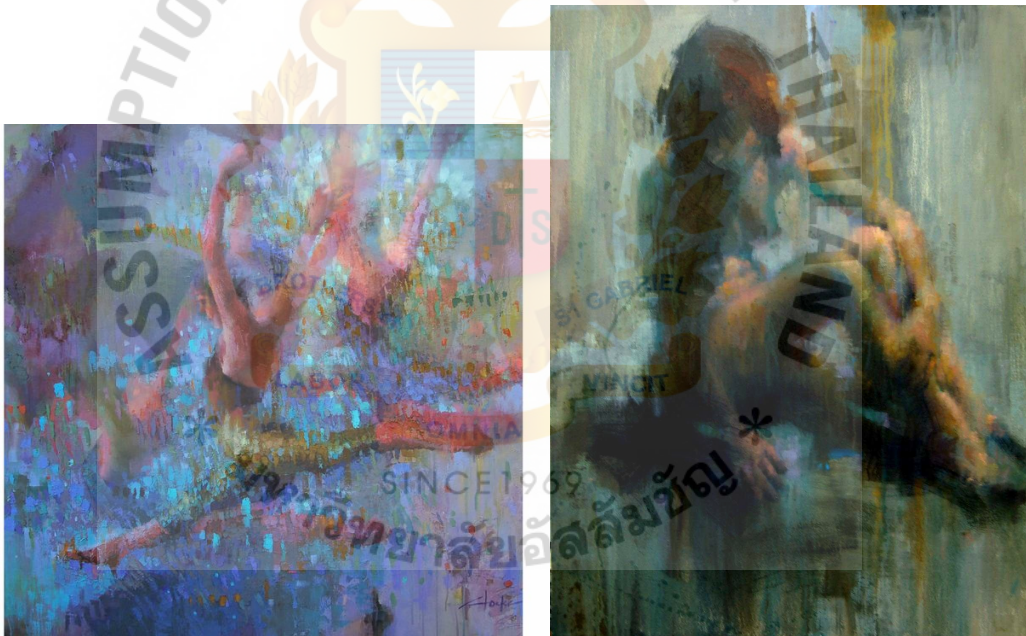


(Fig.11) “The Scream” by Edvard Munch, 1893

9. Cathy Locke

Cathy Locke has multiple training including fine art, graphic design, and commercial illustration. Also she holds B.F.A. in Art Center College of Design and M.F.A. in the Academy of Art University. She is a famous person, who is one of the members of Oil Painters of America.

Her paintings are painted with not only figures. She expresses the mood of an environment as well. During her career, she continued exploring the traditional and abstract style of painting. Her exploration leads her to finding the best way to communicate. She expresses the environment moods and atmosphere into the painting to express an emotional approach into the paintings.



(Fig.12 Right) “Terpsichore” by Cathy Locke

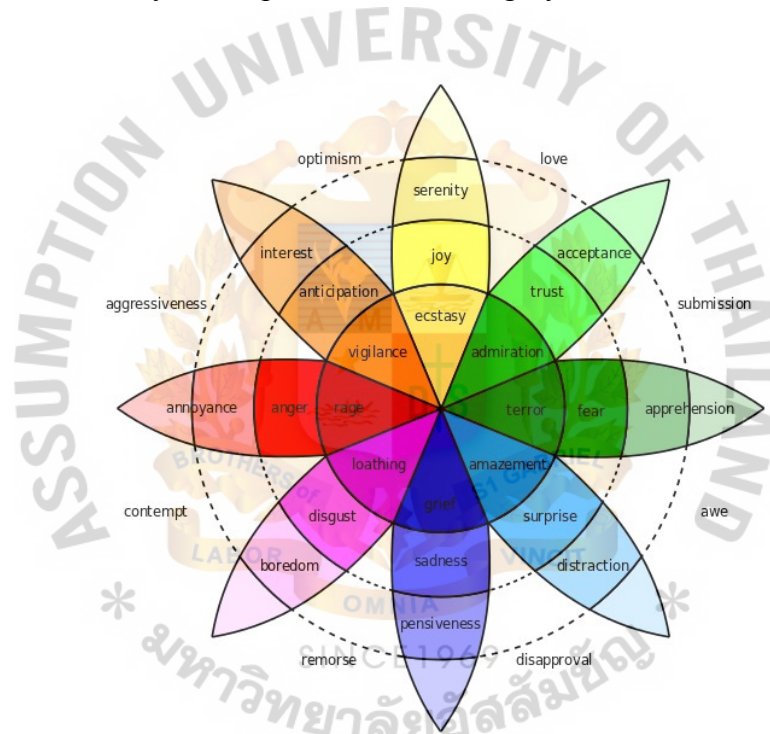
(Fig.13 Left) “Rain” by Cathy Locke

10. Color Psychology

Color psychology is the study of colors relationships of human thoughts. Each person has different perceptions like each of them has the taste of food. However, people have basic criteria on the sense of colors. For example, red can represented of anger. Color can represent the mood of feeling on objects.

This study can help to be used in marketing and branding. Colors are important part of use in marketing, because it can give impact on people's thoughts and emotions, which lead them to think if the products or the services are good. When they start their business, color would be important for their identity image.

Robert Plutchik devised the psycho-evolutionary theory of emotion (Fig.14). This theory helps the study of the relationship of people emotions, feelings and responses to them. It categories the colors by different emotions. The primary emotions are an evolutionary development of each category.



(Fig.14) Theory of emotions by Robert Plutchik

The basic emotions which Plutchik devised

- Anger
- Disgust
- Fear
- Sadness
- Anticipation
- Joy
- Surprise
- Trust

2.1.2 Other Related Topics

1. Chinese Immigrants in Thailand

Some Chinese started immigrating to Thailand in King Nangklao or Rama 3 reign. They moved to Thailand frequently, because they wanted to escape their own problems in their country. Most of Chinese immigrants came from southern China. They majorly came from Shantou port by large ship, which carried about 1000 to 3000 Chinese immigrants twice in a week. They just carried few belongings to come to Thailand. The people who came before the World War 1, they came by sailboats called Sampans. The people who came around the end of World War 2, most of them came by steam ships. Most of them arrived at Ratchawong Pier first, and then started to make Chinese communities around the pier, Yaowarat and the northern of Charoen Krung Road. Therefore, there are many Thai Chinese, who can speak both Chinese and Thai around those areas.

At first, most of them started to work as labourers. Different language problem was the hardest thing for them to live there. Doing manual labour was helping them to survive, because speaking was not necessary to work with. They tried to economize their money to save to enable them to be able to buy equipment for opening a new shop. If they could not find the place to open in the land, they did the business from a boat. They worked earnestly aiming their business for development. Most of the shops and restaurants did family business. Chinese has strong family ties and their children would like to inherit their shops.

Fortunately, they found success in their life in Thailand. Some of them became famous and leading citizens. Some people spent their saved money to let children to study overseas. They had to work hard to survive, so they could get an outcome in their life.

2. Charoen Krung Road

Charoen Krung Road (means Prosperous city in English) is the first road in Thailand, which was constructed in King Mongkut, Rama 4's reign. The road runs parallel to the Chao Phraya River. It is from the old city center in Rattanakosin island. Rattanakosin island is a historical place, which is bordered by the Chao Phraya River. The road starts from Grand Palace and Saranrom Park, passes through the Chinatown or called Yaowarat in Thai, continues into Bang Rak District, and ends in Bang Kho Laem. It can be divided into two two sections which are northern and southern section. The northern section starts from the place near Reclining Buddha Temple and ends in General Post Office. The southern section starts from the General Post Office to Thanon Tok. In the beginning when building the Charoen Krung Road, the plan was to build straight to the city wall. However, the King predicted that building straight to the Grand Palace would be risky from being attacked near the city wall. Therefore, he decided to make a curve in the Damrong Sathit Bridge.

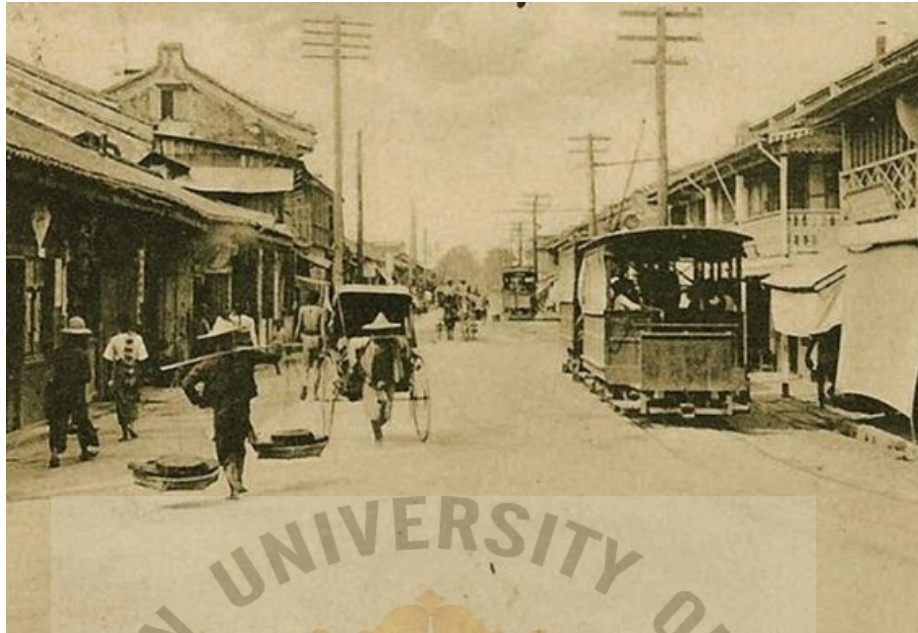
In the King Mongkut's reign, foreigners started to come to Thailand. They requested the King to make a road. As a result, the King decided to build the Charoen Krung Road. The construction took 3 years (1861-1864). It was a main road and frequented by many people, but later the popularity decreased, because after the 20th century, many roads were created and developed for the modern country now, such as Shukmvit road and Silom road.

The first tram line was operated in Charoen Krung in 1888. The first tram system was carriages because there was no electricity. People and many of Western people used carriage as their transport. After 6 years, electricity was introduced to Thailand, tram was driven by electricity in 1894 (Fig.15).

The road officially opened to traffic in 1864. At that time, the road was not officially named, but it was known as Thanon Mai, which means New Road in English. Later, King Mongkut gave the name as "Charoen Krung Road", which means "Prosperous City" or "Prosperity of the City".

There are some famous temples, which operated for Chinese such as Wat Yannawa and Wat Mangkon Kamalawat. Chinese has an underlying strength of beliefs in their Gods. To survive in the Thailand, they needed to make communities and protect the heritage of Chinese beliefs. Wat Yannawa called "Boat Temple" in English. It was built during the Ayutthaya period. They made a Chinese junk ship ornament to serve the memorial of the time when people intensively traded with China and they brought prosperity to Thailand. Wat Mangkon Kamalawat called "Dragon Lotus Temple" in English. It was built in 1871. The Chinese architectures uses Chinese dragons. The temple is used for various events, such as Chinese new year and Chinese vegetarian festival.

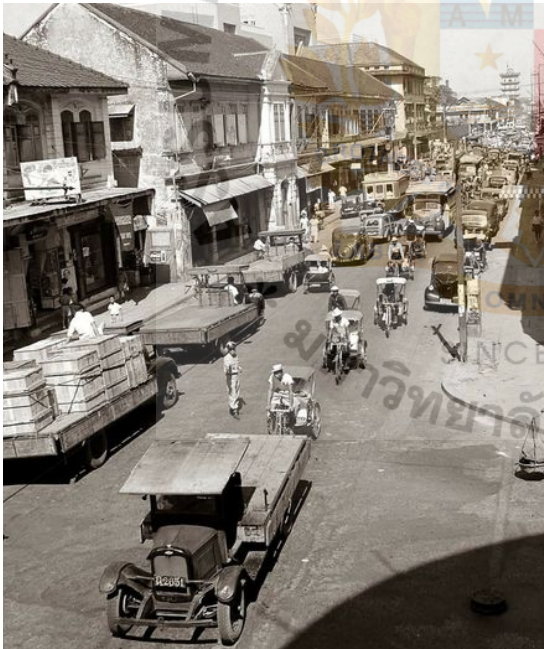
The importance of Charoen Krung Road is decreasing in the 20th century, because the development took over other places. However, Charoen Krung is still a nostalgic place that you can feel the history of old Thailand.



(Fig.16 Left) Townscape of Charoen Krung road in 1950

(Fig.17 Right Top) 1912

(Fig.18 Right Bottom) 1923



3. Lists of Shops in Charoen Krung road

Charoen Krung Road is home to many kinds of shops and restaurants. Some of the shops run from 3rd or 4th generations, which you can feel cultured atmospheres. They have inheritance of their own traditional way or things from through their 1st generation. I would like to call your attention to the Chinese heritage through their older generations of each shops, which tells us about their background to visualize the sounds.

- Chinese heritage shops in Charoen Krung road
 - On Lok Yun: The American Breakfast with Chinese Tea
 - Lim Nyong Mong: Chinese Cloth Making Shop
 - Singapore Pochana: Thai Traditional Dessert
 - Yun Wo Yun: Traditional Chinese Tofu Sauce
 - Prachak: Thai style of Roasted Duck

3.1 On Lok Yun



On Lok Yun is an American breakfast restaurant, run by 2nd 3rd and 4th generations now. The restaurant is open early morning, so people come to eat before their work. It is like starting of the day. They love Chinese tea, which is the service is they serve the tea for free through 1st generation.

Many of the customers are frequent family customers. When their children grow up, they also bring their son or daughter to eat. Therefore, the restaurant runs with the customers and the family in parallel. Her parents immigrated to Thailand individually, then met in Thailand. They started the business together. It is a rare that the restaurant has been 80 years for serving American style of breakfast. Around 80 years ago, not

much of foreigners were living in Charoen Krung Road, but trades made it popular in Thailand.

The furniture and interiors such as shelves and counter using same as 80 years ago. They just changed the wall tiles and chairs, so the mood is keep similar with the past.



(Left) 1 floor, (Right) 2 floor



(Left) Poring Chinese tea into the glass
(Right) American style breakfast with sugar butter bread

3.2 Lim Nyong Mong



This shop is a cloth making shop for Chinese special ceremony, such as Chinese new year, and Chinese vegetarian festival. They have many various colors and textures, so they are able to make any type of clothing.

The owners are 2 people, who are from the 3rd and 4th generation and working together at present. It was about 80 years ago when his grand father and grand mother immigrated together from Shandong in China to Thailand. Firstly, they started the trading business, selling stainless steel. It was very common for Chinese immigrations to work related to stainless steel in that time. The owner tried to make money by doing trading business for 30 years, and then, they opened the cloth making shop in 50 years ago. The reason why they opened a cloth shop is to keep and not lose the Chinese religion and kept in mind their living. His favorite sewing machine is being used from the first generation. It is still working, because he always takes care and provided proper maintenance to the machine.



(Left) 3rd generation owner
(Right) 3rd generation and 4th generations are working together



Equipment for cloth making



(Left) Decoration cloth, used for Chinese religion
(Right) The clothes for people in the Chinese temple, who help people to kick their bad luck

3.3 Singapore Potchana



The third shop is called Singapore Potchana. This shop sells Thai dessert called Lot Chong. The owner's grand father and grand mother immigrated to Thailand from China around 100 years ago and started their business. It has been for around 70 years and now the owner is 3rd generation.

This shop is part of the Thai restaurant, which is owned by same owner, but the business started from Lot Chong dessert first. Their Lot Chong is little bit different with other shop. They put jackfruit to the Lot Chong, which is the uniqueness of this shop. It makes the taste totally different and doesn't let the people get bored.

The customers come with their family, so their son and daughter also bring their children to eat here. The owner is happy while talking with frequent customers. Lot Chong is made by rice flour, from the tapioca-inspired version. When Thailand gained popularity in trading, they started to import the tapioca starch from Singapore, which would be the reason to call the dessert Lot Chong Singapore later.



The 3rd generation owner



The working movement



Lot Chong

3.4 Yun Wo Yun



Yun Wo Yun is a Chinese condiment shop. They sell many things that is necessary for cooking. This shop has been around for 87 years, run by 3rd generation now.

He is known for the Chinese tofu sauce, which they continue making from 1st generation. This is a secret recipe for these sauce. There are two types of Chinese tofu sauces which are called “Hoisiniae”, Chinese red fermented bean curd and “Miansi”, Chinese fermented bean curd in English. The owner’s grandfather and grandmother and their 2 children immigrated from Guangdong, south China, and then 9 more children were born in Thailand. They had a hard time educating their children. The family had saved money by selling trees in China, so they could open the condiments shop in Thailand. The 3rd generation owner is proud of being Chinese and having this shop. But he had conflicts with his father that he wanted to use machine to make the products to

be produced easily, but his father wanted to make by hands. Now, the products are made by machines, which he likes to combine the high technology nowadays. However, he still inherits of the taste of condiments, because he is proud of them.



The 3rd generation owner



Many Chinese wind chime is hung up inside the shop



(Left) Chinese Tofu Sauce in a pot container
(Right Top and Bottom) Chinese Sausages

3.5 Prachak



Prachak is a well known as roasted duck shop, which is one of famous shops in Charoen Krung Road. The ducks are hung out in the transparency case, which you can see cooking being cooked from the outside. The taste is different from traditional Chinese roasted duck, because they needed to adjust it to Thai people to be recognized in Thailand.

The shop has been for around for 99 years, run by 4th generation now. There are some 4th generation owners who run the restaurant. They are siblings. Their great grand father and great grand mother immigrated to Charoen Krung Road more than 100 years ago from south China. They wanted to open the business in the highly populated place, so they set up the business here. Before they set up the Prachak, the 1st generation owners were selling small things like tissue or shampoo to make money.

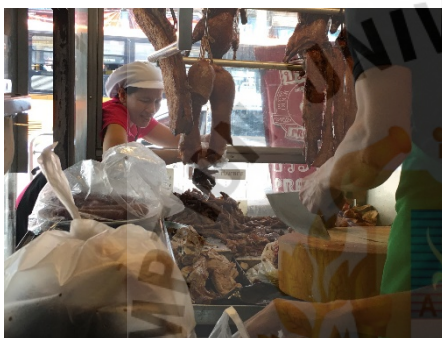
The taste of the roasted duck is well adjusted with the Thai people, to be familiar with them. It is a good devise to survive in Thailand and a key to be famous in here.



The 4th generation owner



(Left) Cooking-scape (Right) Tables and customers



Cutting roasted duck, (Left top) The counter of take out



(Left) Roasted Duck with Rice
(Middle) The Fork and Spoon Cases near the counter
(Right) Pouring the sauce into the plate beside the cut duck

4. Physics of sound & sound wave

4.1 Waves

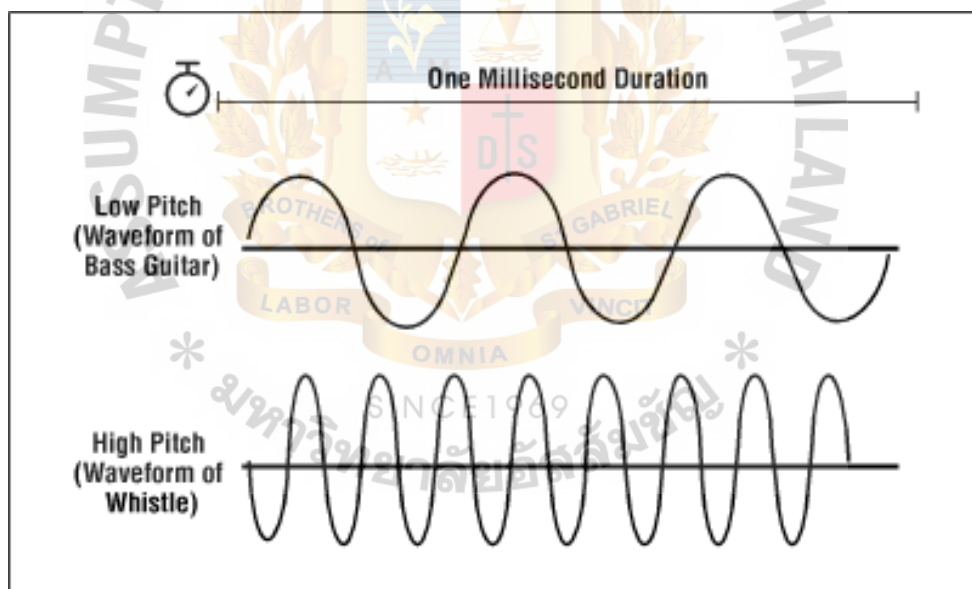
Waves are any distraction that transfer the energy through matter or space. There are two types of waves, which are mechanical wave and electromagnetic wave.

Mechanical waves are necessary to have the medium travel through. Sound wave is one of example for mechanical waves, because sounds can travel through the air and water. Electromagnetic waves are the waves that can travel through the space. They are not necessary to have the mediums. The example of electromagnetic waves are lights, X-rays, and microwaves.

4.2 Sound wave

The vibrations of the air called sound wave. The speed of the vibrations makes the sounds different. You would hear a high note when, the frequency of the sounds is fast, which means the pitch goes up. Conversely, you would hear a low note, when the frequency of the sounds is slow, which means the pitch goes down (Fig.3).

Pitch is determined by the frequency of sound wave vibrations. It can be defined the high and low to associated musical instruments and melody.



(Fig.3) Explanation of pitch and frequency of the sounds

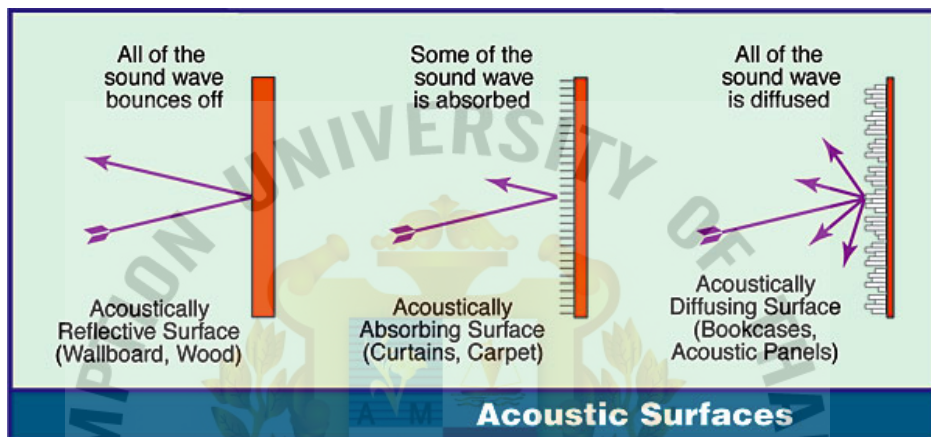
4.3 Sound

Sound is an energy that is made by vibrations in the air or water. When any object is moved, it would cause the movement of vibration. For example, when you play wind instruments, the air would vibrate and that causes the sounds. Therefore, there is no sound in space. Because sounds need mediums such as water or air to vibrate.

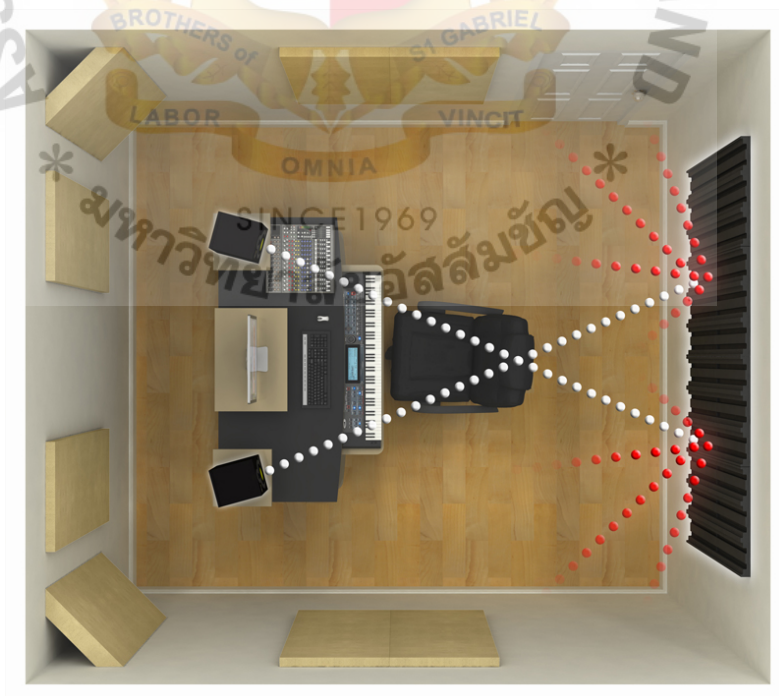
4.4 Acoustics

Acoustic is the study of how the sounds are traveling. It is necessary to use for architecture and interior designing, such as cinemas or libraries. There are two main ways to control acoustics, which are reverberation and absorption.

Reverberation is the way to bounce or reflection the sounds. Commonly, the noisy sounds in the room are reverberating from the walls and floors. Some materials can be reflecting the sounds and make echo. For example, a wood floor is reverberated sounds more than a carpeted floor or curtain (Fig.4). Absorption is the opposite of reverberation. The items don't reflect the sounds. Acoustic panel or soft items are the examples. Those items are helping the sounds to be quieter.



(Fig.4) Explanation of acoustic reflection of each different surfaces



(Fig.5) The room design of sound reflections of an acoustic panel

2.2 Data Analysis

2.2.1 Key Questions

- Which shops can be interpretations of visual sounds.
- What sounds I can visualize from each of the shop or restaurants?

2.2.2 Data Gathering

-Tools to gather data

- Interview about the name of the shop, generation, operational year, their inherited thing from their older generations, their background to shops and restaurants in Charoen Krung Road
- Observation of sounds in each shops

-Respondent

- Interview

1. Mr. Sumbut Tayanukul (Chang)
Gender: Male, 57
Social Status: Owner of On Lok Yun, American breakfast restaurant
Education & Profession: Panichayakorn Rajalamnern Technological Collage, Faculty of Accounting
2. Mr. Kamol Parataratawon
Gender: Male, 70
Social Status: Owner of Lim Nyong Mong, cloth making shop
Education & Profession: N/A
3. Ms. Jenny
Gender: Female
Social Status: Owner of Singapore Potchana, Thai Lot Chong dessert
Education & Profession: N/A
4. Ms. Panisa Srikarasin
Gender: Female, 38
Social Status: Owner of Prachak, Thai roasted duck
Education & Profession: Silpakorn University, Faculty of Decorative Arts
5. Mr. Pravitt Sittiparakorn
Gender: Male, 56
Social Status: Owner of Yun Wo Yun, Chinese condiments shop
Education & Profession: Chulalongkorn University, Faculty of Architecture

- Observation

1. Lim Nyong Mong: Chinese Cloth Making Shop
 - Day 1, 5minutes stayed and observed and asked short questions
 - Day 3, 30 minutes stayed include observed shop and interview
2. On Lok Yun: The American Breakfast with Chinese tea
 - Day 1, 30minutes stayed, observed shop
 - Day 2, 40minutes stayed, observed shop and short questions
 - Day 3, 45minutes stayed, observed shop and interview
 - Day 4, 30minutes stayed, observed shop
3. Singapore Potchana: Lot Chong
 - Day 1, 15minutes stayed, observed sounds, movements and short questions
 - Day 3, 20 minutes stayed, observed sounds, movements and interview
4. Yun Wo Yun: Traditional Chinese Tofu Sauce
 - Day 2, 10minutes stayed, observed shop and short questions
 - Day 3, 15minutes stayed, observed shop and interview
 - Day 4. 15minutes stayed, observed shop and re-interview
5. Prachak: Thai Style of Roasted Duck
 - Day 2, 30minutes stayed, observed shop and short questions
 - Day 3, 35minutes stayed, observed shop and interview

Interview Questions

Transcript 1

Interview Questions and Answers – Owner of On Lok Yun

Mixed Media of Sound Visualization on

Chinese Heritage Through Business Outlet at Charoen Krung Road

Personal information

1. Name & Surname: Sumbut Tayanukul (Chang)
2. Gender & Age: Male, 57
3. Income & Social status: One of the 3rd Generation Owner of On Lok Yun
4. Education & Profession: Panichayakorn Rajalamnern Technological Collage, Faculty of Accounting
5. Contact information: 085-809-0835

Introduction Questions

6. Question: Describe your shop
Answer: It's an American breakfast restaurant, opening from early morning.
7. Question: How long have this shop been? What number generation owner of this shop are you?
Answer: It's long. It has been 80 years already. We do family business, which is run by 2nd, 3rd and 4th generation now. And I am one of the 3rd generation. They are all my family.

In-depth Questions

8. Question: Do you know the reason why your grandparents start this business?
Answer: Because it was rare that opening foreign restaurant. There was no McDonald or KFC in that time, so people came here for curiosity and then became popular.
9. Question: What they did before they start this business?
Answer: They started this business from the time they came here. Firstly, they rent this place to open this shop, but they bought this place 50 years ago.
10. Question: Were your grandparents born in Charoen Krung?
Answer: They were born in China. Her father and mother immigrated to Thailand individually, then met in Thailand.
11. Question: Have you heard from your grandparents about the difficult time during the business?
Answer: Not really. There are many Chinese immigrants from that time and they had friends. The problem is only one thing. It was language to Thai people. Many customers were Thai, so they needed to communicate with them.

12. Question: Do you have anything that you inherit through the first generation?

Answer: We have same breakfast menu from before. And we do Chinese tea service. It is a service that we always do through 1st generation. Moreover, the furniture and interiors such as shelves and counter using same as 80 years ago. We just changed the wall tiles and chairs, so the mood is keep similar with the past.

Closing Questions

13. Question: What do you think about current Charoen Krung Road?

Answer: I think it is not much different, in fact it is more comfortable and convenient living here.

14. Question: Do you like this shop? What do you like about?

Answer: I like doing this business. Because it is busy, specially in the morning. Also it is fun to communication with customers. The customers come with their family. When their children are grown up, they also bring their family to eat. Therefore, it is continuing on to the next generation.



Interview Questions

Transcript 2

Interview Questions and Answers – Owner of Lim Nyong Mong

Mixed Media of Sound Visualization on

Chinese Heritage Through Business Outlet at Charoen Krung Road

Personal information

1. Name & Surname: Kamol Parataratawon
2. Gender & Age: Male, 70
3. Income & Social status: 3rd Generation Owner of Cloth Making Shop
4. Education & Profession: N/A
5. Contact information: 02-222-6521

Introduction Questions

6. Question: Describe your shop
Answer: I do make anything from cloth for Chinese ceremony. It is for all Chinese ceremony, including wedding, Chinese new year, and Chinese vegetarian festival. I am making cloth thing include dresses, huts, tablecloths, and anything else.
7. Question: How long has this shop been? What number generation owner of this shop are you?
Answer: I am a 3rd generation owner and the man sitting there is my son, 4th generation. It has been around 50 years. I don't remember the exact number but it is around 50.

In-depth Questions

8. Question: Do you know the reason why your grandparents started this business?
Answer: There was not much of having cloth shops in Charoen Krung at that time. But people still wanted to celebrate Chinese traditional ceremony or their religion things, so my grandparent open business.
9. Question: What they did do before they start this business?
Answer: Firstly, they started the trading business, which is selling stainless steel. They tried to make money by doing trade business for 30 years, and then opened the cloth making shop in 50 years ago.
10. Question: Were your grandparents born in Charoen Krung?
Answer: It was about 80 years ago when his grand father and grand mother immigrated together from Shandong in China to Thailand.
11. Question: Have you heard from your grandparents about the difficult time during the business?
Answer: I didn't hear about that much. But I think they worked hard to get money.

12. Question: Do you have anything that you inherit through the first generation?

Answer: The sewing machine is used from first generation. It is still working.

Closing Questions

13. Question: What do you think about current Charoen Krung Road?

Answer: I think the popularity got higher. I see more people passing the road from here.

14. Question: Do you like this shop? What do you like about?

Answer: Who would say it's not. Because it is my shop, I absolutely like it. Plus, I am having fun of neatness and making things.



Interview Questions

Transcript 3

Interview Questions and Answers – Owner of Singapore Potchana

Mixed Media of Sound Visualization on

Chinese Heritage Through Business Outlet at Charoen Krung Road

Personal information

1. Name & Surname: Jenny
2. Gender & Age: Female
3. Income & Social status: 3rd Generation Owner of Singapore Potchana
4. Education & Profession: N/A
5. Contact information: 02-221-5794

Introduction Questions

6. Question: Describe your shop

Answer: This shop is selling a Thai dessert called Lot Chong. Singapore Potchana is in the part of Thai restaurant, but the business started from Lot Chong dessert first. This Lot Chong is a bit different with other Lot Chong. We put some small pieces of jackfruit.

7. Question: How long has this shop been? What number generation owner of this shop are you?

Answer: It has been for around 70 years and now I am a 3rd generation.

In-depth Questions

8. Question: Do you know the reason why your grandparents start this business?

Answer: I didn't hear about that. It long time ago.

9. Question: What they did before they start this business?

Answer: They just started with this business.

10. Question: Where were your grandparents born?

Answer: My grand father and grand mother immigrated to Thailand from China around 100 years ago.

11. Question: Have you heard from your grandparents about the difficult time during the business?

Answer: I didn't really talk about the past. And it was a long time ago.

12. Question: Do you have anything that you inherit through the first generation?

Answer: We do this Lot Chong taste from 1st generation. This shop actually started to make Lot Chong first. And then it become popular.

Closing Questions

13. Question: What do you think about current Charoen Krung Road?

Answer: I didn't really think and compare about it before, but I think it's population is higher and has become bustling with energy.

14. Question: Do you like this shop? What do you like about it?

Answer: Yes. I am having fun talking with frequent customers. The customers come with their family, so their next generation also bring their children to eat in here



Interview Questions

Transcript 4

Interview Questions and Answers – Owner of Prachak

Mixed Media of Sound Visualization on

Chinese Heritage Through Business Outlet at Charoen Krung Road

Personal information

1. Name & Surname: Panisa Srikarasin
2. Gender & Age: Female, 38
3. Income & Social status: Owner of Prachak
4. Education & Profession: Silpakorn University, Faculty of Decorative Arts
5. Contact information: 02-234-3755, panisa.pankam@gmail.com

Introduction Questions

6. Question: Describe your shop
Answer: This is a roasted duck shop, which is Thai style of Chinese foods.
7. Question: How long has this shop been? What number generation owner of this shop are you?
Answer: The shop has been for 99 years. I am one of the 4th generation owners now. The other owner is my sibling.

In-depth Questions

8. Question: Do you know the reason why your grandparents start this business?
Answer: My great grandparent immigrated from south China more than 100 years ago. They were looking for job to live. And then opened this roasted duck restaurant. They wanted to open the business in the high populated place, so they set up the business in Charoen Krung.
9. Question: What they did before they started this business?
Answer: Before they opened Prachak, they were selling small things such as tissues or shampoo.
10. Question: Have you heard from your grandparents about the difficult time during the business?
Answer: I didn't hear the story about it. But I know that it was a tough time making money.
11. Question: Do you have anything that you inherit through the first generation?
Answer: Of course the roasted duck. The taste is different from traditional Chinese roasted duck, because they needed to adjust it for Thai people to recognize it and familiar to them. It is a good devise to survive in Thailand and a key to be a famous shop in here.

Closing Questions

12. Question: What do you think about current Charoen Krung Road?

Answer: I think it became better than before. The street is energetic with many people. I am proud of it.

13. Question: Do you like this shop? What do you like about it?

Answer: I am fine doing business here, because this is what my family inherited. I should do this for my life. Moreover, I am happy to see foreigners come here for business.



Interview Questions

Transcript 5

Interview Questions and Answers – Owner of Yun Wo Yun

Mixed Media of Sound Visualization on

Chinese Heritage Through Business Outlet at Charoen Krung Road

Personal information

1. Name & Surname: Pravit Sittiparakorn
2. Gender & Age: Male, 56
3. Income & Social status: Owner of Chinese condiments shop
4. Education & Profession: Chulalongkorn University, Architecture
5. Contact information: 02-233-9266, 081-566-2313

Introduction Questions

6. Question: Describe your shop

Answer: This shop is a condiments shop, which is used for Chinese foods. You can find everything here when you want to cook Chinese foods. I am also selling Chinese herb tea, which makes you healthier.

7. Question: How long has this shop been? What number generation owner of this shop are you?

Answer: It has been for 87 years already. I am a 3th generation.

In-depth Questions

8. Question: Do you know the reason why your grandparents started this business?

Answer: They opened this shop because there were many Chinese immigrants to Thailand in that period. Chinese needed condiments to cook Chinese foods. Therefore, there was no shop selling condiments, that is why my grandparents start to sell condiments. My parents actually came from Guangdong, south of China. They immigrated to Thailand to escape from war in China, because in Thailand is peaceful. In addition, they had cousins in China, so they could send mails to request them to import Chinese condiments from China.

9. Question: What they did before they start this business?

Answer: They were selling trees in China to make money in order to start business in Thailand. They had money from that business, so they didn't need to do other business in Thailand. They open this shop in Silom first, but they moved to Charoen Krung, because it was more frequented by people.

10. Question: Have you heard from your grandparents about the difficult time during the business?

Answer: They said it was hard for them to communicate with Thai people. Of course they couldn't speak Thai at the first, so they communicated with body language. Moreover, they had two children when they came to Thailand, and then they got 9 more children. Total 11 children, so it was hard time them to educate their children because of the money problem.

11. Question: Do you have anything that you inherit through the first generation?

Answer: I have Chinese tofu sauce that I am inheriting from first generation. This is a special from other shops, so the recipe is secret. I can't tell. There are two types of Chinese tofu sauces which are called "Hoisiniae", Chinese red fermented bean curd and "Miansi", Chinese fermented bean curd in English. Hoisiniae is a red sauce that contain tofu and the taste is sour. People use this sauce for Suki and Yen Tafo for Thai foods. Miansi is a brown sauce that contain smashed tofu inside and the taste is sweet and salty. People use this sauce for Khao Man Gai (Chicken), which is Thai style Hainanse Chicken Rice and use for Stir Fried Rice Noodle. Those Chinese sauce can be use in Thai food because the taste of Chinese and Thai foods have similarity and many Thai Chinese people like it.

Closing Questions

12. Question: What do you think about current Charoen Krung Road?

Answer: I am a bit sad about the Chinese and Thai culture are mixing out. China town was more like China before, but I feel like Chinese culture is fading out. Young Chinese people have not enough participate on traditional Chinese events. They are not proud of Chinese culture. They like new staff. I wish they have more participation and not forget about old times.

13. Question: Do you like this shop? What do you like about it?

Answer: I like this shop and I am proud this shop. I actually had conflict with my father about this shop before. We had different way of think about how to make this shop better. My father had old traditional thinking of way, which he wanted to continue making the Chinese tofu sauce by his own. On the other hand, I had an opinion to hire staffs and use technology to produce. Because it is faster and easier to produce the products. In result, it helps to make product easily and I have more free time here.

Observation

Observation Detail, Criteria and Results – Sounds observation

Mixed Media of Sound Visualization on

Chinese Heritage Through Business Outlet at Charoen Krung Road

Observation Detail

1. Type of shop: The inherited shop in Charoen Krung Road
2. Topic of observation:

Most of the sound visualizers in internet are created by technology or scientific forms. As I am a graphic design student, I would like to create it by analyzing the sounds with my own sense. The criteria of analyze the each of the shop or restaurants would be to analyze the system of their movement step by step. I would like to draw your attention to the inherit movements of their sounds, because the sounds are sophisticated without unnecessary movements and underlying strength sounds which is clear to observe the sounds.

3. Setting:

On Lok Yun: Morning around 8am

Lim Nyong Mong: The time of using sewing machine

Singapore Pochana: Afternoon

Prachak: Lunch time around 1pm

Yun Wo Yun: Afternoon

4. Date and timeframe of observation:

Day 1: Observed shops with short question in north of Charoen Krung Road

Day 2: Observed shops with short question in near Saphan Taksin BTS.

Day 3: Observed shops with interview

Day 4: Observed shops with re-interview for missing information

Observation Criteria

6. Criteria 1: Movement of people
7. Criteria 2: Things that make sounds by itself
8. Criteria 3: Noise by people
9. Criteria 4: Mood of shop

Observation Results

- a. On Lok Yun: The American Breakfast with Chinese Tea
 - 10. Criteria 1: Busy all the time. Staffs are trotting for serving. Cooking in the kitchen, serving plates, and tea.
 - 11. Criteria 2: Sounds of cooking (ex. oil in skillet), serving teas, and fans in the ceiling.
 - 12. Criteria 3: Sounds of eating and drinking, tableware hitting, and people talking.
 - 13. Criteria 4: Fresh air from open windows, natural lights and comfortable talking.
- b. Lim Nyong Mong: Chinese Cloth Making Shop
 - 10. Criteria 1: Not much of movement, because they stay in the one place to make cloth.
 - 11. Criteria 2: Sewing machine, iron, and other equipment. Also a dog.
 - 12. Criteria 3: Not much of talking. Sometimes get calls from customers, speaking Chinese.
 - 13. Criteria 4: Quiet and modest, so I can hear each sound clearly.
- c. Singapore Pochana: Thai Traditional Dessert
 - 10. Criteria 1: A person stays standing to pouring Lot Chong into glasses. Another person serves them to customers. Sometimes he brings a bucket add Lot Chong to the serve containers.
 - 11. Criteria 2: No sounds from the object itself.
 - 12. Criteria 3: Small tables are near the counter of Singapore Pochana, so I can hear people talking, the sounds of using hanging money bucket.
 - 13. Criteria 4: Fresh open air, modest, and easy come.
- d. Prachak: Thai style of Roasted Duck
 - 10. Criteria 1: Staffs are trotting. All staffs have things to do.
 - 11. Criteria 2: Fan from ceiling.
 - 12. Criteria 3: The sounds of cooking, eating, hitting the tableware, and people walking to 2nd floor. The biggest sound is the noise from outside, because people come and are out quickly.
 - 13. Criteria 4: Crowded, lively, and bustling.
- e. Yun Wo Yun: Traditional Chinese Tofu Sauce
 - 10. Criteria 1: Not much movements. Staff walk around when customer order to get the products. A girl standing in front of the shop.
 - 11. Criteria 2: The wind chimes hanging.
 - 12. Criteria 3: The sounds of scooping the sauce from old pot and measuring the amount.
 - 13. Criteria 4: Peaceful, quiet, and comfortable.

- On Lok Yun (American breakfast restaurant)

Early morning, it is quiet and can breathe fresh air near the road. By walking and approaching to the On Lok Yun, the atmosphere suddenly changed. This restaurant creating many sounds. Staffs are tripping around in inside of restaurant. Hearing the tripping steps with plates that they holding. Plates are making sounds of touching the surface each others. The kitchen is near to the customer eating space, so I could hear the sounds of oils jumping on the skillet. It creates more appetite and make the taste more delicious. After I ordered my foods, a man came to my table to serve a Chinese tea. Pouring the tea into the glass makes a sound of small bubbles. It is starting sound of my breakfast. The size of the folk and spoon are small, so it suits children easily too. That tableware creates the sounds of sharpness. They use ceramics plates and stainless folk and spoon. There are many people in the restaurant, including tourists and local people. Many of them are Thai, but it is often to see foreigners in the restaurant. Therefore, many languages can be heard in this place.

- Lim Nyong Mong (Chinese cloth making shop)

When I first stepped into the shop, the small dog was looking nervously at me. He stepped back quickly and barked at me. But when I held out my hand to him, he stopped barking and slowly came to me to smell my hand, and then he let me inside the shop. There was a younger man using the sewing machine near the entrance and a man was staying deeper inside. The sounds of the sewing machine were reverberating but not too loud in the shop. The needle of pressing sound to the cloth is having the same rhythms. The sound made is dull but strong and rhythmically. In the back side, the older man are ironing the cloths. The sounds of drying the water on the cloth is very quiet. The evaporation of the iron's water to the air makes the feeling warm. When I asked to interview the man, he moved his body to his chair, which he always sits on and let me use the other chair to sit. His chair made a squeaky sounds. This shop doesn't have much of decoration, so each of the movements can be clearly heard.

- Singapore Potchana (Thai dessert: Lot Chong)

Lot Chong is sold inside the Thai food restaurant. A woman is standing in there and working without unnecessary movements. Using a ladle for pouring the coconut soup into a glass. The top of the glass is not wide, but she poured it very quickly. The coconut contains Pandon jellies, which makes the sound a bit wavy. She plopped jackfruits into the soup and passes it to a man. The man put a spoon into the glass and put snow ice. The sounds of spoon and glass hit each other makes a high tone of sharpness.

- Prachak (Roasted duck restaurant)

Firstly, I got the attention of Chinese herbal drinks. There were some people making a line for the drinks. Inside was very quiet comparing to the Charoen Krung road. The shop makes it comfortable for customers to see the products. The bottom row of the left shelf, there were 3 big pot containers. The texture and the roughness of the surface makes it feel ancient. A staff opened the tap of the pot, mixed slowly and poured slowly into a plastic bag. The sound of bouncing the sauce in the plastic bag was low tone. Overall, the sounds in this shop was quiet so I could hear all movements in the shop. There were many Chinese wind chime hanging up. Hearing the high tone of stainless, makes me feel calm and cool.

Opening the door to go inside of Prachak, the shop had a vibrant feel to it. All staff were tripping around in the shop. When I walked in, a staff was carrying a plate to give to a customer. I tried to avoid his path, but he avoided me quickly like the wind was going through. Their movements were fluid in motion, which is practically sophisticated. The cutting duck on the wood cutting board was creating dull and lower tone sounds than the plastic cutting board. The man used the knife to gather the pieces of duck and placed on the rice in the plate. Gathering the pieces of duck and scooping them makes the sounds of clawing the wood. The other man poured the brown

sauce to the plate, the sauce resonated gently into the rice and duck. When I ate it, I felt the feels of the roasted duck had different sections. The skin of the duck is soaked soft with the sauce, but I still could feel the crispiness in my mouth. The meats was chewy when I bit it. The plates are made of plastic, so the sound of hitting with folk and spoon was lighter feel than ceramics or stainless plates.

- Yun Wo Yun

Firstly, I got attention of the Chinese herbal drinks. There were some people making a line for the drinks. The inside was very quiet compared to the Charoen Krung road. The shop makes it comfortable for customers to see the products. The bottom row of the left shelf, there were 3 big pot containers. The texture and the roughness of the surface makes it feel ancient. A staff opened the tap of the pot, mixed slowly and poured slowly into the plastic bag. The sound of bouncing sauce in plastic bag was low tone. Overall, the sound in this shop was quiet so that I could hear all movements in the shop. There were many Chinese wind chimes hanging up. Hearing the high tone of stainless, makes one feel calm and cool.



2.2.3 Conclusion

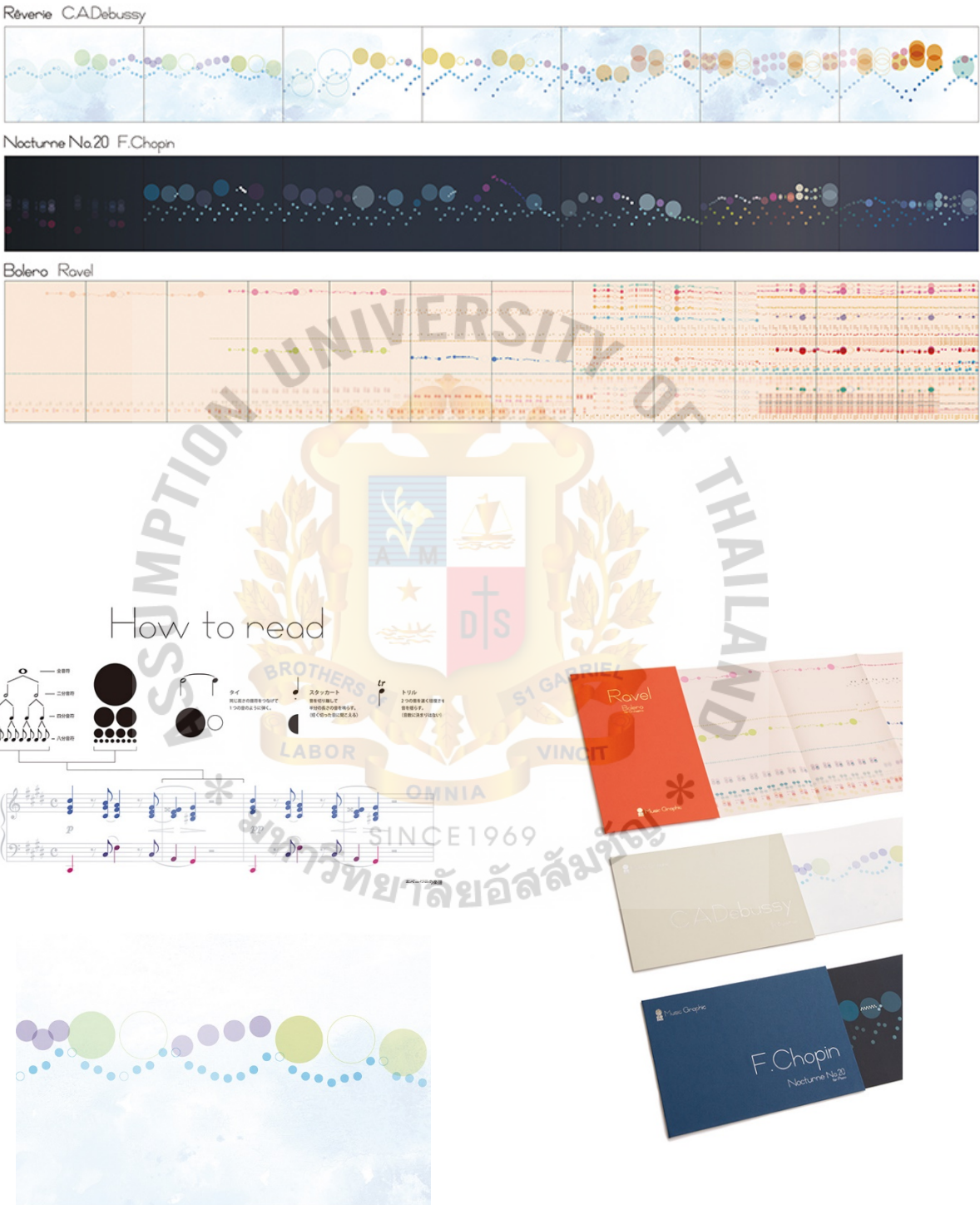
I selected 5 shops, which have inherited things in Charoen Krung Road to be interviewed about their shops and background to get to know well about their shop. They are being in operation for many years now. I focused attention on the shop which operated from many years ago, because it may have a deeper background and culture of taste. Therefore, I choose the shops, which has inherited heritage from their older generations. Hearing the inherit movements of the sounds are clear to get information. Because the inherit movements create sophisticated sounds. They move systematically without unnecessary movements because they get use to the movements by learning from the old generation to next generation. Therefore, I can study and observe the sounds by hearing inherit movements.

I tell them about this topic and interview them. Each shop has a different interesting story. They have their thoughts of their inherited things through first generation. All shops have different sounds and moods in each of the shop, which is interesting to visualize sounds differently. I would like to show each different style, which fits them correctly.



2.3 Design Analysis

2.3.1 Design Reference 1



Music Graphic by Shiho Sasaki

Form – It is graphics that particularly needed of design elements and principles. Her design is sensitive expression, which one can tell differently by just a small movement of elements. She uses only circles to represent the music, but it is amazing that each of the music scores have their own mood. I think the color is representing the mood of the songs importantly. The music scores are balanced by color teams and same tones. Each of the music scores show the hierarchy part. The top ones and it catches your attention to the last part, because all the color values become deeper. I can see the climax in that part. The second one, I got the attention at the last two pages of the colorful part. This music score is basically using the cool tone but only this part has the warm tones. I can see that this part has the contrast mood in the overall music. The third one, I get attention to the last five pages. According to how she arranges the circles, there are many straight line alignments. It shows that each equipment shows their own independence of sound. But the elements on last five pages looks busy and many sounds combine together to make a harmony.

Content – She designed this music graphic to give notification of feeling to the music by visual, not only by just listening. Based on the notation and music idea, she created the entertainment by graphic visualization. In the music selection, she chooses three sounds, which are “Reverie” by C.A Debussy, “Nocturne No.20” by F. Chopin and “Bolero” by Ravel with three elements of melody, harmony and rhythm.

Response – The simple graphics is clear to read for any audience. The mood and tone are clear, so people can get the feeling of each songs by seeing. Even if you had ever heard this song, you can imagine the sense of them. Moreover, this is a unisex design, so every gender are easily to take it in hand. This music graphic can tell the people who have a problem with hearing too, so it can be an entertainment for everyone.



2.3.2 Design Reference 2



Voice Chocolate by Docomo

Form – There are a lots of pattern created depending on their voices, so that everyone would get the different design of the chocolate. Therefore, each of them are only one design in the world. The color and taste of them are same but the different design makes it special. It is a simple and minimum design but it makes the presentation gracefully and it is for unisex.

Content – The main idea of this project is to recreate the people voices to turn to something visible in the eyes and give it to the loved one. On valentine's day, women give chocolates to loved ones for Japanese tradition, but many Japanese do not express their emotion of love much. They request to the woman to give their voice by phone application, observed the vibrations of the voices, making 3 dimensional modeling to create the patterns of chocolate, and then sent to their loved one on Valentine's day. The patterns are able to scan with special appreciation, so that they can play and hear the voice of the women. Therefore, this project gives the opportunity to give a special crafted chocolate that can visibly see the emotions on Valentine's day.

Response – The size of the chocolates is small and so cute, so that people may feel treasured to eat. The voice chocolates sold out very fast. They may be satisfying of creating the design by their own voices. By using their own voice to the chocolate, they can put their emotions into the shape physically. The design and project is so cute that many women get attracted by the project. Therefore, the project was a success to send the chocolate to loved ones with their beautiful voices.



2.3.3 Design Reference 3



“Noise Chair” by Estudio Guto Requena

Form – It is a mix media that he combined arts& crafts and sound waves to a design. The color shows the modern style, which can be related to the city. The basic shapes are same between the original one and the chair of Estudio Guto Requena, but the colors and texture makes it completely different. The texture of the chair is rough, which can tell the loudness. It is not symmetrical balance, because the sounds are unsteady in changing.

Content – Estudio Guto Requena are the designers who aiming to reflect cyber-culture and digital poetic stories in design. This process shows how advance technology can be blur the lines of art and science by developing new forms of furniture. They recorded the sounds of cities and used 3D-printer to modeling. The Noise Chairs created by combining with Brazilian chair designs and the sounds of three places, which are Grajau, Tiradentes, and Santa Efigenia areas of the city.

Response – The audience may be amazed that the shape of the chair is created by how people live in the city. It is interesting that the chair, which people always use for seats express about people's lives. It is like a small conscious piece that tells the big world. In addition, many people use industrial chairs and are not concerned about the heritage of Art& Crafts. This chair is created by unsteady sounds, so by making combination of the sounds people makes and the chair, people may think about the beauty of unsteady differently.



Chapter 3

Design Implementations

3.1 Communication Objectives

1. To become familiar with Thai by choosing the scope about Thailand.
2. To express my idea that makes questioning people about design perspective.
3. To give them possibility to have imagination more in their way with creativity.

3.2 Concept I

“Appreciation of Oversea Chinese Heritage”

Mood & Tone: Objective, Elegant, Heavy

Support: Long and rich history of Charoen Krung Road has developed by immigrants mainly came from China. Those Chinese immigrants brought traditional cultures to Thailand, however they developed their own way to survive in new environment while keeping religion rooted. Thus for instance, such Chinese religion leads a man to open traditional fabric shop for Chinese religious celebrations, while Chinese and Thai dietary culture integrated to create basis of some modern Thai food, like Thai style roasted duck restaurant.

Thailand is a developing country that has mixed of many cultures from overseas. Meanwhile, some old cultures are overlapping with new cultures and fading out from Thailand. I want to look back at the value of modernity, what old people struggled to inherit their things through the generations.

The name of their shop symbolizes by visualizing their sounds by using the letters from their shop's name, it can highlight the importance and value of their heritages. Typography is one culture that is always needed in life. I would like to use typography as an element of cultural symbol I would like to appreciate what sounds they create.

Image Board



Sketch Design



Type: Mix Media

Detail: On Lok Yun, A2 size

Technique: Illustration, 3d materials, black and white



Type: Mix Media

Detail: A2 size

Technique: Illustration, 3d materials, black and white



Type: Mix Media

Detail: A2 size

Technique: Illustration, 3d materials, black and white

Problem & committee's suggestion

The color, only black and white is not so good for visual. It is boring because of the color, it is hard to display in booths, all of the mood and tone is monochrome. There is not clear hierarchy on each pieces. It is not suitable for exhibition.

The main element which is using their shop's typography is interesting. But audience would not understand the idea. It is better to use simple elements than complicated ones.



3.3 Concept II

“Reflection of Charoen Krung Intersection”

Mood & Tone: Lively, Playful, Joyful

Support: Each of the shop have own unique spatial atmosphere itself. Part of sounds are created by the connection between sounds from the shop and us.

This project is based on the sounds I actually heard with my ears and felt from the shops. Whether consciously or not people tend to forget sounds even they have significant impact on feeling. To visualize the connection, I would like to use mirror as the element to show the intersection between the audience and my project, sound visualization.

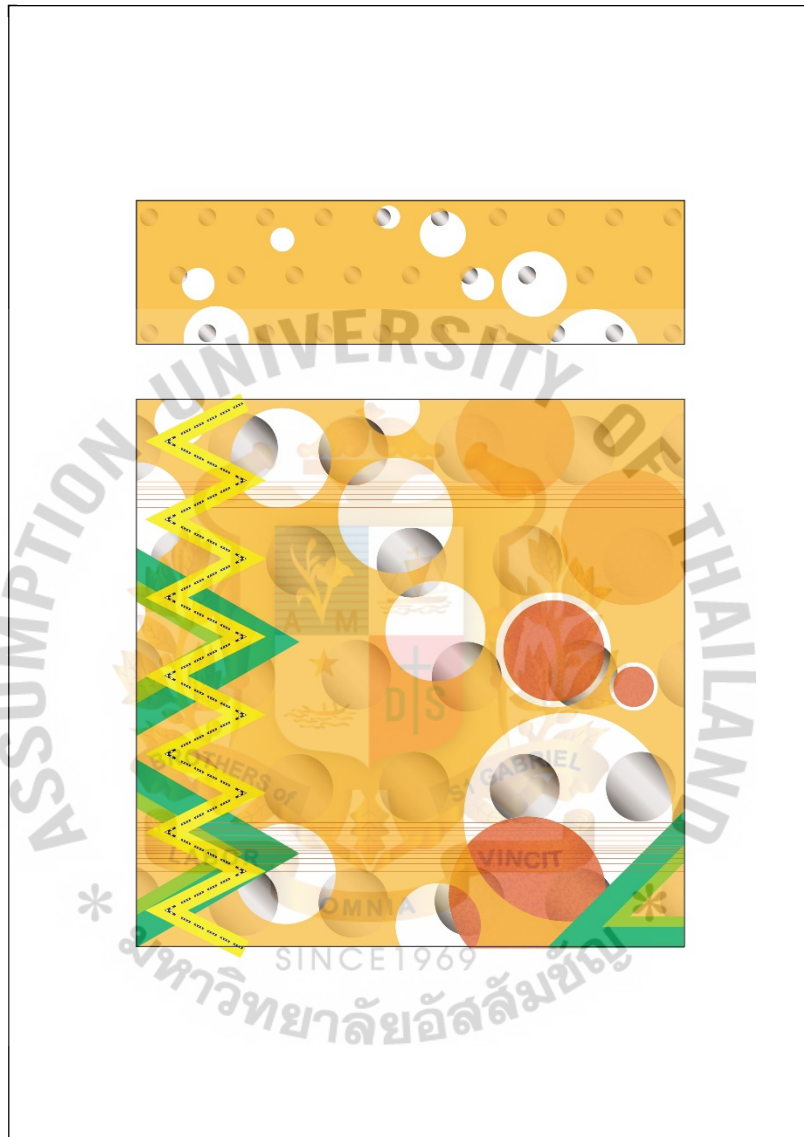
I respect that people have different feelings and image toward the sounds. Therefore, by reflecting the audience into the artwork (be part of the work), it will consciously lead them to ask themselves about the sounds in mind. My conclusive intention is to enlighten the connection of audience and sounds.



Image Board



Sketch Design



Type: Mix Media

Detail: On Lok Yun, A2 size

Technique: Mirror papers, transparency papers, non-transparency papers



Type: Mix Media

Detail: Singapore Potchana, A2 size

Technique: Mirror papers, transparency papers, non-transparency papers



Type: Mix Media

Detail: Prachak, A2 size

Technique: Mirror papers, transparency papers, non-transparency papers

Problem & committee's suggestion

The problem is the materials. The idea of using different materials by layers is complicated that audience might not understand the idea. It is a flat (2D) work, so it does not look interesting from side view.

The visuals of the sketches are too weak. The shapes are too simple that makes audiences bored. The mood and tone is not representing the concept. Each work is not created by same size, so it looks not united overall.



3.4 Concept III

“Hidden Sound Notes”

Mood & Tone: Clean, Sophisticated, Ambience

- **Support:** Sounds are not noise. When you carefully hear them, you will notice that the sounds have rhythms and steps. The inherit movements are creating sophisticated sounds that gives you to get clear information. They move systematically without unnecessary movements, because they get use to the movements by learning from older generations to next generation. The inherited sounds have role of steps. It is what is called sound note like a music note.

Observing the sounds and visualizing it simply and clear form of visual design, the sophisticate sounds can be interpreted to visual.

I would like to visualize the sounds in simple and clear form to let people notice the hidden beauty of sounds.



Image Board



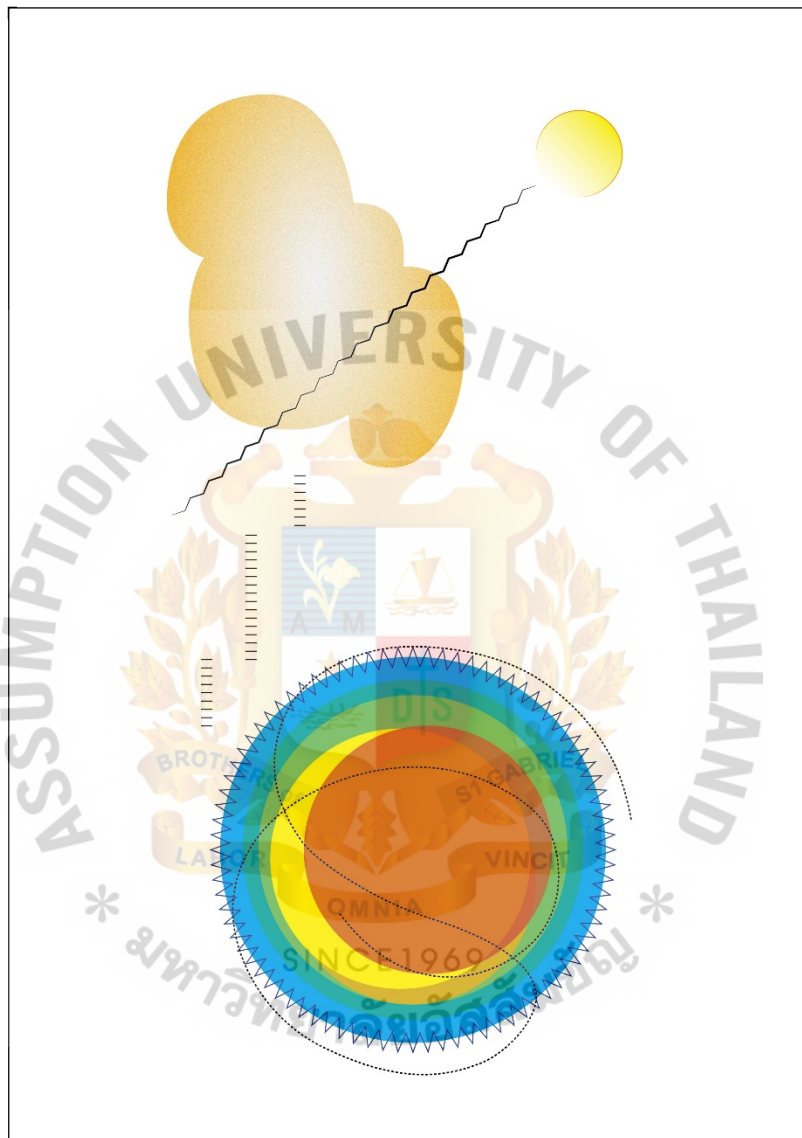
Sketch Design



Type: Mix Media

Detail: On Lok Yun, A2 size

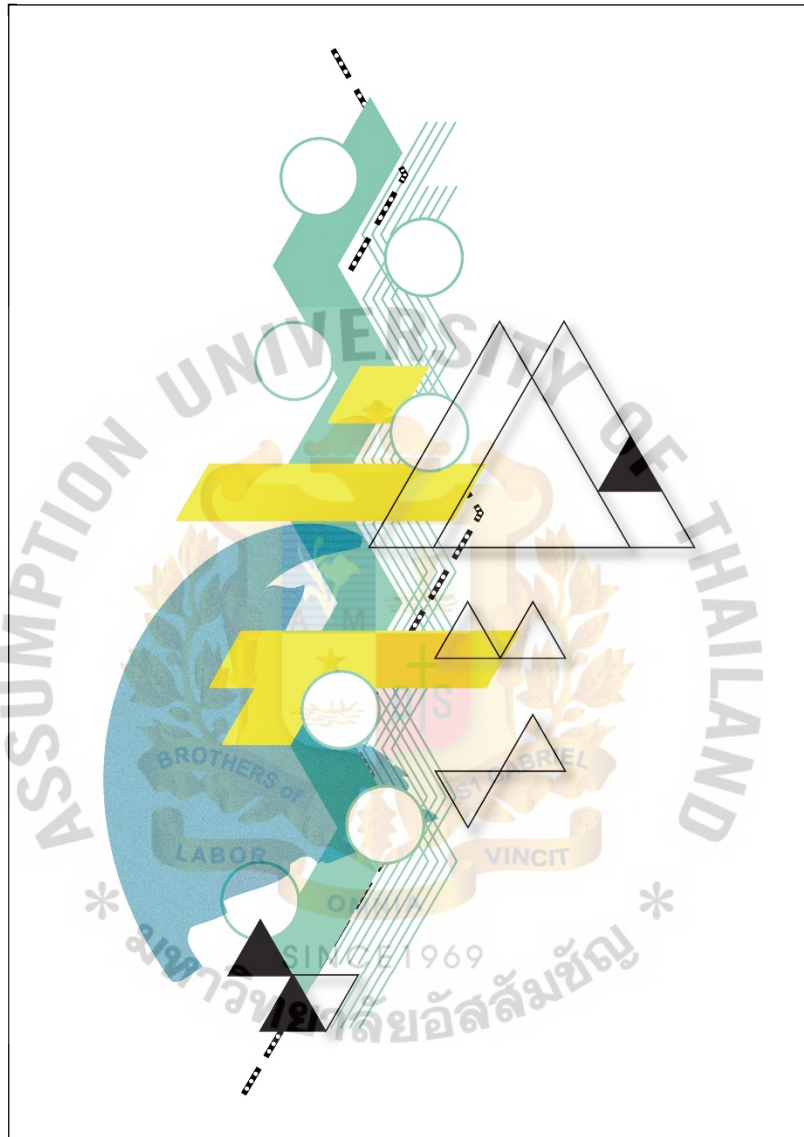
Technique: Illustration, 3d materials, black and white



Type: Mix Media

Detail: Lim Nyong Mong, A2 size

Technique: Illustration, 3d materials, black and white



Type: Mix Media

Detail: Singapore Potchana, A2 size

Technique: Illustration, 3d materials, black and white

Problem & committee's suggestion

The concept is clear and the visual is the most suitable for my style. Therefore, committees choose this concept to continue my thesis work.

I was thinking to make it 2 and 3-dimensional. But I didn't show enough materials for mock up, so the work is little bit difficult to image the final visuals. The committees said the style is more suitable for flat materials, so it needs to be created by 2-dimensional base.

Moreover, the works are lack of contrast and hierarchy. The size of each element are similar or does not contrast much, so I need to change the size to make it more interesting visual. It is better to play with the space. Now, the elements are too big that it almost touches the edges.



Chapter 4

Conclusion & Suggestions

4.1 Final Design



Type: Mix Media

Detail: On Lok Yun, A2size

Technique: Illustration, 3d materials, black and white



Type: Mix Media

Detail: Lim Nyong Mong, A2 size

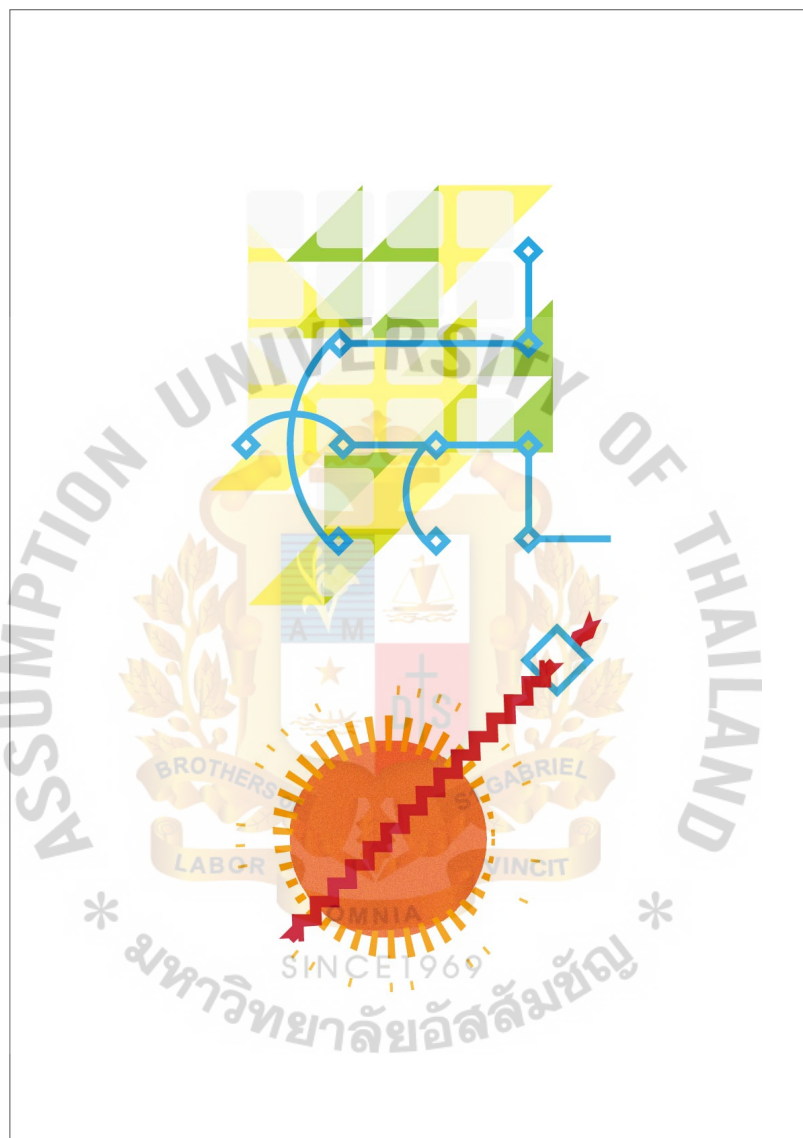
Technique: Illustration, 3d materials, black and white



Type: Mix Media

Detail: Singapore Potchana, A2 size

Technique: Illustration, 3d materials, black and white



Type: Mix Media

Detail: Prachak, A2 size

Technique: Illustration, 3d materials, black and white



Type: Mix Media

Detail: Yun Wo Yun, A2 size

Technique: Illustration, 3d materials, black and white

4.2 Conclusion

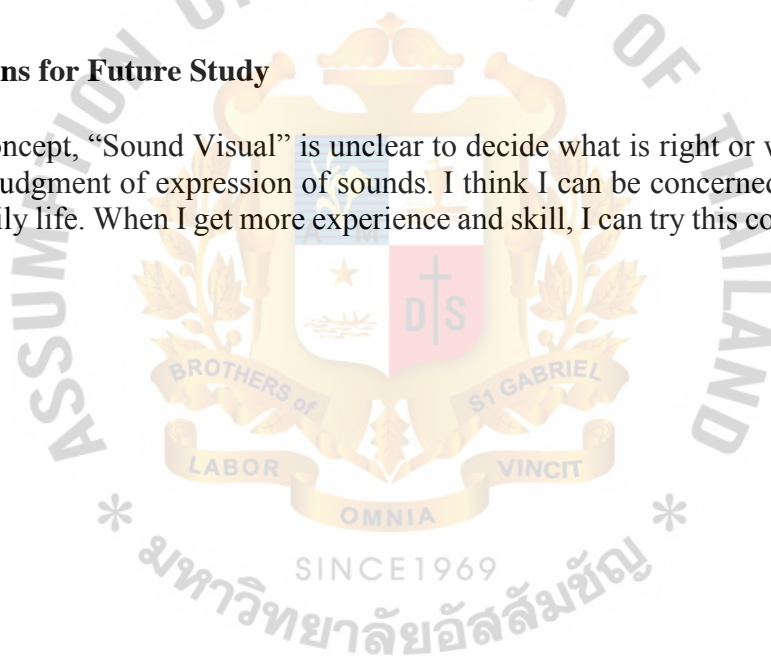
The thesis was a good opportunity to face my own skill. Choosing a non-commercial was the courage choice for me. Because, when I go for work, it is sure that doing commercial work is more useful. The non-commercial may not be understandable for people's sense. But it would be the last piece of my work, so I just choose non-commercial and tried what I can do. Therefore, I believe that I chose right.

The final work is developed a lot from sketch. As the committees said, I played with space more to give more mood of environment and I created different depths of elements to show the contrast. People don't know the depth when they see it from far but near. That makes the work feel sophisticated and minimal but interesting. I was scared to make too much different size of elements. But when I make the size dynamic, I realized that it became better.

For the flaming, I used black flame to make absolute space of each works. I would like to see the each of works differently, so I can present the works equally to the audiences.

4.3 Suggestions for Future Study

My concept, "Sound Visual" is unclear to decide what is right or wrong. Because it is my personal judgment of expression of sounds. I think I can be concerned about this concept anytime in daily life. When I get more experience and skill, I can try this concept with different terms.



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- Adobe InDesign CC
- Adobe Aftereffect CC
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- Microsoft PowerPoint
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- English

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Inside CD/DVD

- Sketches
- Final Works
- Book Files



