

The Visual Aesthetic of Lucky Cat Universe

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Abstract

“The Visual Aesthetic of Lucky Cat Universe” presents ideas about the aesthetics of good luck reflected through the paintings in the cosmos of lucky cats. These works were created using acrylic paint on canvas in a two-dimensional format, conveying beliefs about fortune and positive energy through charming and adorable cat images. The lucky cat universe is inspired by "Maneki Neko," the lucky cat in Japanese culture, which has been reinterpreted to possess its own unique identity, with each cat representing different meanings of good luck, such as wealth, love, health, and happiness. The paintings discussed in this article not only focus on artistic beauty but also reflect the connection between symbols of fortune, such as four-leaf clovers, and the encouragement of positive energy for the viewers. The use of bright colors and a dreamy atmosphere helps convey hope, faith, and positive energy, allowing viewers to experience happiness and encouragement from the artwork. This artwork thus combines art and cultural meaning that inspires those who observe it.

From the above contents, this acrylic painting was created and inspired by the story of enjoying life in the simple way of a cat and a four-leaf clover. To reflect people's awareness of the value of time and happiness in the present, the image of a cat standing in the colorful atmosphere of the universe presents the aesthetics and beauty, affecting the feeling of happiness, which is a wish of everyone.

Keywords: painting, cat, visual aesthetic, lucky, universe

1. Introduction

The Visual Aesthetic of Lucky Cat Universe is a concept that combines the beliefs in fortune from various cultures with the cuteness and charm of cats. It originated from the lucky cat that we are familiar with in Japanese culture called "Maneki Neko", which is a cat statue that usually raises one hand to call for fortune and good luck. Each lucky cat has a special role related to bringing good luck in various aspects such as wealth, luck in love, health, success and happiness. These cats have different characteristics and identities to convey the energy that brings good luck in that aspect. This Lucky Cat Universe can be told through stories, digital media or as a collection that is meticulously designed and inspires people.

Specific symbols that are mixed in, such as a four-leaf clover, which is said to be statistically only 1 out of 1,000 clover trees because it is very rare, showing the good fortune of the owner. The meaning hidden in each petal is hope, faith, love and good luck, similar to the meaning of the beckoning cat, who calls good things into life. Therefore, it is not just a belief in enhancing luck. But it is also a way for people to feel the meaning and positive energy from the symbols they love, which helps to encourage those who believe and enjoy collecting and worshipping.

When cats receive physical contact from humans, they can express their satisfaction by meowing, such as when their chin is scratched or their head is stroked. These actions make cats feel a sense of closeness to humans, while humans perceive that the cats are enjoying their time with them (Serpell, 1986). Women often take photos with cats and treat them as if they were cute little children. (Konecki, 2005)

Figure 1: Momo



Source: Author

Figure 2: Me and cat



The primary benefit of keeping cats among Thai people is to use them for controlling rats, which are pests that destroy both paddy and milled rice, essential agricultural products in rice farming—Thailand's main occupation. Rats also cause damage by gnawing on various items. Apart from their practical benefits, in ancient Thai society, it was also believed that keeping a cat with "good traits" would bring "merit" or blessings to its owner. This belief has become a tradition and cultural value passed down through generations. (Boontharm, 2012)

Thai idioms shows that cats are animals closely associated with Thai people, as "cats" frequently appear in Thai idioms. This stems from using familiar surroundings to compare human behavior or various situations, creating vivid imagery or serving as a moral reminder. This is one form of Thai language expression. For example, the idiom “ย้อมแมวขาย” (literally "dyeing a cat to sell") refers to presenting low-quality or undesirable items as good by altering their appearance, intending to deceive others into believing they are of high quality. For instance, a sample sentence might be: “Online shopping is convenient and fast, but you should choose reliable stores, or you might end up being tricked into buying something that has been ‘dyeing the cat to sell.’”(Chertchinnapa, 2022)

The composition of an image is an operational concept that leads to its application by creators, whether intentionally or unintentionally. It also serves as a concept for the preliminary analysis of concrete painting works. Self-portrait painting involves the analysis of form and meaning, image composition, communication of concepts and theories, female artists, literal meaning, and implicit meaning. (Techawiriyataweesin, 2022)

This research article is based on positive experience and happiness from raising cats to tell the story of a beloved cat. The cats in this research are meaningful. They bring happiness to the people. It lit the light of hope and morale for people to live happily depicted in a two-dimensional acrylic painting on canvas. Creative images of cats in bright colors and a dreamy atmosphere express hopes as well as belief that there will be luck for humans.

1.1 Research Objective

1. To create a two-dimensional drawing inspired by the positive aspect of a lucky cat.
2. To create and exhibit the artwork in order to inspire and motivate viewers for an aesthetic purpose.

2. Research Methodology

1. Studied from myths and legends relating to cats
 - 1.1 Studied from the behavior of cats raised by the researcher.
 - 1.2 Reviewed from available sources such as books/ documents and other related works
2. Collected and analyzed data, and created sketch
3. Created and developed the artwork based on concept/ objectives
4. Publish and present the artwork in an exhibition

Figure 3: sketch



Source: Author

*Figure 4: Creation process
using acrylic on canvas technique*



Source: Author

3. Results

Artwork

Based on the introduction, methodology and objectives, the details of this artwork could be shown as following

- The two-dimensional painting on canvas under title of “Lucky Meow/ 2024”
- The acrylic technique was used
- Size of the artwork is 40 X 30 cm

Figure 5: Artist : JAJA/ Lucky Meow/ 2024

Size : 40 x 30 cm. Acrylic on canvas



Source: Author

Figure 6: Display of artwork in Dialogue of Aesthetic”

9 - 24 November 2024 at The Penang State Art Gallery, Dewan Sri Pinang in Penang (3F), Malaysia.



Source : Author

4. Discussion

Summary

This research is the Art Creative Research. This chapter presents the findings from the data analysis by the creation of visual arts and presents aesthetic value to the public.

Analysis of the Artwork

The findings of the study "The Visual Aesthetic of Lucky Cat Universe" can be interpreted that humans derive happiness from behavior and the daily life of cats. By notice cat action, human will find that cat express their lives simply, sincerely, and innocently. If humans try to analyze and apply the simple and cozy life of cats to their daily lives. They will discover more "simple" satisfaction in life. The term "simple" in this context may remind us of being with the present, and acknowledge our condition. Life should not be extremely complex, and we would better express what we want directly.

Thus, the artist portrays an image of the cat, which is a symbol of lucky. The cat in this artwork is portrayed in a cheerful environment with the designs, colors, and weighting of shapes based on the cat's postures, which symbolizes freedom, peace of mind, and being a part of the huge universe. Everyone's happiness, beginning with oneself, is the aim of this dedication, which combines tiny lines, points, and visual elements to create beauty.

Summary and Benefit of the Research

This study's findings revealed that we may simply find happiness anywhere and anytime when humans embrace everything situation, view it from a different angle, and simply accept it as another sequences in lifetime. Everyone has flaws which is a nature of ourselves. Errors are inevitable for everyone. We have the right to do anything that is incapable of harming other people. Compare to cats, they live their lives simply and happily in every moments. Therefore, Thus, people should always keep in mind that the goal of life is to enjoy the present moment without worrying too much about the future. Then, every moment of our lives will be filled with bliss.

The pleasure that arises from observing cats portrayed in this painting is the result of the work's creation. It displays images of adorable cat gestures along with vibrant colors and the creator's response to the question of what makes people happy in life. This work intended to inspire and uplift the viewers to question about real happiness. In the author's perspective, having supportive friends in life would be the answer for this question.

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