



โครงการประกวดออกแบบลายเครื่องบิน
วาดฟ้าให้เก๋ไก๋
ดีไซน์ไทยติดปีกบิน
Paint the Sky with Amazing Thailand



TAT and Thai AirAsia unveil “Yak Cute” airplane painting
winning design from Livery Contest
“Paint the Sky with Amazing Thailand”

Bringing the Unique Colours and Attractions of Thailand to International Skies



Today (5 October 2016) the Tourism Authority of Thailand (TAT) joined hands with Thai AirAsia to unveil the “Yak Cute” airplane painting design at Don Mueang International Airport’s Maintenance Hangar, presenting to the public the winning entry from their “Paint the Sky with Amazing Thailand” design competition after having selected it from over 200 entries by a



distinguished commission comprising TAT and Thai AirAsia representatives and acclaimed artists and designers.

“Yak Cute” was created by Cherdasak Moeikanmak for the category Amazing Thailand-Amazing Destination and is now fully realised on a life-sized Airbus A320-200. The design uses the iconic images of the Giants of Bangkok’s Wat Pho and Wat Arun as well as other distinct architectural features of the Kingdom, presenting them in a more updated and endearing style, thus the name “Yak Cute”. The work is also a reflection of Thailand’s playful personality and the country’s readiness to welcome visitors.

Mr. Chattan Kunjara Na Ayudhya, TAT's Deputy Governor for Marketing Communications, explained that the contest was created to draw out the creative potential of Thailand’s citizens. The winning design will now be presented to the eyes of travellers across Thailand and the region as it flies on the side of a Thai AirAsia airplane, promoting and inviting visitors to experience the unique side of Thailand. TAT also used the unveiling as an opportunity to present its new Amazing Thailand logo, now a warm smile symbolising Thailand’s hospitality.

Mr. Tassapon Bijleved, CEO of Thai AirAsia, said “The airline is very proud to have been a part of TAT’s project while likening the newly painted AirAsia plane to a cultural ambassador. Using the iconic image of the Thai giant, the design is sure to excite every traveller who sees it and will encourage them to come witness Thailand’s beauty for themselves.”

The airplane painting was completed on 26 September, 2016, and the craft is now ready for service on all Thai AirAsia routes (Code FD) both domestic and international, which at present total over 69 routes. The design will serve as a cultural ambassador in the sky, promoting Thailand’s unique traits and culture while inviting visitors to experience all the country has to offer. Moreover, the other winning design under the Amazing Thailand - Amazing Culture category, “Thai Culture, It’s Made for Travel” by Narathip Pasirom will be soon unveiled just in time for the end of the year travel season.



Apart from being able to fly in both of the airplanes, travellers will also be able to snap photos for sharing via social media with the unique planes. Every share will be more than a showcase of the artistry displayed on the planes, as they will also serve as a call to travellers everywhere to come experience Thailand's charms.

Photo caption:

(2nd from the left) Mr. Tassapon Bijleved, CEO of Thai AirAsia, Mr. Cherdsak Moeikanmak, and Mr. Chattan Kunjara Na Ayudhya, TAT's Deputy Governor for Marketing Communications attended the launching ceremony of "Yak-Cute".