

HUA JAI

THE EXHIBITION

A FREE EXHIBITION SPACE
TO SHARE ART
FROM YOUR HEART



พื้นที่อิสระที่ "ศิลปะ"
สามารถสร้างสรรค์ได้ด้วยหัวใจ

✉ huajai.exhibition@gmail.com
📷 @huajai.exhibit

Team Members



Fay
Rungwarin
Kittinattrakul



Bam
Natrada Sirirak

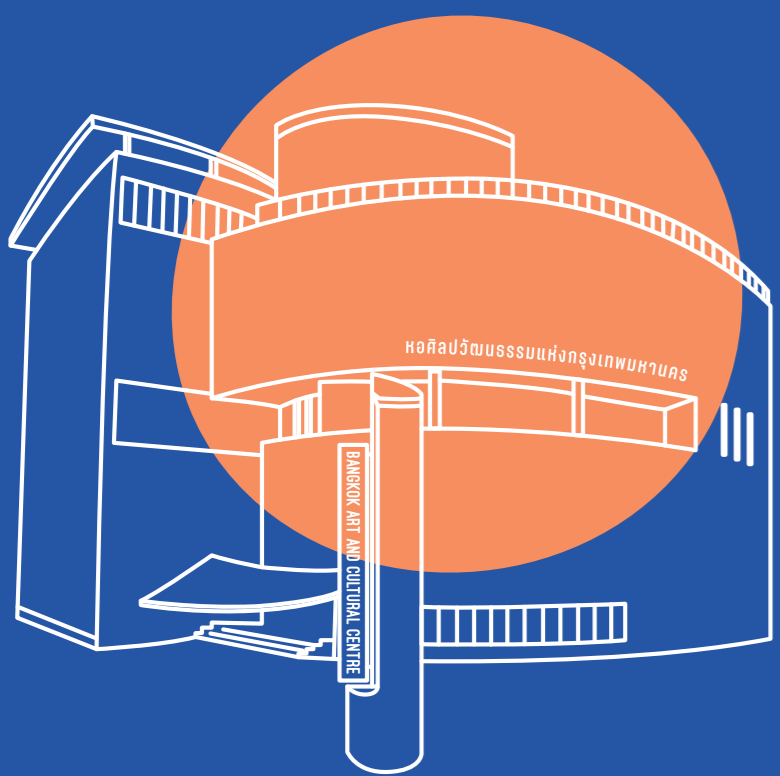


Junior
Phubet Sangarak

WHAT IS HUA JAI: THE EXHIBITION?

"Hua Jai: the Exhibition" is an art exhibition under the theme: Hua • Jai (Head or Heart), aimed to exhibit artworks by new-faced artists from Chulalongkorn University students. We believe that everyone can create art in their own narratives, yet we would like this art exhibition to be a free space for them to exhibit their works. The artworks are displayed both offline – set up as a route map around Chulalongkorn campus – and online via @huajai.exhibit Instagram.

Problem Identification



1.

Proper art display spaces are lessened in Thailand

In 2018, BACC was about to be taken down by the Thai government, reflecting the low emphasis the Thai government put on art space in Thailand.

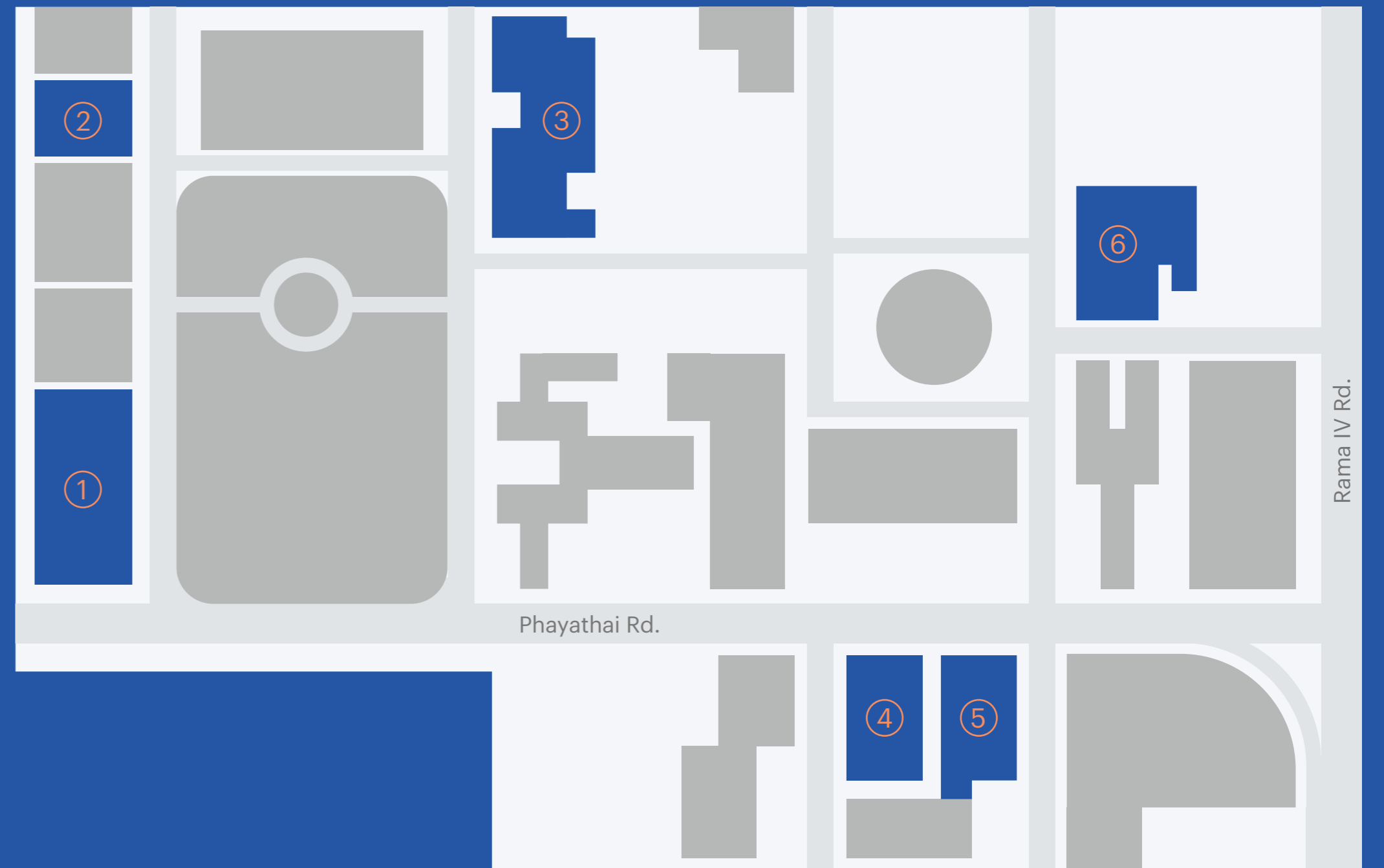
2.

Negative influence of social media on the value of art

Even though social media opens doors for artists to gain higher visibility, arts nowadays are more valued through the number of likes, comments, reaches, and shares on social media. With the idea of commercialism, arts are more valued by how much money they can contribute for firms and entrepreneurs with less realizing the true artistic value.

#SAVEBACK

ROUTE MAP



1. Faculty of Architecture
Fl. G (Exhibit 1 artwork)

2. Borommaratchakumari building
Fl. G (Exhibit 2 artworks)

3. Faculty of Engineering
Fl. G (Exhibit 2 artworks)

4. Faculty of Communication Arts
Fl. G (Exhibit 2 artworks)

5. Faculty of Law
Fl. G (Exhibit 2 artworks)

6. Mahittalathibet building
Fl. G (Exhibit 2 artworks)

PROJECT OBJECTIVES



Raise public awareness on the issue of **underpaid artists** in commercial society and reinforce the artistic value in Chulalongkorn community



Build a **community** where new Thai artists can freely create arts in their own narratives



Increase **artists' exposure** through the creation of a space for artists to exhibit their artwork and through social media platforms

EXHIBITION THEME

HEAD

symbolizes the frame of stability as defined by the Thai society

HEART

symbolizes the frame of freedom

TARGET AUDIENCE



Artists

All current Chulalongkorn University students are welcome to submit their artworks to be displayed at the exhibition.

Visitors

We are open for general public to visit the exhibition, but our main target audiences are Chulalongkorn students and staff members.

OUR PROCESS

FEB

CI Identity Design
: Logo / colorway / typography

Location Permission
: Send out location permission forms to all possible venues (buildings) around the campus

APR

Evaluation
: Feedback of artists and visitors through google form

MAR

Sponsorship Package
: Request for sponsorship

Call for Artists
: Open call for artists to submit their work through our registration form

Internal Artwork Curation
: Curating artworks to be exhibited offline

Exhibition Installation
: Exhibition period of 27th March to 14th April, 2023

EVALUATION RESULT

169 Followers
on official Instagram*

6 Different Techniques
of artwork formats

300 Accounts reached
on average of each Instagram post*

Increase in Artists' and Artworks' **Exposure** both online and offline

16 Artists from **5 Different Faculties** participated

356 Reaches
Highest artwork post reach

To visit our online exhibition, Scan here:



Sponsored by





THE EXHIBITION

HUA Jai



นิทรรศการศิลปะโดยนิสิตชั้นปีที่ 4
สาขาการจัดการการสื่อสาร
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย