

Movie for Community Identity

Motivation movie about protecting local heritage without compromising increase in economic benefits

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Abstract: Chiang Khan, Loei province, in Thailand is a domestic community where this field research gave idea to an experimental movie. The research is aimed to showcase the local life to the world. That is going to against stereotype of marketing tourist destinations in the mainstream media*. The studying movie aimed to communicate sense of ownership in the community to maintain their identity and keep it alive in international context -*Explored creative significance of cultural heritage through movie production views, narrative and stories of Chiang khan community and also landscape, -To capture Chiang Khan's images from marketing viewpoint through movie tool, -Exposed design students to hand on experience and research methodology in Movie design.* Research demonstrates 1) Ownership in community is related with local experience that media can present to local audience. 2) In observation, community does not separate cultural heritage apart from daily life. And not limited to only the past when it lives on movie, they see it in their daily life. 3) Field research experience and movie process proficiency initiates relevance design solution. Field research movies reflected communities' identity is lively heritage creator in local. Way of Community life is tangible solution. Warmth characteristic Chiang Khan responded inquiry, community direction will go on in the tourism industry.

Key words: *Cultural heritage, local representatives' motivation, mainstream media, domestic community, Community observation.* (*Michael Snyder, December 24, 2012)

1. Introduction

Research findings demonstrated life of the locals and their community. Local representatives are motivated to protect local heritage of Chiang Khan without negating the economic benefits from tourism industry.

Consequently, the focus of this documentary is Chiang Khan hospitality with its great sense of warmth and friendship within the city's beautiful landscape. (Nicholas Bourriaud, Tate Modern, 2009) The core structure of Movie scenario still includes the problematic background, the worth of their identity and the proposal vision of the solution.

2. Media technology is lively tool for reflecting community

"The artists respond to this new globalized perception. They traverse a cultural landscape saturated with signs and create new pathways between multiple formats of expression and communication." (Nicholas Bourriaud, Tate

Modern, 2009) In the past, painting was once a social reflection. In this age of technology, changes are made to old-fashioned art of painting. Camera and smartphone become new tools to express independence views of new artists or designers. Communication of art has come in complete interaction today. Propose of this research approach is to produce a movie that generates social participation to create art. The act of movie production thus becomes a conceptual phenomenon observation for visible. The movie communication is central to the effective learning community (Cassidy, 2008). The occurrence in community possibly was reviewed by local audience as their shadow in auxiliary mirrors.



Figure.1-2 Painting art reflected community life in Temple's ceremony. Ban Tat, Udon Thani province, Thailand.

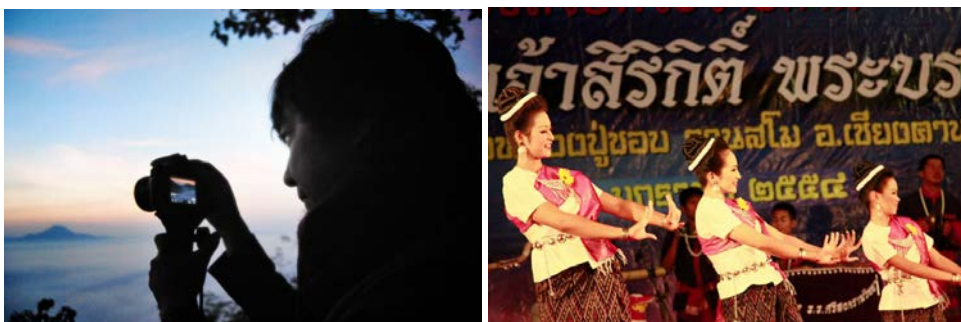


Figure.3-4 Landscape and Temple's ceremony were observed by camera, Chiang Khan, Loei province, Thailand.

2.1 Memory of locality through movie (observation)

In common way of life, community can't expect their living can become special. However the progression will create identity when community can sustain by themselves. Many things can emerge, also others may extinct. The long involvement of people in the existent living can be presented in short time of movie. Audience can recall their experience well. Ownership in community is related with local experience that media recall to local audience. "City has 'memory' and it is this memory that makes each city a place for people" (A. Non, 2006)



Figure.3-4 Landscape and Temple's ceremony were observed by camera, Chiang Khan, Loei province, Thailand.

2.2 Data for editing and shooting plan

At the beginning of field research, architectural students who have passed restoration class began using camera to take pictures and record video clips of all dimensions of local life. Each day, the students returned to their residence in the studying area with notes and visuals taken during the day. They would discuss various topics about the community based on interviews and conversations they've had with the locals

Even Chiang Khan's economy has grown up because of tourism industry. But rapid change made the following question that is the right way of community? Research had been planned for the purpose of real life observation. By objective to make documentary recorded people information in daily life. Students survey as ecotourists. Tradition was occurred exclusively in local lifestyle. The reflection has demonstrated that community not separate cultural heritage apart from daily life. And not limited only the past when it lives on movie.

Even though Chian Khan's economy has grown because of tourism industry, rapid changes to the way of life raise questions whether this is right for the community. Research had been planned with the objective to document real life through observation. Students gather information as eco-tourists. Traditions and events are occurred in local lifestyle. The reflection has demonstrated that community does not separate cultural heritage from daily life and period of esteemed philosophy in community is not limited only to the past. Finally movie find the "Chiang Khan 's Code of conduct" is the heart of their combining community.

The way of life of the people is simple of Thai code of conduct; they've conducted daily life and annual activity in community. Example, festival of New year in January, Boon Patri rice in March (Spring rice Havest), Songkarn in April (Thai New year in Summer), Candle Punsar in August (Buddhism raining season) and Loi Katong in November etc. The younger people respect the senior citizen. The traditional greeting is Wai (Thai greeting). This affinity has shown in the region's cuisine, dress, temple architecture, festivals and arts. Some part is inhabitants speak dialect with Thai-Loei (the province of Chiang Khan) dialect. Isan (North eastern of Thailand) food is distinct from Thai and Lao cuisines,.



Figure.5-6 Architectural students observed community through recording movie. Design students also study how to maintain the existing community way of living through sound and picture of movie design.

2.3 Movie critique was incorporated into design solution

Afterwards, all designers analyzed their video footages taking into account the information and stories gathered from the community. They would begin by providing design work on problematic space in the area. All design has been created after facilitator and professional movie maker commented on their footages. The students would develop the visions of the footages that they later edited to create a movie. The concept in their movie design would be within the idea of living in a better community without damaging the traditional way of living. These concepts improved and taken on more shapes during their stay with the community. The students realized more needs of the locals and responded with both design solution and more explicit ideas in their movies.



Figure.7-8 design students presented their visualize idea using pictures and many kinds of media such as sketches, edited movie, posters and slides.

2.4 Local audience and professional movie design criticize

Once design students had produced design initiations and movies, they exhibited the work to the community. This attracted interest from the locals. Professional movie makers have been inviting to discuss the students' works. This process concluded design utilization from the research. The research study would achieve values from design solutions and movie showcasing the community identity.



Figure.9-10 Local audiences and movie makers paid attention to the design initiatives and movie scenario of community identity.

3. Keep heritage alive in daily lifestyle

Experiences in field research which design student discover relevance for the initiative ideas. And movie design processes facilitated all design solutions. Field research movies reflected communities' identity which is lively heritage creator in local. Way of Community life is tangible solution of problematic. Warmth characteristic Chiang Khan responded inquiry, community direction how can go on in the tourism industry.

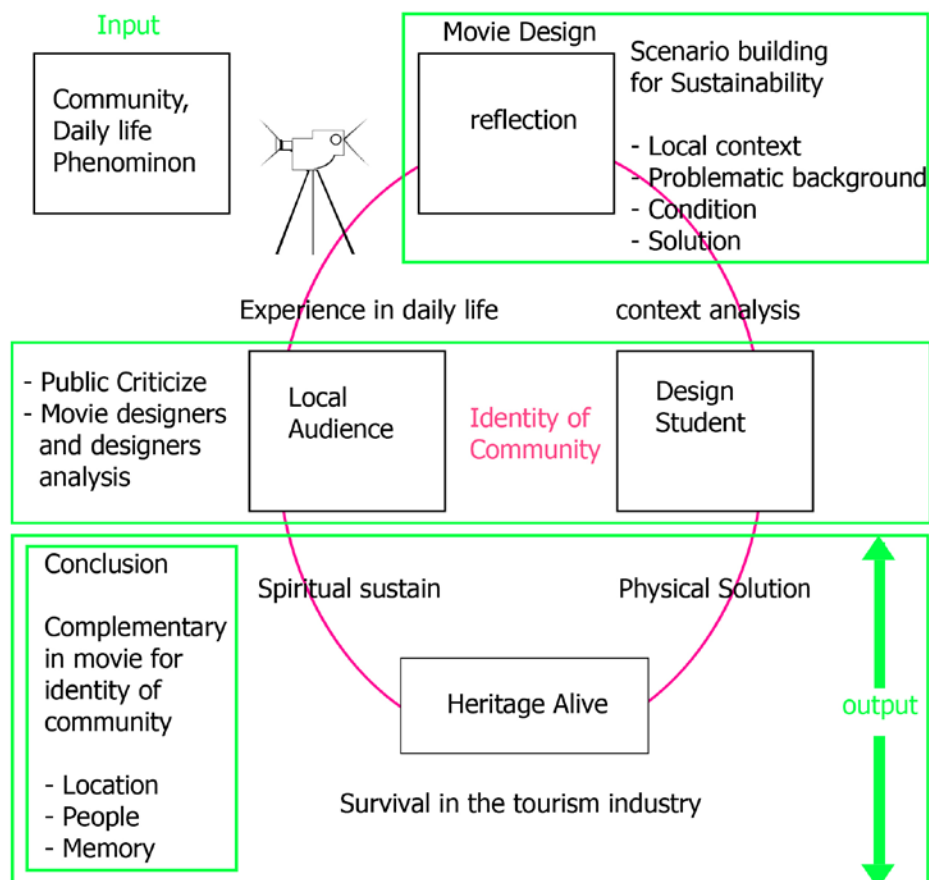


Figure.11 the processions in movie design for identity of community assist design solution. Both of products reinforce the restoration consciousness to community.

4. Conclusions

Story of a community can be compared to an autobiography. But the difference is that community story is not just about one person's life but one about every people who live in that area. Therefore, timeline of community story is longer than one generation. The events in the story are also more than just one view. The shared vision in the movie reflected experience from locals as a whole. When design students finished interviewing locals and movie reviewers, they registered the locals' experience of the community. The locals realized that the movie reflected their memories and events in their lives through places and sequences in the movie. It also created concerns that traditional way of life of their community is fading away while others is coming to their recent living. The field research and movie design study can tell the complementary, which is included in the Movie for the identity of community.

4.1 Location

Identity of Chiang Khan is small streets lining with wooden houses and various shop houses. This place gave birth to generations after generations and experienced many important events with its people. Traditions live on within the local lives, architecture and landmark. This created strong bond between the city and its people. Ownership of the community is shown through the movie that local audiences can recall.



Figure.12-14 the wooden houses on the small streets that have passed through time for many generations.

4.2 People

Architects and landscape maybe the tangible stuffs for history. But in the lively community, people should be the importance information to understand history of that area. The age of man always is shorter than the age of place or any structures, but we can study culture, traditions and heritages over living from generation to generation.

Local audience can identify well in daily activity of people in the movie that they are familiar with from real experience.



Figure.15-16 Many generations have activities in different times and place of community.

4.3 Memory

Some events are about the time which became past. Others are everywhere of their living location. *From the daily life to the important events in the community, the places and people tell many stories as pen and note for the story of community. Through interviewing different generation of people, design students can collect valuable information. The history, culture or heritages have stayed in the same atmosphere where the field research was conducted. The Research also demonstrates the conclusions that memory of people is mainly element for communication the identity of their community. In observation, community not separate cultural heritage apart from daily life. And not limited only the past when it lives on movie*



Figure.17-18 Memories effectively communicates private activities or special place and events of community.

5. References and Citations

Use a numbered list of references at the end of the article, ordered alphabetically by first author, and referenced by numbers in brackets [2,4,5,7]. For papers from conference proceedings, include the title of the paper and an abbreviated name of the conference. Do not include the location of the conference or the exact date; do include the page numbers if available. See the examples of citations at the end of this document. Within this template file, use

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