

# THE BODY PAINTING AND COSTUME DESIGN SHOWCASE 2023 BY SSRU THEATRE

**Sun Tawalwongsri**

*Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand,  
E-Mail: Sun.ta@ssru.ac.th*

## ABSTRACT

The article aims to study “Body Painting and Costume Design” work’s student of Department of Performing Arts (Theatre Arts and Creative Entrepreneurship), Suan Sunandha Rajabhat University (SSRU) in the concept of “Floating Exhibition.” This concept was inspired by one of the project sponsors, Balloon Art Company. Research methods include studying the collection of documented data, analyzing the inspiration of Floating Exhibition, observing the student's design process, interviews, recording of videos and photos for the design of exhibits. According to an analysis, 38 works of Body Painting exhibition can be divided into three sections: Culture, Science Experiment and Extraterrestrial. Moreover, there are 21 works of Costume Design, which can be classified into four characteristics: Blossom, Culture, Technology and Social Satire, respectively. The “Floating Exhibition” concept was presented and interpreted in many different ways. Most students choose the patterns of balloons, flowers and animal patterns, especially birds and aquatic animals that has a floating nature to be consistent with the concept. There are also many variations of the design style including the patterns of elements, the symbols of space inventions, beliefs, spiritual rituals, culture, and extraterrestrial being for reflecting on the concept. This time, there will be fashion shows of a few new clothing brands, representing by the famous singers and influencer models from 789 Trainee, Thailand. The cooperation and expanding the network of this project with artists and celebrities can increase new audience targeting and raise awareness for the field of study for students and interested parties. This project can integrate the Performing Arts subjects, knowledge and students' performance arts skills through learning process of exhibiting work excellently.

**Keywords:** Body Painting, Costume Design, SSRU Theatre, Floating Exhibition, Balloon Arts

## INTRODUCTION

The Department of Performing Arts (Theatre Arts and Creative Entrepreneurship) at SSRU can be called SSRU THEATRE [1]. It has continuously organized many various projects to display the academic achievements of students in the performing arts field such as SSRU Dance Festival, Drama Thesis Project and The Body Painting and Costume Design Showcase 2022 [2]. In addition, Suan Sunandha Rajabhat University has a university vision to produce and to develop professionals and specialists [3]. The developing professionals and specialists in the Performing Arts and Creative Entrepreneurship fields is therefore an important goal of the department to produce current graduates with specific knowledge and abilities that are different from other universities. All SSRU THEATRE projects were created to develop the learners to have the 21<sup>st</sup> century skills such as creativity and innovation, critical thinking and problem-solving, communication, collaboration, teamwork, leadership and entrepreneurial skills [4]. This year is the 13th anniversary of the Body Painting and Costume Design Showcase organizing by SSRU THEATRE and supporting the stage decoration by Balloon Art Company,

Thailand. Due to the design and decoration of this showcase venue using all white balloons. The faculty and the students therefore created a theme to express the concept of “Floating Exhibition.”

The Body Painting and Costume Design Showcase 2023 is part of the integration of Performing Arts subjects for all students in Department of Theatre Arts and Creative Entrepreneurship. The integration between Visual Arts subjects taught by Sun Tawalwongsri and Makeup and Body Painting subjects taught by Wanasak Padungsestakit were created as body painting works for the final project of first year students. While costume design works of the 2nd and 3rd year students from the Costume Design, Costume Craft and Decoration courses taught by Pukkaporn Pimsarn were created as a creative work in the form of a fashion show. For this reason, the inspiration of “Floating Exhibition” were applied as the part of learning and teaching to develop ideas and to design the creative processes. There are invited professional makeup artists and costume designers, curators and experts in costume design and body painting to provide knowledge and advice in the courses. This preparing step provides the knowledge of design thinking and concept analysis for training students to become professionals. The project is held at the Bangkok Arts and Culture Center (BACC) on the 24<sup>th</sup>-28<sup>th</sup> October 2023. The showcase will be divided into two parts: 1) the exhibition Student Costume Design from 24<sup>th</sup>-27<sup>th</sup> October 2023 and 2) the Body Painting and Costume Design fashion show on 28<sup>th</sup> October 2023.

## **OBJECTIVE**

1. To study the creative process of the Body Painting and Costume Design Showcase 2023
2. To investigate the body painting, costume design and exhibition of performing arts students of Suan Sunandha Rajabhat University

## **METHODOLOGY**

A case study of The Body Painting and Costume Design Showcase 2023 was qualitative research. The researchers collect inspiration and information on creative processes to analyze and to discuss the student work results. As the Case Study Research has focused on studying about the In-depth Study and exploration of the contemporary phenomenon under the context of the real environment [5] by applying the research tools and steps as follows: 1) Study data on academic documents, research, articles and online information related to the creation of student exhibitions. 2) Utilize direct experience of being a teaching and learning process, working with groups of students and experts in the course to gain insights into the study to be analyzed, presentation and discussion. 3) Interview instructors and collaborators involved in the creative process to gather creative insights from various parties. And 4) Organize opinions, interviews and observations for analysis, discussion and response at creative exhibits.

## **RESULTS AND DISCUSSION**

The study found that the exhibition Student Costume Design was inspired by the “Floating” concept. The students select to design various styles of creative hats and headdresses as the final projects of Costume Design subjects. There are 20 works of headdresses were displayed as a Floating Exhibition for 4 days. The exhibition involves hanging works of headdresses from the ceiling along with balloons decorations by Balloon Art Company. These headdresses will be sets with black outfits to walk in the fashion show on the last day. However, this time the catwalk opened the show with a special balloon evening dress. The dress was a joint design

between the balloon designers from Balloon Art Company and the student team of body painting. The students design and paint images of sea and underwater world on the balloon dress. This collaboration between experts and students can build professional artist and team working skills for SSRU Theatre. The Costume Design works were classified into four characteristics: Blossom, Culture, Technology and Social Satire, respectively.

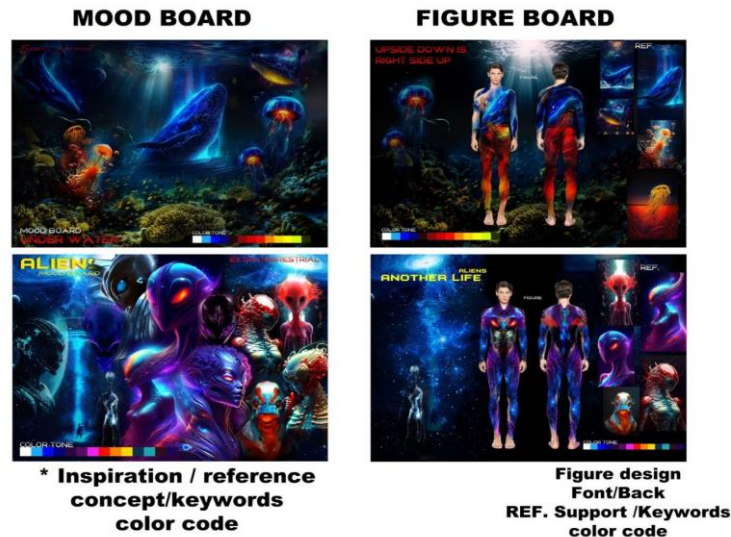


**Figure 1:** Fantastic Underwater World by Balloon Art Company  
**Source:** Thai Cat Walk by Dark [6]



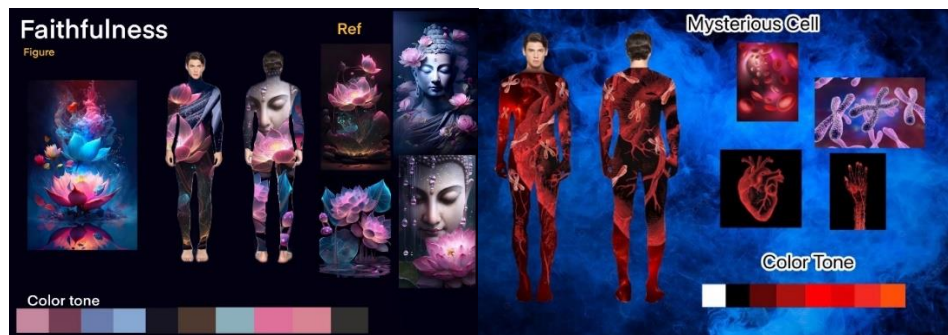
**Figure 2:** The exhibition of Costume Design Showcase 2023  
**Source:** Thai Cat Walk by Dark [7]

The second part is the fashion show of Body Painting. There are 38 works of Body Painting exhibition can be divided into three subthemes: Culture, Science Experiment and Extraterrestrial. The first three models are the work of guest artists. Body Painting from a first-year student 105 people, grouped into groups of 3, can produced 35 works. Although the inspiration for creating works came from the brainstorming of students, which each group can present their own interested topics and ideas for designing and presenting. However, the lectures facilitate cross-group discussions among the students to organize and to split the set of works by adding abstract concepts to make the clear distinction between subthemes [8].



**Figure 3:** The body painting mood and figure boards with professional designers and experts.

**Source:** Naphon Kijrungrroj



**Figure 4:** the Body Painting Designs

**Source:** Sun Tawalwongsri and Wanasak Padungsestakit

## CONCLUSION

An overview of the performance, this project trains students and faculties to work systematically and learn how to work like a real fashion stage professionally. This project-based learning at the department can be networking between university and external organizations, while the students can be able to get artistic skills as professionals and employability skills. From a collecting data, the student's production pipeline in *The Body Painting and Costume Design Showcase 2023*, an analysis, discussion, performance and an overview of the project, the research results can be summarized as follows:

1. This project-based learnings are key skills that enable students of performing art to have specific skills, creating the identity of graduated students in accordance with the university's vision to develop students and disciplines to become professionals and specialists.
2. The integration between the courses and the exhibitions has led students, faculties and alumni to a joint effort and is focused on the 21st century learning skills and creating educational outcome and a team spirit of working clearly.
3. The student exhibition of educational achievements at the Bangkok Arts and Culture Center (BACC) aims to present the work to the public and to gain a new group of audiences from the guest artists, the celebrity fan clubs and other entertainment sectors. This time,

therefore, the project provides standing tickets for the celebrity fans and TikTok influencer fans about 200 seats.

4. Working with creative and entertainment industries such as 789 Trainee, the use of influencers in the fashion and beauty queen industries including other related media are building a strong reputation for the department and the university.



**Figure 5:** The exhibition of Body Painting Showcase 2023

**Source:** ThaiCatWalk by Dark [9]

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