

## Guideline for public landmark sculpture creation of Sarasin Bridge Phuket.\*

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### Abstract

Creating public landmark sculpture is an art form that has cultural values and can enhance the attractiveness and prosperity of Sarasin Bridge area in Phuket. Similarly, public sculptures that communicates the area's identity will also connect with the identity of the community, the culture and the activities of people in the modern era in Phuket, one of the major economic provinces of the country. Therefore, the aims of this research are to: 1) study the concept and process of creating public landmark sculpture 2) study the environment and characteristic of the area of interest and 3) present creativity in the form of public sculptures in Sarasin Bridge area. The research question is "What should be the design process in order to create the public sculpture landmark that connects to both the identity of the area and those affiliated with Phuket?"

This research is an application from the concepts of Clive Bell (1913), Monroe C. Beardsley (1958), and John Dewey (1934). The research is as practical as being intellectual where it details the methods of investigation. Data was collected from 200 participants. Half of them were those who affiliated with Phuket including government officials and architects while the other half were from tourists.

The results showed that the majority of the people sampled for investigation agreed that the concept, structure, pattern, colours, and materials according to theories of creative public sculptures, and the striking features of sculptures that combine the culture of the local and provide activities for those in the modern era can adequately communicate the identity of place. The process for the design of sculptures that portrays identity of place, behaves as a public structure and enhances the value of tourism for the locals should result from ideologies proposed by and information from sculpture architects, experts, those directly affected by the sculpture, as well as, those whom are going to be using the sculpture. This is because signs

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and identities can then be translated and special considerations and results from descriptions and comparisons can then be comprised in the design process in order for an effective design process and a satisfactory design before the implementation.

**Keywords:** public sculpture, landmark , Sarasin Bridge, Phuket.

### บทคัดย่อ

การสร้างงานประติมากรรมสาธารณะเป็นศิลปกรรมที่มีคุณค่าทางวัฒนธรรมของมนุษยชาติสามารถแสดงความรู้สึกความน่าสนใจของพื้นที่และความเจริญของพื้นที่นั้น เพื่อเชื่อมโยงอัตลักษณ์ของชุมชน วัฒนธรรมเมือง กิจกรรมของผู้คนในยุคใหม่กับรูปแบบประติมากรรมสาธารณะที่สอดคล้องกับสัญลักษณ์เชิงพื้นที่ บริเวณสะพานสารสินภูเก็ตซึ่งเป็นจังหวัดเศรษฐกิจที่สำคัญของประเทศไทย ดังนั้นงานวิจัยเรื่องนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาแนวคิด และกระบวนการสร้างสรรค์งานประติมากรรมสาธารณะ 2) ศึกษาสภาพแวดล้อม สัญลักษณ์เชิงพื้นที่บริเวณสะพานสารสินภูเก็ต 3) เพื่อนำเสนอผลงานสร้างสรรค์ในรูปแบบของประติมากรรมสาธารณะ สัญลักษณ์พื้นที่บริเวณสะพานสารสินภูเก็ต โดยคำนึงในการวิจัยครั้งนี้คือการสร้างสรรค์ประติมากรรมสาธารณะที่สอดคล้องเข้ามายังกับบริบทของพื้นที่ตลอดจนผู้ที่เกี่ยวข้องในจังหวัดภูเก็ตควรมีแนวทางในการออกแบบอย่างไร

การวิจัยนี้ประยุกต์ใช้แนวคิดทฤษฎีของ Clive Bell (1913) ของ Monroe C. Beardsley. (1958). และของ John Dewey (1934) เป็นรูปแบบของการวิจัยแบบผสมวิธี โดยกลุ่มตัวอย่างการวิจัยทั้งในเชิงคุณภาพและเชิงปริมาณ รวมจำนวน 200 คน ที่เป็นผู้ที่มีส่วนเกี่ยวข้องในจังหวัดภูเก็ต ได้แก่ ผู้บริหารระดับจังหวัด ระดับห้องตัน ประชาชนในพื้นที่เป้าหมาย ประติมากร สถาปนิก ผู้เชี่ยวชาญ จำนวน 100 คน และผู้ประกอบการด้านการท่องเที่ยว รวมทั้งนักท่องเที่ยวในจังหวัดภูเก็ต จำนวน 100 คน

ผลการวิจัยพบว่า กลุ่มตัวอย่างส่วนใหญ่เห็นด้วยกับเนื้อหา ได้แก่ รูปแบบ โครงสร้าง ลวดลาย สี วัสดุ ตามหลักการสร้างสรรค์ประติมากรรมสาธารณะ และสัญญาณที่นำเสนอด้วยความสามารถสื่อสารอัตลักษณ์ที่ได้เด่นของพื้นที่ ด้วยประติมากรรมสร้างสรรค์ที่เข้มโงย หลอมรวม อัตลักษณ์ วัฒนธรรมของชุมชน และกิจกรรมสาธารณะของผู้คนในยุคใหม่ ดังนั้นแนวทางในการออกแบบสร้างสรรค์พื้นที่ควรใช้สัญญาณที่ได้เด่นของพื้นที่นั้น ซึ่งงานต้องง่ายต่อการจำจำ เป็นพื้นที่สาธารณะที่มีการใช้ร่วมกัน สร้างประสบการณ์ใหม่ และสร้างมูลค่าเพิ่มด้านการท่องเที่ยวให้กับชุมชน ควรใช้วิธีการสัมภาษณ์แนวคิดจากประติมากร สถาปนิก ผู้เชี่ยวชาญและผู้มีส่วนได้ส่วนเสียรวมทั้งผู้ใช้ประโยชน์เป็นผู้ให้ข้อมูลสำคัญ เพื่อแปลค่าความหมายจากอัตลักษณ์ไปเป็นสัญญาณ การพิจารณาหลักการและข้อควรคำนึงถึงต่างๆ รวมถึงการวิเคราะห์เปรียบเทียบกระบวนการสร้างสรรค์ด้วยวิธีการแจกแจงในรูปแบบตารางและสรุปผลเชิงพรรณนา เพื่อให้ได้ผลงานออกแบบที่มีแนวคิดสอดคล้องเป็นลักษณะรูปแบบเดียวกัน และเพื่อประสิทธิภาพและประสิทธิผลในการวางแผนก่อนการสร้างสรรค์โครงการพัฒนาพื้นที่จริงตามบริบทของแต่ละพื้นที่

**คำสำคัญ :** การสร้างสรรค์ประติมากรรมสาธารณะ, สัญลักษณ์เชิงพื้นที่, สะพานสารสินภูเก็ต

## Introduction

Sculpture is a legacy of fine arts, which shows cultural values of humanity for many generations. It is a record of the highlight over the period. When sculptures were presented and placed in public space, it provides a significant change in the environment and develops the place more interestingly by creating art form. The linkage of context and space is varies according to the concept of the sculpture, or its surrounding.

Nowday, the creative city as trends in the 21<sup>st</sup> century, because the creative city is to apply art and design to develop city to be the tourist cities such as the Merlion was an invented symbol for Singapore, the Petronas Twin Towers are twin skyscrapers in Kuala Lumpur, Malaysia, or as landmark and Chicago has “Cloud gate”, a distinctive postmodern style to create a 21<sup>st</sup> century cities icons. Phuket is the famous tourist city also need to focus for art and design to develop city to be landmark sculpture. Because art and design can suggest fully show identity and mentality. If you want visitors to come back again — and say nice things about your town to others who might come, too - you need to have some good answers at the ready. Art and design work of this case study can be either identity or symbol of the place and it can be the focus of interest for people passing through [Art and design can be a landmark to impress tourist and visitor.] From the principle of visual arts, you can see the shape first and learn the content from the visible element. [It is shape or art form that attraction the visitor first, then it will challenge the person to find the meaning.] Therefore, art and design as suitable for develop city. It is trends in the 21<sup>st</sup> century.

Phuket is a city of high readiness for development which can affect government policy and readiness for urban development, as the geographic features of the city are characterized by large islands. For instance Patong beach, it has a distinctive Chinese culture and has history of the events of the past in the 1780s (Colin R. Mackay, 2012) In present, there are still historical buildings left to see today, such as the Sino-Portuguese architecture. Wat Phra Nang Srang, Wat Chalong, Sculpture, and Sarasin Bridge.

Phuket is an important driving force in Thailand, especially in tourism. The earliest entry-level income has the strengths that creates a city of creativity, as defined by UNESCO. A city that is a creative city must consist of: 1) It must be a strong cultural city. 2) Has a distinctive character in tourism and 3) Is a key mechanism in the development of creative economy. (Wikipedia,2012) Therefore, Phuket is a city of high readiness for development based on the concept of a city of creative city.

The researcher has chosen to study the location of Sarasin Bridge as a case study, based on a survey of about two hundred local people in Phuket regarding the need to develop a landmark site and finding the Sarasin Bridge is one of eight places where people want to develop a landmark. In addition, information from interviews and discussions with travel business owners in Phuket. They gave us the information about most tourists who visit Phuket will not only visit Phuket, but also to Phang-Nga province too, which most go only by land and will have to pass this place as a stopover. Therefore, Sarasin Bridge is a suitable place to develop as new tourist destination.



Figure 1 : Illustration of the identity and characteristics of Sarasin Bridge Phuket.  
(Researcher, 2017)

Sarasin Bridge is a concrete bridge, which joins Phang Nga and Phuket Island. It is the longest bridge in the Andaman zone, with a length of up to 660 meters, So the distance of this bridge's length will show you a beautiful view of nature. Beautiful sunsets, the atmosphere of the wind blows through. And more importantly, this bridge is a legend of the unforgettable love of men and women in the area, so this bridge is a useful. It is an area of great value for the senses, with legendary and scenic scenery that is conducive to leisure, sightseeing, photography and many recreational activities.

Although Phuket is a city of high readiness for development, but when researchers explore the style of the city's sculptures, they may be said "Identity crisis", Phuket city has no core strategy or effective means to find the goal. Therefore, this research is need to find identity and to find out "What should be the design process in order to create the public sculpture landmark that connects to both the identity of the area and those affiliated with Phuket?".



Figure 2 : Illustration of the Public Sculpture in Phuket.  
(Researcher, 2017)



Figure 3 : Illustration of the traditional Sino-Portuguese style in Phuket.  
(Researcher, 2017)

The body of knowledge obtain of this research will be refined to be a successful formula and as guideline the creation of local art and design as unity and identity. This research is an application from the concepts of Clive Bell, (1913), a formalist theory based on his definition of art as “significant form.” True art, he believes, exhibits combinations of lines and colors which engender intellectual recognition and esthetic experience in persons of taste., Moore (2014) “Organic Unity” Good design will include three components: Form, Content, and Subject. These three components when working together are called Organic Unity. This will be an important tool to use as we venture into the world of art and design, and Dewey, (1939), “Art as Experience”, According Dewey john artist's experience know how of material and method so, he can transform material to art work.

### Objectives

- 1) To study the concept and process of creating public landmark sculpture.
- 2) To study the environment and characteristic of the area of interest.
- 3) To present creativity in the form of public sculptures in Sarasin Bridge area.

### Conceptual framework

The dissertation limited conceptual framework for study and analysis as figure 4

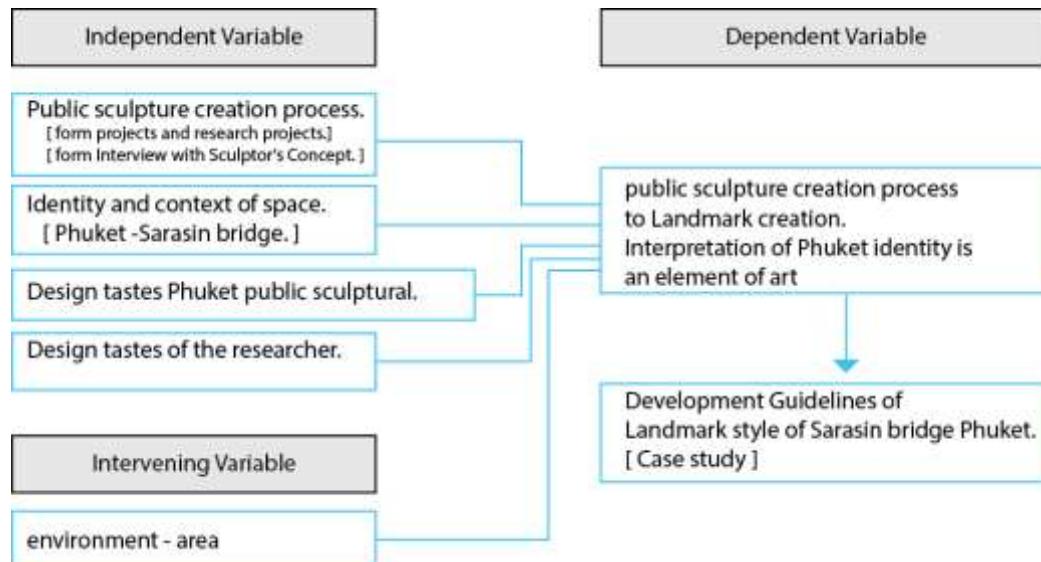


Figure 4 : Illustration of Conceptual framework diagram.

### Methodology of Research

This study is research and design (R&D) consisting of 3 objectives: first is to find creation process and find identity of place, second is to experiment of art form and making art form to reflecting sense of place, and third is to consult artist, architect, to listen to criticism and evaluation.

The research is as practical as being intellectual where it details the methods of investigation. The 200 people sampled for the investigation are affiliated with Phuket. 100 of them are local governing bodies, local people around the area of interest, architectures and experts. The other 100 were tourists. (Figures 5, 6 and 7)



Figure 5 : Illustration of *the expert's evaluation and criticism local governing bodies*.

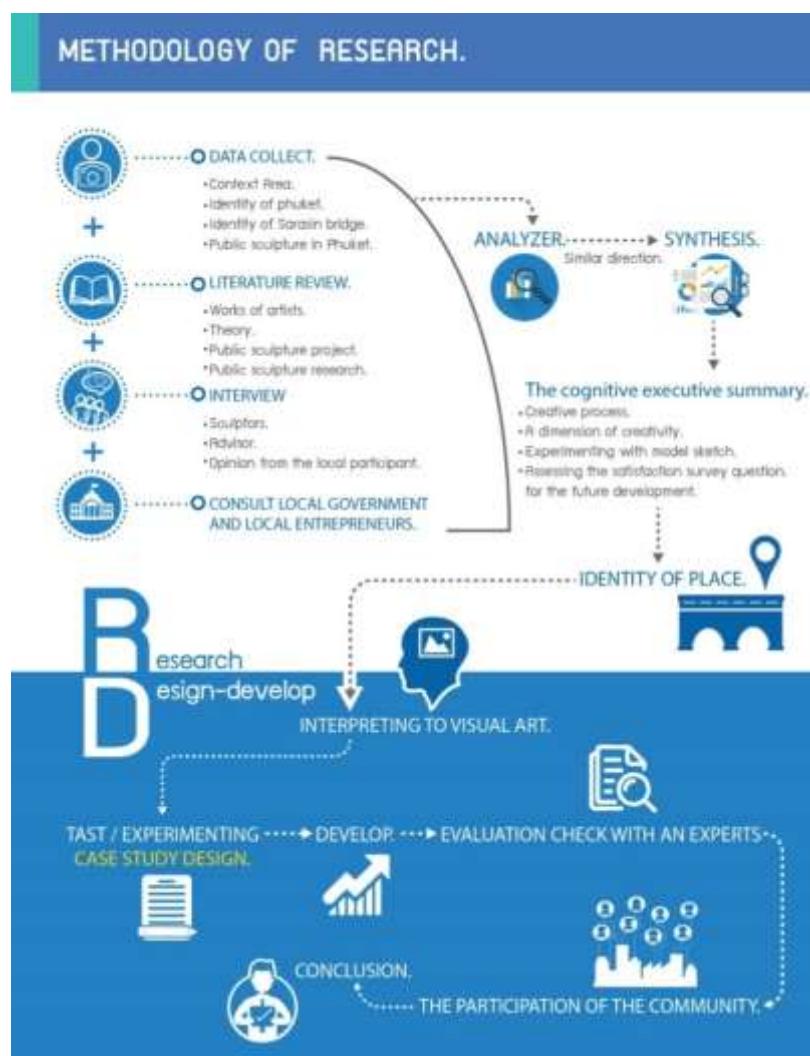


Figure 6: Illustration of Methodology of Research.



Figure 7: Illustration of the process of creating a public sculpture.

## Conclusions

The research results will be presented into two parts.

1. The results showed that the majority of the people sampled for investigation agreed that the concept, structure, pattern, colours, and materials according to theories of creative public sculptures, and the striking features of sculptures that combine the culture of the local and provide activities for those in the modern era can adequately communicate the identity of place. as figure 8 and 9:

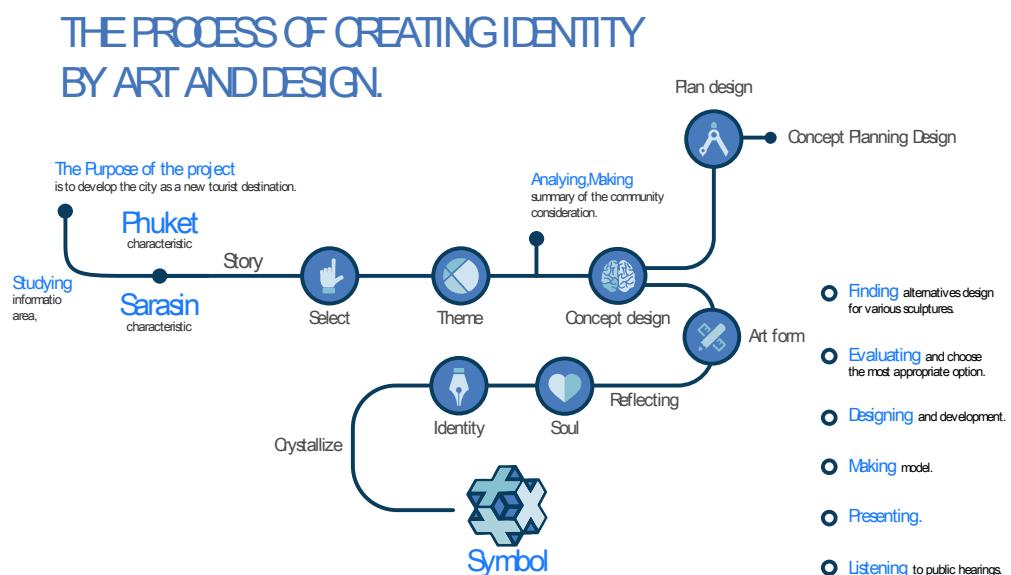


Figure 8: Illustration of the process of creation public landmark sculpture of Sarasin Bridge Phuket.





Figure 9: Illustration of the concept, structure, pattern, colours , and materials of art form design.

2. "What should be the design process in order to create the public sculpture landmark that connects to both the identity of the area and those affiliated with Phuket?" The process for the design of sculptures that portrays identity of place, behaves as a public structure and enhances the value of tourism for the locals should result from ideologies proposed by and information from sculpture architects, experts, those directly affected by the sculpture, as well as, those whom are going to be using the sculpture.

#### FIVE KEY REASONS ABOUT LANDMARK FEATURES.

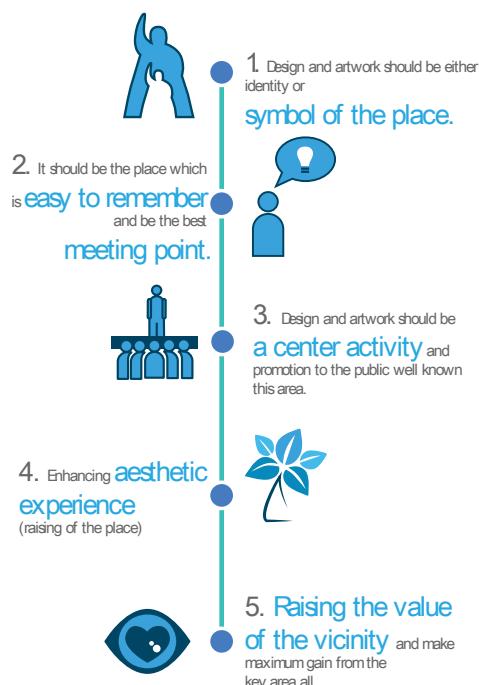


Figure 10: Illustration of five key reasons about landmark features.

## Dimensions for Creative Principles of Public Sculpture Creation.

(Summary of research and interview from Professor Nonthivath Chantanapalin)

### Eight Dimensions for Creative Principles of Public Sculpture Creation.

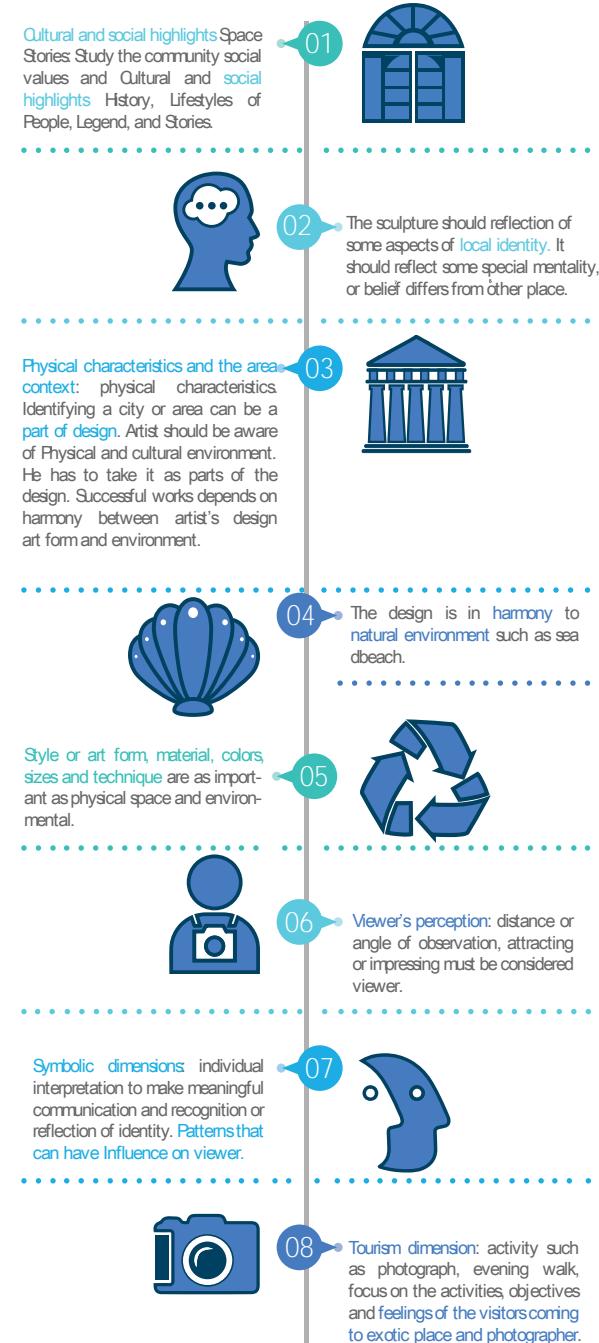


Figure 11: Illustration of Dimensions for Creative Principles of Public Sculpture Creation.

Summary of research and advice from Noppadon Varuchatapan and Sanchai Santives.

## CONCEPT AND GUIDELINES OF PUBLIC AREA PLANNING DESIGN.

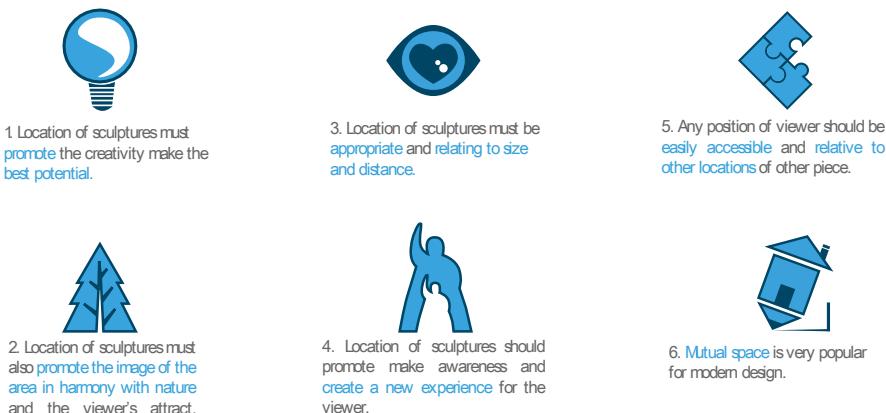


Figure 11: Illustration of concept of public planning design.

Summary of research and interview from tourism business entrepreneur in Phuket and from Mr. Purit Matawong; President of the Tourism Association of Phuket.

## SEVEN DIMENSIONS OF TOURISM RELATED TO PUBLIC SCULPTURE CREATION.

1. Use effective communication to the tourist, make it easy for understanding and make good impression.
2. Make artistic and cultural identity of the city showing the difference between Phuket and other cities.
3. Make a universal taste, acceptable to all cultural recognition and meaning of the universal race of mankind.
4. The concern of multiple benefits : aesthetics, visitor's delight, pleasure and spirit.
5. The place is a photograph highlight a good place to be remembered and having group activities.
6. This is the design to make a meeting place for activities other city can adopt and modify.
7. The peak success of design is to make the place a landmark.

Figure 11: Illustration of dimension of tourism related to public sculpture creation.

## Discussions

The researcher select three art theory as theoretical bases; 1 John Dewey, Experience theory, 2 Clive Bell, Formalist Theory and 3 Monroe C. Beardsley, Organic Theory.

1. John Dewey about these; knowledge and material technician must know. How to them form raw material into artwork.

2. Clive Bell; art as form; It mean artist can understand from. The most profound form is made of many simple form integrated together, making and artwork.

3. Monroe C. Beardsley; Unity is the key idea. A painting is make of many color. Small unity make a laster unity. So in this thesis the research design piece of sculpture or design each of them is place in it specific site.

## Recommendation from this study

1. Choosing areas for development can be viewed in two ways:

1) Develop areas or well-known area. It is considered as value cost and easy for developing process. In addition it is easy to be tourist attractions.

2) Choose undeveloped areas, the advantage is that sculptors can design freely and set new themes with unstick development plan.

The plan also could be frame for the complete future development plan in that area.

2. In the future, other areas of Phuket should be developed also other provinces in Thailand or abroad by using the same style concept as this project.

The researcher has done her best to find a formula that any city all town in Thailand or other country in the world can take the body of knowledge and apply it to make public art and design project.

The standard of test Yes or No and object is beautiful or ugly depend on many criticism it they changed all the town the key concept the researcher has find from this Ph.D. thesis.

The finding the place identity, check the native people acceptance test the sketch model and listen to evaluation and criticism should the still be the core of this thesis body of knowledge.

Anyhow in the future every particular artist, designer, architect, who will do his or her art design, another project for place in any corner of the world Asia, Africa, America, Australia or Europe need to modifild the detail for the special natureal and culture enviroment of the place this kind of modification is an open concept the detail cannot be specifically design.

Anyhow in the researcher has done her best to lay the foundation for making public art and design.

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