



Feel(in) Space, an art event that empowers mental positivity and improve people's quality of life by promoting mind relaxation through the combination of art, nature and psychological concepts.



BACKGROUND

FROM SECONDARY RESEARCH

In the fast-paced society, people tend to feel overwhelmed from work overload and productivity causing **work-life imbalance** and **negativity** towards physical and mental health.

INSIGHT

FROM IN-DEPT INTERVIEW

- Lack of art activities
- Lack of time for self-reflection
- Lack of places and activities for relaxation
- Park is the most chosen place for relaxation

SOLUTION



An event in natural space that enhances the use of art for mind relaxation

OBJECTIVES

1. To enhance and promote self-awareness, self-understanding, and self-reflection
2. To generate a safe and soothing space for relaxation
3. To empower the positivity for individuals and community

EVENT DETAIL

DURATION 1 Day

TIME 16:00 - 21:00

LOCATION CU Centenary Park

3Es

ENGAGE

people with therapeutic art and nature to enhance the importance of mental well-being

ENRICH

self-understanding, awareness, relaxation, and mental health

EMPOWER

attendees to cultivate positivity and improve their mental well-being through tools

TARGET AUDIENCE

DEMOGRAPHICS

- 18-25 years old
- University students
- Reside in Bangkok

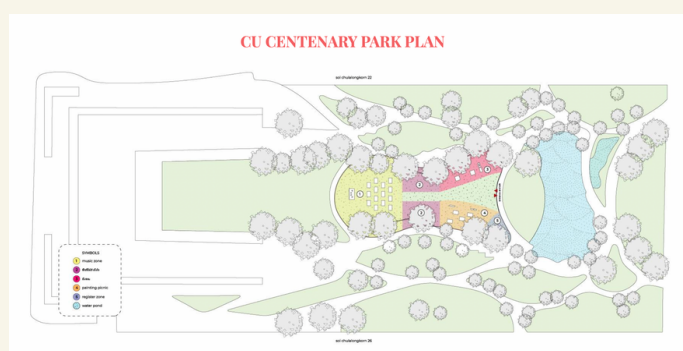
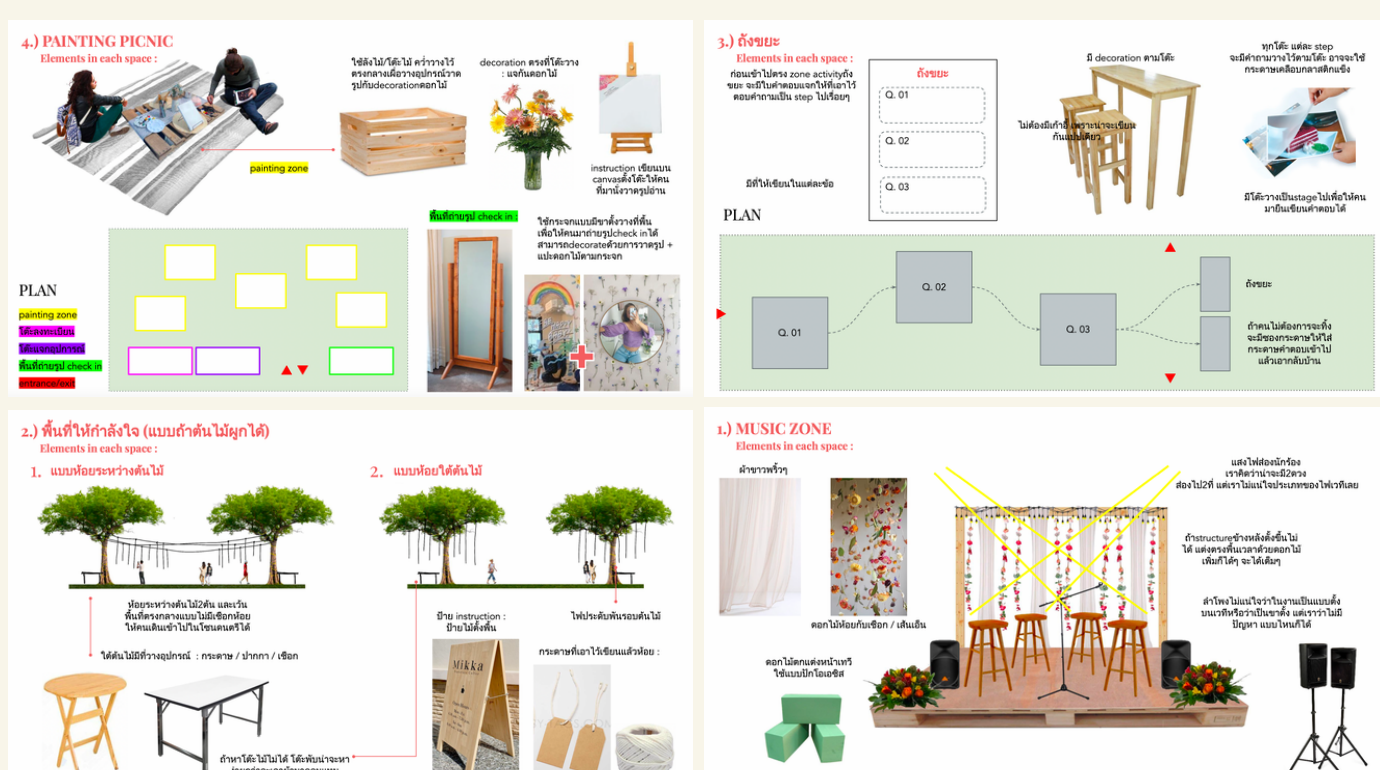
PSYCHOGRAPHICS

- Interested in art and nature and mental health
- Easy-going
- Adventurous
- Open-minded

BEHAVIORAL

- Love to explore new activity
- Have no time on self-reflection

EVENT DESIGN





EXECUTION



PAINTING PICNIC WORKSHOP

A workshop that applies art therapy technique to encourage people to paint their emotions and thoughts and share within a group

5 groups 5 people/group 45 mins/group



MIND DEPOSIT

A writing area that allows participants to develop self-awareness through the interpretation of colors following Humanistic Art Therapy Approach.



POSITIVE AREA

A sharing-positivity area where participants are able to write and share positive quote following the concept of self-compassion.



LIVE ACOUSTIC MUSIC

A live acoustic music area providing a calming and relaxing environment from the music performance

4 student bands 1 artist band (Serious Bacon)



PHOTO ZONE

Photogenic area that encourage taking photos which boosts social awareness

BRANDING

CONCEPT

MY SHADE, MIND SHADE

It refers to uniqueness of each person's traits and individual's mental state where our event will allow participants to explore more

THEME

Art, nature, relief, relaxation, and self-reflection

SLOGAN

Fulfill your feelings

MOOD AND TONE

Relaxing / Friendly



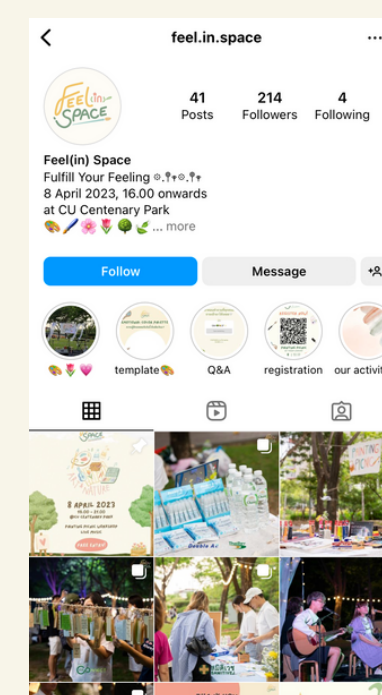
NAME STRATEGY



MEDIA PLAN

OBJ : To create awareness & reach target group

Create and use OWNED ONLINE MEDIA



Instagram
@feel.in.space

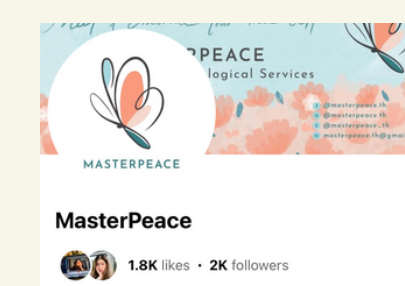


Contents

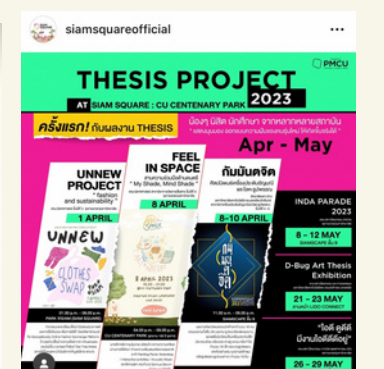
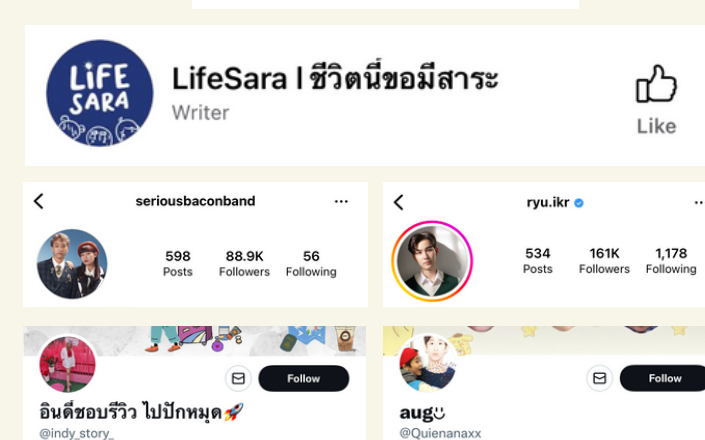


Official poster

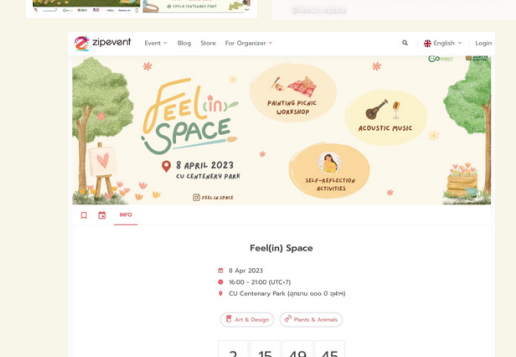
Reach out to INFLUENCERS, ARTISTS, MEDIA OUTLETS



KOLS



Shared poster



EVALUATION

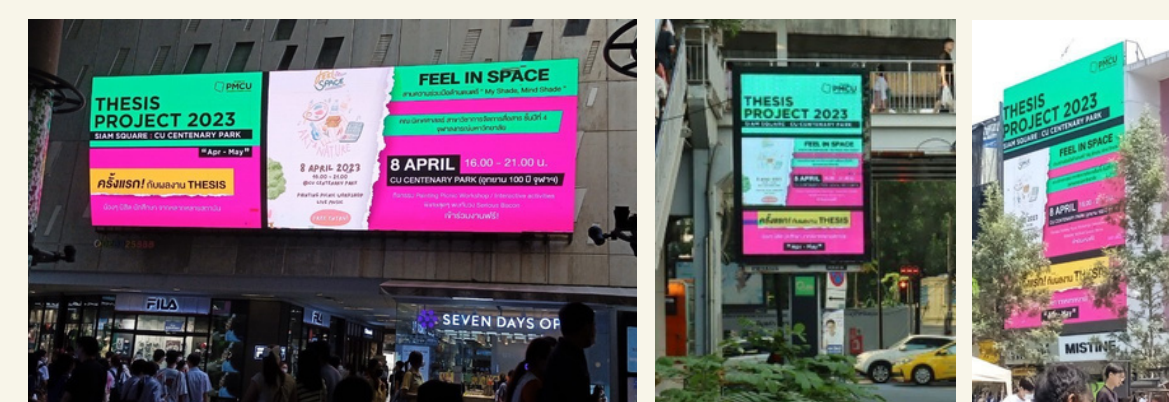
More than 250 event participants

28,676 impressions and 6,203 reach in social media

After the post-assessment by using the **self-reflection questionnaire (SRIS-SR)** and **survey**,

- Majority of participants feel relaxed, reduce stress, gain positivity and awareness of emotions
- More than 50% of participants believe that it is essential for them to grasp how their feelings, thoughts, and minds process.

Display the poster on OFFLINE MEDIA around CU



Digital screen at Siam