

Thailand's biggest business daily



THE NATION

www.nationmultimedia.com

FRIDAY, September 12, 2008 / 52 PAGES, 3 SECTIONS, VOLUME 33, NO 51988 / Bt25

EXECUTIVE UNSEEN

BY



SASIKARN
WATTANACHAN

Some people may think art is solely for artists and those who are interested in it. But for Wittawat Didyasarin Sattayarak, art is everywhere. It is the inspiration for everything in his life and is the beginning of every story.

Fulfilling the role of Hat Yai University vice president for more than 10 years has been a challenging assignment for a man in his mid-thirties.

"If you look carefully, art is not found only in the confines of a museum. It's everywhere

- in magazines, food, lifestyle and work as well. For me, art is in my heart and it inspires me to keep creating new and exciting projects.

My work is not only to develop the university but create a good education option for students. It is also to help build the country. That is my 'masterpiece'. I can safely say this is the fastest-growing private university in Thailand," he said.

In his free time, Wittawat

loves to paint, with either charcoal or oil, as he believes painting provides an excellent source of personal relaxation as well as inspiration.

He also enjoys playing music - the electric guitar and the piano. He believes music helps him develop creativity, foster imagination and enhance concentration.

He prefers to unwind with these pursuits after a busy day. "Painting and music can change your life. You have to stay calm and focused when



WITTAWAT says music inspires creativity.

you paint. It also helps you gain self-esteem and a confidence you never knew you

possessed. Both pastimes allow you to bring in creativity into every aspect of life," he said.

Actually, it does not matter what profession you are in. What matters is you accomplish your work with art in your heart and the best results will come about.

SASIKARN WATTANACHAN

is a senior PR manager at Yum Restaurants. Write to her at Sasikarn_watt@yahoo.com.