

Creation of the painting series “The Facade”

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ABSTRACT

The creation of the painting series “The Facade” aims to compile and explain the results of the study and analysis of relevant data and the process of creating individual paintings in the context of academic works in the field of visual arts in detail in order to show the creative process systematically. It also explains the aesthetic value of painting creations that are distributed to the public in the form of continuous art exhibitions. and to show the body of knowledge in the field of visual arts based on systematic creation

The process of creating this painting is the creation of visual art with a clear system, i.e. (1) to study the content and social issues of the social values concerning the beauty of women; (2) the influence of Expressionism (3) Case studies of the works of Expressionist artists that influence creativity on creativity (4) Analysis and synthesis of datasets for inspiration (5) Formulation of creative concepts (6) Preparation of materials and equipment for creating real works; (7) creating sketches related to creative ideas from photographs; (8) creating paintings with oil on canvas; (9) preserving the finished work; and (10) Presentation of work to the public in the form of an art exhibition.

The result was a series of paintings “The Facade” that divided the creative development into three phases: Phase I included three works of painting, Phase II included five pieces of painting and Phase III had eight pieces of painting. Every painting is a product of creativity that integrates inspiration, concepts, forms, creative techniques and meanings. See the activities of women in daily life that must be expressed in their own activities. To promote the external image which is the value that arises both from within oneself. And all these works have been released to the public in the form of contemporary art exhibitions as well.

Keywords: creativity, painting, expressionism, woman, the façade

Introduction

Today’s society is a society that emphasizes outward appearance to represent status and respect for the relationship between the individuals and the society around them. Many people recognize the importance of outward appearance factors to demonstrate self-confidence in social values. They tend to care for, maintain, and enhance those values that promote their outward appearance. Therefore, beauty is created based on social values. Therefore, it is not uncommon that humans to do face and body beautification or plastic surgery to enhance their looks and beauty leading to self-confidence for living normally.

Especially for females, beautiful faces and body shapes have been recognized as external values that have influenced social acceptance throughout history. In the era of ancient Greek, the faces and shapes of the Goddess sculptures show their balance and their beauty prominently based on the ideal of femininity with the status of a majestic goddess and the biological mother of all things. (Hodge, 2017)

These become both the burden of individual and social values that view the outer beauty of a woman as the outer value that women maintain and promote the beauty or satisfaction of the era. This become the standard for confidence and dignity as femininity that was appropriate for the values of society at that particular time.

It cannot be denied that females' social status in the present day is very equal to males' ones. However, the burden of appearance and beauty, which has been stigmatized in the past, is still deeply rooted in both the feminine instinct and the myths that society has identified with women. Furthermore, there is the image in which women should be as what society wants. This becomes more necessary and unwilling to surrender for females. Even though states of mind are considered to be more important, outward appearance has a profound effect on the value of femininity. The ever-evolving scientific technology has fostered innovations in the care, treatment, and enhancement of females' faces, skins, and shapes to keep youth and beauty. Linking to the existence of the images of Goddesses, mothers, or virgins, these are equated with the outer shell of the authenticity of the femininity equivalent to the inner values that can be assured when maintaining the balance of that outward appearance.

Research objectives

1. To compile and discuss the results of the study and the analysis of relevant information and the processes of creating individual paintings in the context of academic work in the field of visual arts in detail to show the systematic creative processes.
2. To describe the aesthetic value of creating paintings that are publicized in an art exhibition continuously
3. To express knowledge of visual arts based on systematic processes of creation.

Research methodology

The scope of artwork

The author's artworks in the form of paintings with oil on canvas techniques were divided into three phases: first, in 2018, second, in 2019, and third, in 2020. Three phrases have been continuously developed and interconnected based on the themes of inspiration and key concepts. All paintings were publicized in the art exhibitions.

Important resources

Personal information through research and written recordings, photographs in art certificates, documents, articles, books, textbooks on fine arts, and online databases from the Internet through social networks.

Significances of the study

1. To generate analytical datasets from the processes of creating individual paintings that are useful in the academic context of the visual arts
2. To demonstrate the aesthetic value of creating paintings that are publicized in an art exhibition continuously
3. To present knowledge of visual arts based on systematic processes of creation.

The conceptual framework of creation

The conceptual framework in the series of paintings "The Facade" has input from the study and the reviews of social values concerning females' beauty, the influences of Expressionism, and case studies of Expressionist artists. These inspired the art creation of the paintings which are applied as analytical thinking so that it becomes the concepts of artworks. To plan for defining the artistic style to create the series of paintings. It was related to the selection of materials and equipment that are suitable for the techniques and methods of creating the paintings.

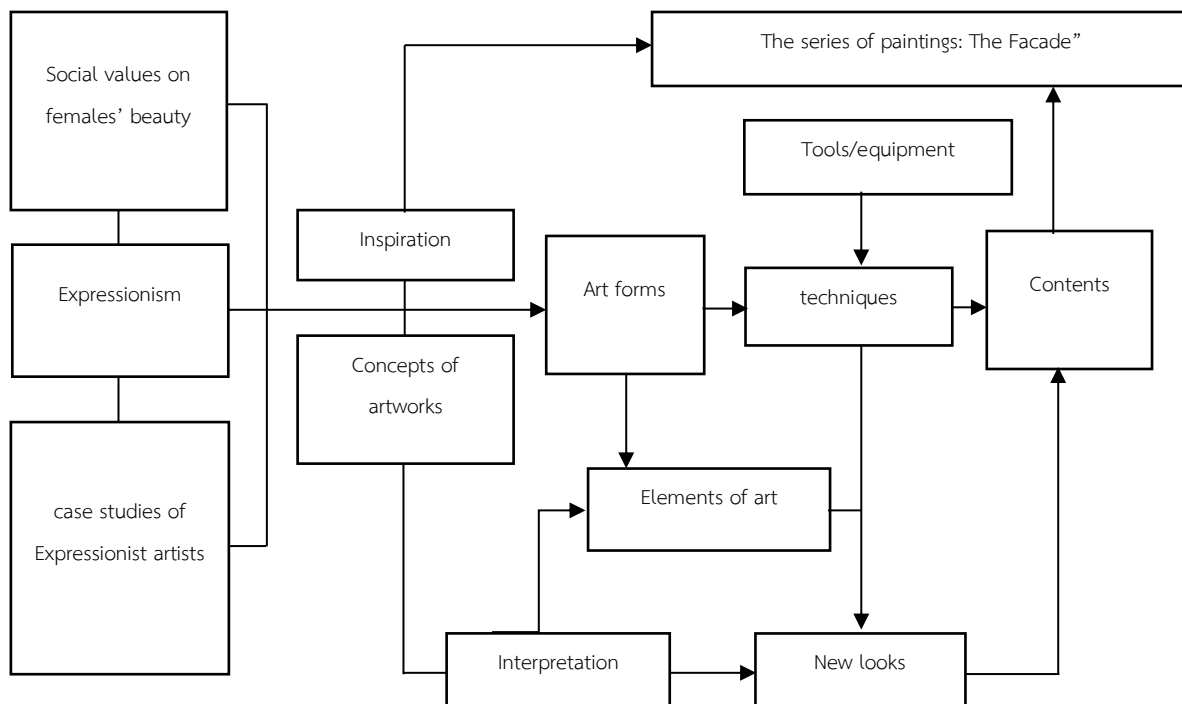


Figure 1. The conceptual framework of the painting series: The Façade
Source: Natsuree Techawiriyataweesin

The related information on the art creation

1. The concept of social values concerning females' beauty: Jeamburanakul (2006) stated that the desire to change body is because of the dissatisfaction with your own body. The change in the social environment, consuming news and information, and social values are important factors leading to physical changes, inner feelings, and daily uses.
2. The influence of Expressionism on art creations: The arts in this group express a sudden manifestation of visual elements clearly. Especially colors can be highly intense and they are not normally natural. The brush strokes are free. Traces of brush strokes are shown as traces of feelings and emotion. The use of paints tends to be bright and clear which shows the textures of brush strokes prominently. (TATE, 2020) Expressionism is a creative process that expresses the power of emotion to a rather intense impression. It focuses mainly on the artist's attitude, not on external objects. Prototypes can be used for creating the shapes; however, the expression is a state of emotional trauma (Sunpongsri, 2016).
3. It can be said that works of art in this group reflect the inner state of the artist with traces of visual elements. (Nimsamer, Anecdotes about life and art, 2015)
4. Case studies of expressionist artists include five artists: (1) Edvard Munch's (2) Egon Schiele's (3) Francis Bacon's (4) Zhang SaeTang's and Wasan Sitthiket's artworks.

Sources of Inspiration

Society's values of expecting female beauty are a bond that forces women to bear the burden of taking care of their health and well-being along with maintaining and enhancing their beauty to promote their ideal external images. These things affect the sensitivity of the females both women in society and me. It seems like hiding the state of truth that face and body have changed naturally by cosmetics and tools and equipment to maintain the beauty of a woman. It stops time that has passed. It is similar to the memory of the females' beauty that has appeared in sculptures and paintings of women throughout history that has been stagnated by artists of each era all in the form of goddesses, mothers, virgins, and ordinary women.

Creative Concepts

The art creation of the painting series: The Façade between 2018 to 2020 under the concepts presenting the reflection on women's external beauty values that drive women to take care of, maintain, and create activities. They enhance their beauty to promote an ideal appearance. However, satisfaction women should get from the social preference through constant stigmatization of values. These seem like the females' bondage of life, so women are bound by external beauty to maintain their image under social values.

Creative processes

1. Research on the content and social issues that are used as creative topics
2. Research on the issues of social values concerning females' beauty, the influences of Expressionism, and case studies of Expressionist artists who have influenced art creation.
3. Analyze and synthesize datasets for inspiration
4. Set creative concepts
5. Prepare materials and equipment to create actual artworks
6. Create sketches correlating with the creative concepts from photographs
7. Create paintings with oil on canvas techniques
8. Collect completed artworks
9. Publicize in the art exhibition

Materials and equipment

The materials and equipment used in the creation of paintings were as follows: (1) Paintbrushes and brushes for oil painting (2) Oil paints (3) Refined Linseed Oil (4) Solvent (5) Turpentine for cleaning brushes (6) Paint cloth (7) Canvas (8) Wooden frame for stretching the canvas (9) Nails (10) Staple guns and staplers and (11) Steel pliers and a device for attaching the canvas to the wooden frame.

Techniques of art creation

In terms of techniques, it describes an overview of the main processes in planning and performing creative works to achieve the goals of paintings. There are four parts: preparing the canvas, outlining, oil painting, and collecting.

Analysis of artworks titled "Facade"

Form analysis of artworks is to describe the result of an analysis of images in particular paintings in what images or symbols appear. The analysis of expressing techniques is to explain the results of the analysis in terms of techniques and methods of creating a painting into a finished work. Composition analysis of artworks is to describe the results of the analysis of composition or placement of artworks that are the contributing factors to the composition of a complete painting. Moreover, interpretative analysis is the explanation of the results of the analysis of communicating the meaning or expressing the content hidden in the symbols appearing in the artworks.

Phase I of the painting series

The first phase of painting has the concept that the first outward appearance most people see is the face. Therefore, women focus on taking care of their skin. Women's values of facial beauty are linked to ideal beauty and social values leading to appearance expectations such as getting dressed properly and new face surgery. All of them are intended to attract the attention of others. Women must follow the

rules like doing make-up for work or too much enhancing their beauty. It is like wearing a mask that will get the cost of pain. These social memories are after-images that are all about the beauty that most women want to be. The painting series in phrase one includes oil-on-canvas paintings entitled “Black mask 1” (60x50 cm), “Beneath the mask” (60x50 cm), and Makeup Me (80x80 cm).



Figure 2. The painting titled “Black Mask 1”, “Beneath the mask”, and “Makeup Me”
Source : Natsuree Techawiriyataweesin

Phase II of the painting series

The second phase of art creation has the concept consistent with those in the phrase I. It is to express the idea that the face is the external image of women people perceive. Therefore, women emphasize on taking care of their skin and face. The values of people in society raise the issue of females’ facial beauty. It links ideal beauty and social values to external expectations. Getting dressed and plastic surgery are intended to attract the attention of others. Women must follow the rules like doing make-up for work or too much enhancing their beauty. It is like wearing a mask that will get the cost of pain. These social memories are after-images that are all about the beauty that most women want to be. Therefore, women choose to nurture, take care of, and enhance their beauty for greater behavioral and mental stability amid an inner feeling of sensitivity, gentleness, and wanting to be loved. The painting series in phrase two includes oil-on-canvas paintings entitled “The season of beauty 1” (90 x 70 cm), “The season of beauty 2” (180 x 150 cm), and “The season of beauty 3” (70 x 90 cm), “The season of beauty 4” (100x80 cm), and “Tomato” (60x50 cm).

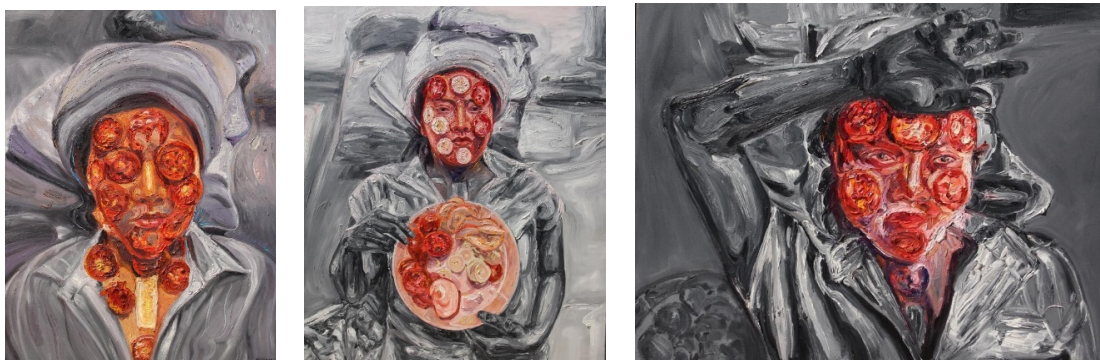


Figure 3. the paintings titled “The season of beauty 1”, “The season of beauty 2”, and “The season of beauty 3”

Source: Natsuree Techawiriyataweesin



Figure 4. “The season of beauty 4” and “Tomato”
Source: Natsuree Techawiriyataweesin

Phase III of the painting series

The third phase of painting creation was created in 2020. The key concept is a woman's outer shell or outward appearance that becomes one of the social essences or the first impression. People recognize the appearance, face and shape, body, materials, and accessories covering the body to have the best look in today's society. Female is a gender that normally emphasizes beauty so they start their daily life by treating themselves first: dressing up, putting on make-up to increase their confidence, and to be remembered with a good first impression. This will cause happiness and increase self-esteem. The origin of beauty starts with taking care of, maintaining, and curing skin and body with various kinds of cosmetics to apply, mask, or conceal unwanted spots on the body. Processes to take care of and maintain sometimes include plastic surgery to achieve the willing beauty that seems like a thin outer shell (outer appearance) at the cost of pain. Emphasis on women's minds and outward beauty must be acted in moderation. Too much of them may lead to the emergence of a state of suffering. Being too obsessed with the outer shell can lead you to forget the virtues inside that is true beauty.

The painting series in phrase three includes “hidden in the chrysalis 1” (60x50 cm), “hidden in the chrysalis 2” (100x120 cm), “before becoming a butterfly 1” (120x100 cm), “before becoming a butterfly 2” (120x100 cm), “The innovation of molting 1” (100x100 cm), “the innovation of molting 2” (100x100 cm), and “in the state of chrysalis 1” (160x200 cm).



Figure 5. “hidden in the chrysalis 1” and “hidden in the chrysalis 2”
Source : Natsuree Techawiriyataweesin



Figure 6. “before becoming a butterfly 1” and “before becoming a butterfly 2”
Source : Natsuree Techawiriyataweesin



Figure 7. “The innovation of molting 1” and “the innovation of molting 2”
Source: Natsuree Techawiriyataweesin



Figure 8. “in the state of chrysalis 1”
Source: Natsuree Techawiriyataweesin

Publication

The painting series “The facade” was selected to exhibit as follows:

1. The 11th International Women Artists Art Exhibition 2019 by 77 female artists from 15 countries who attended the 11th Thailand-Malaysia Women's Art Exhibition in 2019 at Muzium & Galeri Tuanku Fauziah, Universiti Sains, Malaysia on 11th September – 26th October 2019. It was an international publication.

2. The exhibition “Global Women – Women’s Art” by Mae Ying Jiang Hai artist group and international artists at the exhibition room on the 1st floor, at ArtBridgeChiangRai (ABCR), Chiang Rai Province, on 29th June – 28th July 2019. It was an international publication.

3. The exhibition “CONFLUX” by five artists: Somsak Raksuwan, Kamsak Atipiboonsin, Opas Chotiphanthawanon, Natsuri Techaviriyathaweessin, and Thawee Tangmongkolvanich at the exhibition area, on 1st floor, Rajadamnern Contemporary Art Gallery, Bangkok on 3rd - 29th March 2020. It was a national publication.

4. The exhibition of Workshop and art exhibition by faculty members under academic cooperation (MOU) in Rajabhat Universities (20 institutions) by Bansomdetchaopraya Rajabhat University and Suan Sunandha Rajabhat University (Co-host) under the 6th Thai Arts Identity at Bansomdetchaopraya Rajabhat University on 25th - 30th August 2020. It was a national publication.

5. Solo exhibition on the topic “The Facade” at Chamchuri Art Gallery, Bangkok on 23rd December 2020 – 17th January 2021. It was a national publication.

Conclusions and Discussion

The painting set: “The Facade” is an oil-on-canvas visual art creation inspired by researching and observing the values of the expectation of females’ beauty. It is the satisfaction of society to women; on the other hand, it is like a bond for women to bear the burden of health care to maintain and enhance their beauty. It promotes the ideological appearance of women as it is representative of beauty. The goal of caring for and enhancing the beauty of women lies in the face and body that naturally change by the changing time varying ages. The natural time of the body is a factor that makes the decay of the face and body unable to remain the same.

Women must nurture and enhance themselves so that their outward appearance continues to show their ideal beauty at all times. It has appeared in both western and eastern ideas in history. It can be observed from the works of art in each past era showing the meaning of a woman in the form of goddesses, mothers, virgins, and ordinary women which represent the idealism of sex with a beauty. According to the inspiration combined with the datasets that the author has reviewed, the integration of all data sets into creative concepts of the painting series “The Facade”. The duration of researching and creating the paintings was from 2018 to 2020. The author’s objectives were to create and publicize the artworks which present and reflect the issues on the values of external beauty or the external image of women who have to live under the ideal of beauty. It is an internal driving force for women to take care of and enhance their beauty. This is for promoting the external images as a concrete ideal of beauty. It leads to repeat doing daily tasks endlessly.

These things are for remaining oneself in a state of satisfaction under the values of society. Even if it's just an illusionary world wrapped up in innovation, beauty tools, and materials, it also affects a woman's psychological sense of contentment, to be appreciated, or social satisfaction. Although they are external factors related to the body, it affects the inner feelings of women as well. It is undeniable that it always helps to increase confidence and happiness in the female subconsciousness. On the one hand, these are like developments in life where women are bound by external beauty values to promote their image following the values of society. It is a combination of social values influencing the inner emotions of women. The author has used herself as a fundamental to express herself through unique paintings.

In terms of the crucial artistic influence on the expression of the paintings is the artworks of Expressionist artists both Thai and Western artists. This style of painting works expresses the inner emotion of the creators through the traces of bright colors, clear brush strokes, and strong paints which show the vibrating movements of the creators themselves. This expression is directly related to the unconscious or subconscious mind that flows from the heart to the moving hand. Traces on the canvas are like a recording of the emotion and feelings combined with the creators' thoughts.

Expressionist artists' paintings are the main influence on the creation of paintings in this series. The author combines personal experiences, thinking, and emotions with concepts, based on reviewing issues in various studies and expressing them under the structures of the systematic creative plan that did not hinder the creative processes to express inner emotions. However, it is a systematic planning process of creating each step based on a combination of artistic aesthetics and academic purposes that promote the value of this series of works.

For the creative processes, the author studies relevant social issues by documenting, observing, and examining their thoughts and feelings as well as reviewing the ways of expressing visual arts in the style of Expressionism. Then apply by systematically formulating inspiration and ideas for the creation. The inspiration and concepts of the painting series "The Façade" had pre-existed in the foundation of thoughts and feelings that have been continuously created in the past.

For the preparation of the materials, the author focuses on all materials and equipment for oil paintings on canvas. Photographs were used as the main sketches which led to the actual works. The author characterized the artistic composition by defining her face as the highlight and other components of the body such as hands, arms, shoulders, upper parts of the body, fabric objects, pillows, or even facial creams and facial masks as the subordinates. These are the compositional arrangements of the image according to the artistic composition. The unity of the artwork was shown by providing the highlight linking to the meaning of the conceptual expression on the presenting issues.

Open and well-ventilated areas were required for the art creation because creating oil-on-canvas paintings causes the effect of smell which is one of pollution. Therefore, it is very essential to create a clean and airy workspace. In addition, the finished paintings were stored in a specific place so that the odor pollution would not cause any effects, and keep the paintings dry to prevent mold. After that, the paintings were publicized in the art exhibition titled "The Façade (เฟส)" from December 23, 2020, to January 17, 2021, at Chamchuri Art Gallery in Bangkok.

In conclusion, this shows that the painting series "the Façade" is the artwork of visual art in the genre of paintings based on the academic framework. It was based on the creation of visual arts with high aesthetic value. These are knowledge based on art creation that can be applied in teaching and learning on the subject of paintings, artistic elements, and creative visual arts corresponding to the issues of creating contemporary visual arts under academic contexts.

As the result of the integration of inspiration, concepts, creative processes, and completed artworks, the representation of expressing females' daily routines promotes the external image which is the value that arises in both personal satisfaction and happiness. Outward value is to promote one's self-image based on social values either denying that it is a normal disturbance to well-being or developing women's commitment to society. It can be said that women themselves have to be framed and they have always been subject to these missions. Indeed, beauty and women go hand in hand. Therefore, the treatment, care, enhancement, and decoration of that beauty is consequently an important representation, a stereotype, and the essential ideals of feminine beauty through all eras of mankind.

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