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Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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5 – 7 April, 2017*

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
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- Social Sciences
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TABLE OF CONTENTS

ORGANIZE

INTRODUCTION

INTERNATION ADVISORY COMMITTEE

INTERNATIONAL COMMITTEE

SPEAKER

CROSS-SECTIONAL STUDY TO IDENTIFY THE PREVALENCE OF ABUSE AND ITS TYPES, ITS CAUSES AND ITS RESOURCES FOR A SAMPLE OF CHILDREN AND ADOLESCENTS	1
<i>Raghad Ibrahim, Mohammed Baqir</i>	
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON EGYPTIANS' PURCHASE INTENTION "THE CASE OF TELECOMMUNICATION SECTOR IN ALEXANDRIA"	22
<i>Dina ElSalmy, Ahmed ElSamadicy, Mohamed Mostafa</i>	
DEVELOPMENT OF ANALYTICAL READING BASED ON THE TRANSACTIONAL STRATEGIES INSTRUCTION	33
<i>Tasanee Sathapong</i>	
BLENDED LEARNING MODEL AND ACHIEVEMENT IN A FOUNDATION OF MARKETING COURSE	39
<i>Narumon Chomchom</i>	
TOURISM LIFE CYCLE ANALYSIS AND SUSTAINABLE TOURISM MANAGEMENT FOR URBAN CULTURAL TOURIST ATTRACTION: A CASE STUDY OF KOH KRED, THAILAND	46
<i>Siripen Yiamjanya</i>	
OPPORTUNITY TO INCLUDE A SECONDARY DESTINATION FOR TOURIST EXPERIENCES WITH HERITAGE POTENTIALS THE CASE STUDY OF KHIRIWONG COMMUNITY, LANSKA DISTRICT, NAKHON SI THAMMARAT, THAILAND	56
<i>Nuntana Ladplee</i>	
GENERATION 'Y' (MILLIANIAL TOURIST) PERCEPTIONS AND VISITATION PATTERNS TOWARDS MUSEUMS	64
<i>Tran Trung Kien and Dr. Vipin Nadda</i>	
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE REPUTATION CAPITAL	89
<i>Kritchana Santawee</i>	
MARKETING MIX OF OTOP: FROM THAI LOCAL WISDOM TO GLOBAL THROUGH THAI AIRWAYS INTERNATIONAL	99
<i>Krongthong Khairiree</i>	
THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY	104
<i>Darma R. Khairiree</i>	
FACTORS RELATED TO SPORTS OR EXERCISE BEHAVIORS OF THAI PEOPLE	110
<i>Dr.Rattana Panriansaen, Dr.Kingkanok Saowapawong and Kantapong Prabsangoba</i>	
9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11	116
<i>Rehab Farouk and Mona Anwar</i>	
THE CONTRIBUTIONS OF WOMEN ENTREPRENEURS IN SOCIOECONOMIC DEVELOPMENT (A STUDY OF SELECTED LOCAL GOVERNMENTS IN ANAMBRA STATE NIGERIA)	143
<i>Muogbo Uju .S. PhD</i>	
FACTORS AFFECTING TOURISTS DECISION MAKING IN CHOOSING HOMESTAY IN AMPHAWA DISTRICT, SAMUTSONGKRAM, THAILAND	154
<i>Kanamon Suwantada</i>	
INTENTION TO VISIT GREEN HOTELS OF THAI TOURISTS IN BANGKOK, THAILAND	159
<i>Kanyapilai Kunchornsirimongkon</i>	
NEW DIMENSIONS TO ADMINSTRATE HUMAN DEVELOPMENT TO CONSERVE BUDDHISM OF MAHAYANA CHINESE SECT: THE STUDY OF MUNGKORNKAMALAWAS CHINESE TEMPLE, BANGKOK	167
<i>Saowapa Phaithayawat, Suwaree Yodchim, Yaninie Phaithayawat</i>	
DEVELOPMENT OF STUDENT TEACHERS' REFLECTIVE THINKING ABILITIES	172
<i>Sucheera Mahimuang</i>	

SAFETY BEHAVIOR OF OPERATION STAFFS IN WATER PRODUCTION AND SUPPLY DEPARTMENT BANGKHEN WATER PLANT, BANGKOK, THAILAND <i>Pongsak Jaroengarmsamer, Wanwimon Mekwimon Kingkaew</i>	177
PROSPECTIVE STUDY OF RABIES ELIMINATION MODEL AND STRATEGY, FORMULATED BY THE PEOPLE IN 2-EPIDEMIC COMMUNITIES <i>Thavatchai Kamoltham, Wattanasak Sornrung, Chalatchawan Nanui</i>	184
JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY IN THE NIGERIAN PUBLIC SECTOR (A STUDY OF ANAMBRA STATE UNIVERSITY) <i>Ezeamama Ifeyinwa G.</i>	191
AN OUTLOOK OF STOCK MARKET PERFORMANCE AND ITS CONTRIBUTION TO ECONOMIC GROWTH: BRICS AND MINT <i>Behiye Korpe</i>	202
DEMONETIZATION IN INDIA: AN OVERVIEW <i>Abhinav Singh Chandel</i>	203
EFFECT OF AROMA OIL MASSAGE AND HERBAL COMPRESSION WITH ANALGESIC DRUGS ON PAIN IN PERSONS WITH LOW BACK PAIN <i>Ladaval Ounprasertpong Nicharojana, Chanvate satthaputh MD</i>	205
THE APPLICATION OF PALMISTRY KNOWLEDGE IN THE DIAGNOSIS OF DISEASES FOLLOWING THE PRINCIPLES OF TRADITIONAL THAI MEDICINE <i>Phatphong Kamoldilok, Orawan Sinpaiboonlert, Mukda Tosang</i>	212
PIET MONDRIAN'S PAINTING INSPIRED YVES SAINT LAURENT, THE WORLD CLASS FASHION DESIGNER <i>Jaruphan Supprung</i>	217
SOCIAL SUPPORT OF POSTPARTUM MOTHERS BASED ON FOLK MEDICINE IN NAKORN PATOM PROVINCE, THAILAND <i>Supparas Oatsawaphonthanaphat, Wichai Srikam, Vichai Chokevivat</i>	223
DEA MODEL MEASURING AIRPORT PERFORMANCE IN THAILAND <i>Piyaon Sriwan</i>	231
COMMUNICATION BILINGUAL APPROACH IN A THAI SCHOOL ON VOCABULARY AT HOME AND AT SCHOOL <i>Suwaree Yordchim, Goragot Butnian, Palaunnaphat Siriwongs</i>	237
DIABETES CARE AND PATIENTS' PERSPECTIVES ON DIABETES MELLITUS IN RURAL THAILAND: A QUALITATIVE STUDY <i>Kantapong Prabsangob</i>	243
AN ANALYTICAL STUDY OF SOCIAL PROBLEMS OF WOMEN RELATED TO SPORTS <i>Shagufta Jahangir, Dr. Asma Manzoor, Dr. Nusreen Aslam Shah, Raisa Jahangir</i>	249
THE INVESTIGATION OF CLINICAL EXPERIENCE ON LEARNING BEHAVIORS AND STRESS FOR NURSING STUDENTS <i>Yen-ju Hou</i>	250
LONDON INTERBANK OFFER RATE VOLATILITY: THE US DOLLAR, THE BRITISH POUND, THE JAPANESE YEN AND THE EURO: HOW IT AFFECTS MULTINATIONAL COMPANIES (1986-2016) <i>Alhassan Ndekugri</i>	262
CORRUPTION, POLITICAL ACCOUNTABILITY AND THE CHALLENGES OF GOVERNANCE IN NIGERIA <i>Imoukhuede Benedict Kayode</i>	280
THE PARTICIPATION IN THE DEVELOPMENT OF PACKAGING AND LOGOS TO THE NEEDS OF THE CONSUMER PRODUCTS KHANEONGHIN COMMUNITY PERSONNEL BANGKOK <i>Jitima Suathong, Supassawee Morakul, Worraruethai Harnchotipan</i>	290
LIFE QUALITY PROMOTION FOR THE ELDERLY <i>Ponpun Vorasiha, Anchalee Jantapo</i>	295
FABRIC PRINTING DESIGN, AN INSPIRED FROM THAI TRADITIONAL TIN TOYS <i>Suwit Sadsunk</i>	301
THE ART OF DESIGNING, FABRIC PATTERN BY MOLD WITH NATURAL DYES <i>Chanoknart Mayusoh</i>	311
HEALTH PROBLEMS AND NEEDS FOR HEALTH SERVICE OF THE ELDERLY: A CASE STUDY OF ELDERLY IN TAMBON WANGTAKOO, NAKORN PATHOM PROVINCE, THAILAND <i>Prapaiwan Danpradit, Boonsri Kittichotipanich</i>	319

OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DIABETIS MELLITUS AT PREMRUTHAI PRAVATE COMMUNITY BANGKOK	325
<i>Tipapan Sungkapong, Boonsri Kittichottipanich, Namthip Martkoksoong</i>	
TOURISM IMPACT ON DESTINATION ECONOMY: EVALUATING THE RELATIONSHIP BETWEEN TOURISM RECEIPTS AND ECONOMIC GROWTH IN THE UK	331
<i>Abimbola Alexandra Dada, Adenike Adebola Adesanmi, Dr. Vipin Nadda</i>	
MEDIA LITERACY: ADVANTAGES AND APPLICATIONS A CASE STUDY OF SRINAKHARINWIROT UNIVERSITY	343
<i>Sasithon Yuwakosol</i>	
ASSESSMENT OF THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND PERFORMANCE OF HOTELS IN KENYA	354
<i>Owiti, Phelix Onyango, Erick Fwaya</i>	
PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE	355
<i>Beatrice Okore Ogbonnaya</i>	
THE CONSEQUENCES OF POOR CURRICULUM IMPLEMENTATION IN NIGERIA	356
<i>Okorafor philomena nmennaya (ph.d)</i>	
THE EFFECTS OF WORL CHARACTERISTICS AND SELF-ESTEEM ON WORK BURNOUT FOR ENTRY—LEVEL EMPLOYEES IN HOTELS	357
<i>Hany Hosny Sayed Abdelhamied</i>	
EMPOWERMENT PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY AMONGPREGNANT WOMEN FOR PREVENTING GESTATIONAL DIABETES MELLITUS	358
<i>Napissara Dhiranathara, Petcharat Techathawewon</i>	
THE STUDY OF SEXUAL HEALTH BEHAVIORS IN ADOLESCENT	364
<i>Boonsri Kittichottipanich, Udornporn Yingpaiboonsuk, Saree Dangtongdee, Ancha Dangtongdee</i>	
EDUCATION PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY IN PREGNANCY WOMEN FOR DIABETES MELLITUS PREVENTION	369
<i>Petcharat Techathawewon, Warunsiri Praneetham</i>	
THE EFFECTSOFT HAI MIND-BODY EXERCISE“RUSIE DUTTON” ON BODY WEIGHT AND BLOOD LIPID LEVEL INMENOPAUSAL WOMEN	374
<i>Kanit Ngowsiri, Assoc. prof. Suchitra Sukonthasab, Assoc. prof. Prasong Tunmahasamut</i>	
EDUCATION PROGRAM OUTCOMES IN PREGNANCY PREVENTION OF SEX-RISK FEMALE ADOLESCENTS:	380
A CASE STUDY OF STUDENTS IN S AMUT-SONGKRAM PROVINCE, THAILAND	
<i>Premwadee Karuehadej</i>	
STUDY OF SEX HEALTH KNOWLEDGE AND DEMAND OF SEX HEALTH CARE IN UNDERGRADUATE STUDENTS	386
<i>UdornpornYingpaiboonsuk, KanyaNapanglk, Boonsri Kittichottipanich, AnchaDangthongdee</i>	
ENVIRONMENTAL MANAGEMENT BEST-PRACTICE AND STRATEGIES WITHIN THE INSTITUTIONAL CONTEXT: THE CASE OF (UAE)	394
<i>Dr.Ahmed Zain Elabdin Ahmed</i>	
Activity-Based Costing of Library Services in Universities – A Case Study of a Private University	409
<i>Dr.Hala Elias</i>	
Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent	411
<i>Dr.Devjani Chatterjee</i>	
PROMOTION OF EXERCISE FOR THE ELDERLY	424
<i>Anchalee Jantapo, Ponpun Vorasiha</i>	
PATTERN DESIGN FROM THE CONCEPT OF THE CARP FISH WEAVE	430
<i>Siracha Samleethong</i>	
THE HISTORY OF THAI WOMEN LINGERIE	437
<i>Junjira Monnin</i>	
SATISFACTION OF URINATION PROMOTION IN BENIGN PROSTATIC HYPERPLASIA	446
<i>Kanya Napapongsa, Warunsiri Praneetham, Nopbhornphetchara Maungtoug, Kanit Ngowsiri</i>	
EXPLORING HEALTH STATUS AMONG OLDER ADULTS IN THE URBAN COMMUNITY OF BANGKOK, THAILAND	452
<i>Chotisiri, L, Charoonpongsak, A</i>	
Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class	458
<i>Denise Luethge, Carole Cangioni</i>	

TOURISM REVENUES REGRESSION FOR TOURISM PROMOTION INVESTMENT DECISION– MADEIRA CASE STUDY <i>Élvio José Sousa Camacho</i>	460
Alauddin Malay King Mosque- searching for architectural symbols and identity <i>Roslan Bin Talib</i>	461
THE TEACHING OF ENGLISH LANGUAGE AS A MEANS TO AN END FOR BUSINESS TOURISM <i>Nande C.K. Neeta</i>	462
Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth <i>Anastasia Kitiashvili</i>	468
The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives <i>Hasan Al Naboodah</i>	469
Antecedents of Customer Satisfaction Levels in UAE Museum Shops <i>Akin Fadahunsi and Salwa Osama</i>	470
COMPARISON OF SKIN APPEARANCE WITH APPROPRIATE TIME IN SELF REFLEXOLOGY AREA WITH THAI TRADITIONAL MEDICINE IN GERIATRICS <i>Natsinee Sansuk</i>	471
PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS’ MICROTEACHING <i>Wipada Prasansaph</i>	476
ESL STUDENTS’ EXPERIENCE OF PROJECT-BASED LEARNING <i>Abigail Melad Essien</i>	483
THE EFFICACY OF EXPLICIT INSTRUCTION ON IMPLICIT AND EXPLICIT KNOWLEDGE OF ENGLISH ARTICLES <i>Faten A. Alarjani</i>	489
TOPSIS METHOD TO SELECT LOCATION OF GRASS FLOWER IN WAREHOUSE <i>Martusorn Khangkhan</i>	509
ONLINE MARKETING IMPLEMENTED ON HIGHER EDUCATION IN THAILAND: A CASE OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Nalin Simasathiansophon</i>	515
GUIDELINES FOR BUDDHIST ORGANISATION DEVELOPMENT IN THE PRESENT THAI SOCIETY <i>Cholvit Jearajit Ph.D</i>	523

PIET MONDRIAN'S PAINTING INSPIRED YVES SAINT LAURENT, THE WORLD CLASS FASHION DESIGNER

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ABSTRACT

The aim of the research was to study "Piet Mondrian's Painting Inspired Yves Saint Laurent, the World Class Fashion Designer." This documentary research employed qualitative research methodology. The findings of this research disclosed that "Colour Blocking" of Mondrian's Painting, the Dutch Artist, combined with white colour on background, black colour for vertical line and horizontal line and primary colour for creating the aesthetics. These paintings inspired Yves Saint Laurent for his masterpiece collection on catwalk in the themes "Mondrian Dresses" in 1960. His collection featured shift dresses in blocks of primary colour with black bordering. Later in 1965 for "The Fall Collection" Yves Saint Laurent adapted the new print pattern by using "Neo-Plasticism" into the structure of his dresses. The appearance remained flat by the cut and placement of colours, mirroring the concept of the artwork. This adaptation indicated how the intelligence of the designer and the vision of the artist were able to seamlessly worked as one.

Keywords: Painting, Piet Mondrian, Inspire, Yves Saint Laurent

INTRODUCTION

Fashion design is the way in which something on the current style or mode of dress and accessories by creative thinking of the designer. Fashion is also the prevailing custom in dress carried on by tradition and enforced by social. The innovation in the fabrics and cut may be free on time or applied from the past. The role of fashion design is very important for human being from the ancient age until nowadays. The designer interpreted the desires of customers and then be made to suit individual needs. At that time, there was no promotion the dress for general. Until 1770, there was a new media so-called "fashion plates" to represent the beautiful dress for the rich women. Cleverly cut out soon led to dressmaking by hands because there was no sewing machine. In 1840, there was the innovation of sewing machine, The outcome of garment went on very quickly and took the cheap price. The fashion magazine had become the interesting print for everybody. Fashion design has been the important professional job for the society, because of its supporting budgets and change you to become a well-known person. In 20 century. The painting of the great well-known painters become the inspiration for designer. The Painting of Piet Mondrian, the Dutch painter, who was one of the important contributors of "Neo-Plasticism", was the most influence for the commercial design and the industrial art too. Yves Saint Laurent, the world class fashion designer, was very successful in a global market because of his creature talent that was not been found in any designers at that time. An exacting sense of colour, cut, exoticism and androgyny were his signatures, as was the infamously fragile consituation that led him to retreat from the fashion world altogether in his final year. He took the idea of Piet Mondrian, the great painter, to create his work. For these reasons, this research is conducted.

OBJECTIVE

To analyze the inspiration of Piet Mondrian's Painting on Yves Saint Laurent, the World Class Fashion Designer.

METHODOLOGY

In this documentary research study, all data from National Library of Thailand and Electronic media were collected. The qualitative data were analyzed and interpreted in qualitative research without variable control just as naturalistic research, and the analysis results and research results were presented by descriptive writing with pictures about Piet Mondrian's Painting on Yves Saint Laurent, the World Class Fashion Designer.

RESULTS AND DISCUSSION

Piet Mondrian's Painting Inspired Yves Saint Laurent, the World Class Fashion Designer.

1. Piet Mondrian, one of the important contributor of "Neo-Plasticism".

His Famous painting was "Colour Blocking". This was combined with white colour on background, black colour for vertical line and horizontal line and primary colour such as gamboge tint, crimson lake and Prussian blue for creating the aesthetics. Piet Mondrian's painting inspired artists to create art in every field of art such as fashion design, furniture design, commercial design, home décor etc. We can discuss that Piet Mondrian's works always have the influence for new generation artists and designers. They can create works flexible and infinity by the inspiration of Piet Mondrian's works which the look you can archive with them are endless.

Figure 1
Tableau I, 1921

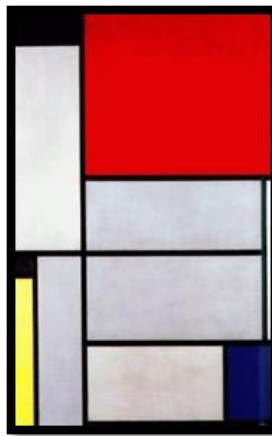
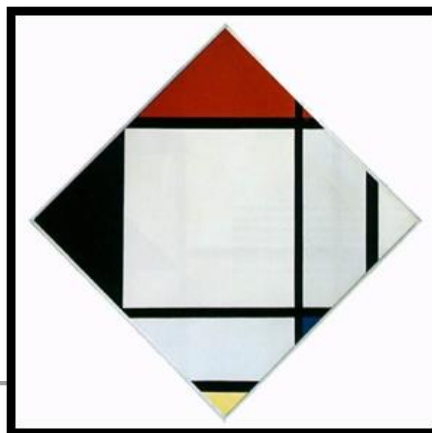


Figure 2
Tableau No. IV, 1925



2. Piet Mondrian's Painting Inspired "Mondrian Dresses", the famous design of Yves Saint Laurant, the World Class Fashion Designer.

Piet Mondrian, noted for his use of the fundamental elements of colour and line, was regarded as a key figure of modern art. His work inspired Yves Saint Laurent, the well-known fashion designer leading the Colour Blocking of Piet Mondrian to the creation of "Mondrian Dresses" in 1960. These were the masterpiece works of Yves Saint Laurent. Later in 1965, he adapted the new print patterns for the Fall collection. Yves Saint Laurent not only adapted the design but interpreted Neo-Plasticism into the structure of his dresses. The appearance remains flat by the cut and placement of colours, mirroring the concept of the artwork. This adaptation indicates how the intelligence of the designer and vision of the artist are able to seamlessly work as one.

Figure 3
Composition with Red Yellow and Black, 1921; Yves Saint Laurent Dresses, 1925



Figure 4
Composition C, 1935; Yves Saint Laurent Dresses, 1965

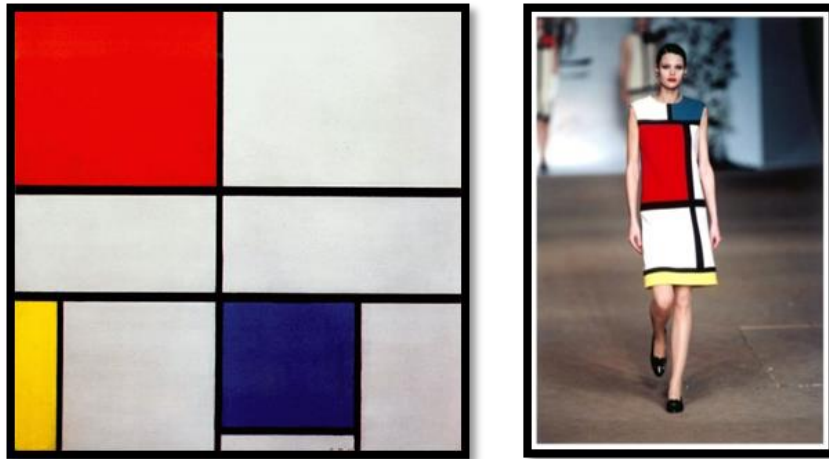


Figure 5
Yves Saint Laurent Dresses, 1966



The famous geometric compositions of black lines and primary colours can be seen to have a longstanding influence on fashion, right up until the present day.

Figure 6
Composition, 1916; Yves Saint Laurent Collection of Dresses, 2014



Figure 7
Modern design products inspired by Piet Mondrian Painting



IT MAY BE CONCLUDED THAT

- 1. Piet Mondrian was a Dutch painter who was one of the important contributors of Neo-Plasticism.**

His famous painting was “Colour Blocking”. This combined with white colour on background, black colour for vertical line and horizontal line and primary colour such as gamboge tint, crimson lake and Prussian blue for creating the aesthetics.

- 2. Yves Saint Laurent's the masterpiece works were inspired from Piet Mondrian's painting.**

In the themes “Mondrian Dresses” in 1960. Later in 1965 for “The Fall Collection”, Yves Saint Laurent adapted the new print patterns by using “Neo-Plasticism” into the structure of his dresses. The appearance remained flat by the cut and placement of colours, mirroring the concept of the artwork. This adaptation indicated how the intelligence of the designer and vision of the artist were able to seamlessly worked as one.

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