

Abstract

Value Identity of Street Art toward Creative Economy
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The purpose of this research is to study the identity of a street art in order to add value to the creative economic. For the first year, we study the relationship context, the form factor that builds the identity of street art in Thailand by using the popular culture theory, subculture, identity, Public Sphere, creativity and action to explain the phenomenon appearance. These are new concepts in culture study. We use the qualitative research to study by using the method of observation and in-depth interview with twenty two street artists and three storekeepers.

We find that the street art is the subculture that appears to be a fight. It is improved by the capitalism structure to be a part of the industry culture afterwards. There is the popular pea in the late graffiti and becomes less popular until it turns back to be subculture and also against with the capitalism that change the society to consumerism. These groups of street arts will use public areas in order to show their identities because it is the easiest way to communicate with people. Social network also helps spreading news. Their experiences have also shown the variety of their identities, but not so Thai since these are Western culture. There are nine categories of street art : Tag, Throw-Ups, Font, Character, Sticker Bomb, Poster, Production, Painting and Pieces. There are different ways to present the art. It depends on the environment, culture, belief, and attitude. We separate into three levels which are strong communication, comedy communication and greetings. The survey has shown that to combine the street art to the creative economy has been around for a while. For example, hip hop culture has started from people who like to dance just for fun, fulfill their happiness and their ideology, but the government has not been so supportive. We can divide the value creations into three guidelines which are 1. Products, merchandises

and creative products 2. Creativity and marketing. 3. Creating value in a person. These three guidelines are ways to add value to products and services by using costs of creativities and culture in order to add value into the investment to improve the value to the economy of the country in the future.

Keywords : Street Art, Identity, Creativity, Creative Economy