

Home Decoration Product Design by Adopting the Local Wisdom of the Local Skilled Artisans with the Concept of Thai Innovative Art¹

Abstract

This article is part of a research paper on the designing of home decorative products, based on the local wisdoms of “The Phetchaburi Artisans” under the concept of Thai innovative art. Purpose for study decorative patterns, local wisdoms, and concepts, involved the creating of Phetchaburi Provincial Artisan Art, analyze decorative patterns and design home decorative products by adopting the local wisdoms of “The Phetchaburi Provincial Artisans”, under the concept of the Thai innovative art. In which the researcher has designed the perforated paper artwork, applying the Modular technic. The basic decorative patterns for the art piece are inspired by the decorative patterns on the pillar of the sermon hall of Wat Yai Suwannaram Temple in Phetchaburi Province. The aforementioned patterns apply the paper perforating technic. Then, the perforated papers are used in the creating of decorative patterns for pillars.

Introduction

In the era which technology plays an important role in replacing the previous human labored production, the products delivered to the market have better quality and similar shapes. The product producers are aware of creating production strategies to initiate outstanding products with particular identities. In addition, the product producers aim to create the differences and interesting features of products by adopting technology and combining it with the fundamentally outstanding features of products derived from environment, skills of local artisans, arts and culture which are considered parts of knowledge and wisdoms – key fundamentals of developments and leveraging of product quality. Moreover, knowledge and wisdom create values from cultural values in order to respond with the needs of consumers (Abhisith Laisatrulkai, 2010: 5) under the concept of Thai innovative arts.

Arts and cultures are special and valuable things that can be used in creating values to satisfactorily meet the needs of consumers nowadays. More prosperity and development

¹ A part of the research on the designing of home decorative products, based on the local wisdoms of “The Phetchaburi Artisans” under the concept of Thai innovative art.

in terms of materials in the world means that there will be more increases in the needs of human expressions. One of the best things to show the human qualifications is the consumption of products made from human wisdoms of skills (Siriorn Rhimpranee, 2010: 15)

Phetchaburi Provincial Artisan Art is one of Thai wisdoms inherited from Thai culture. The Thai artisans are likely to use the Phetchaburi Provincial Art in drawing decorative patterns for religious artworks. The Phetchaburi Provincial Art was first appeared in Dvaravati Era and it was likely to continue its popularity in every era. As an evidence, the Phetchaburi Provincial Art can be seen in common historical sites and art crafts, such as decorative patterns in architectural materials made by stucco, Thai lacquer works, and mural paintings which are comprised of decorative patterns featuring shapes of humans, animals and botanical arts. Furthermore, sometimes decorative patterns feature descriptive pictures and other stories, depending on the artisan's beliefs and his technics. People have been passing on these creative arts until they gain the national identities in terms of artistic patterns which are ideal for creative idea expression through various shapes, compositions and stories. The Phetchaburi Provincial Art is elaborately beautiful and delicate, underlying with deep emotions and feelings.

When evaluating the values of the Phetchaburi Provincial Artisan Art, it is found that the Art has characteristics of beauty seen through artistic shapes and decorative patterns which tend to mainly persuade people to believe and have faith in Buddhism. Apart from the values in beauty, the Art has special values in terms of history and anthropology. Besides the decorative purposes, the Art is created under some traditional beliefs and concepts, depending on the creative purposes. Moreover, the Art shows genuine stories according to customs, traditions and orders from the past. Consequently, the Phetchaburi Provincial Artisan Art is precious and valuable since it can express Thai identities and be well-used in the study and research of history.

At present, local arts and wisdoms increase popularity in terms of building decorative usage. Decorative works for modern buildings apply the guidelines on the Thai ancient arts in current use. The usage of Thai ancient arts is a part of motivation to create new image for selling tourism. Moreover, it is contributed to the various ways of life in a particular area and it complies with the way of life in one way.

However, patterns, concepts and local wisdoms from the Phetchaburi Provincial Artisan Art are considered special characteristics which can add values to products which are

needed in the current human society and in the future. The aforementioned products are shaped with specific identities and made with materials with proper qualities and through local wisdom in the product creation procedure. In addition, the artwork concept is combined with technology and new production procedure in order to be used as the guideline on designing creative products to become products which are used in home decorations that reflect the identities of the Phetchaburi Provincial Artisans and allow consumers to acknowledge and understand the product details which are parts in creating identities which comply and fit with the ways of life in the society.

Research Objectives

1. To study decorative patterns, local wisdoms, and concepts, involved the creating of Phetchaburi Provincial Artisan Art.

2 . To analyze decorative patterns, local wisdoms, and concepts, involved the creating of Phetchaburi Provincial Artisan Art, in order to apply as the guidelines on designing home decorative products.

3 . To design home decorative products by adopting the local wisdoms of “The Phetchaburi Provincial Artisans”, under the concept of the Thai innovative art.

Scope of Research

1 . Scope of study area: The study area of the research is the living area of the Phetchaburi Provincial Artisans in Phetchaburi Province.

2. Scope of sampling population (key informants): The key informants are the Phetchaburi Provincial Artisans in Phetchaburi Province. Study focuses are made on the paper perforating artisans since there is no further development and improvement in paper perforation in the round relief type. When the researcher took the field study, the researcher found that the youth group called Look Yang Group, (Look Yang means a kind of tree in Thai), showed needs in designing a lamp for home decoration.

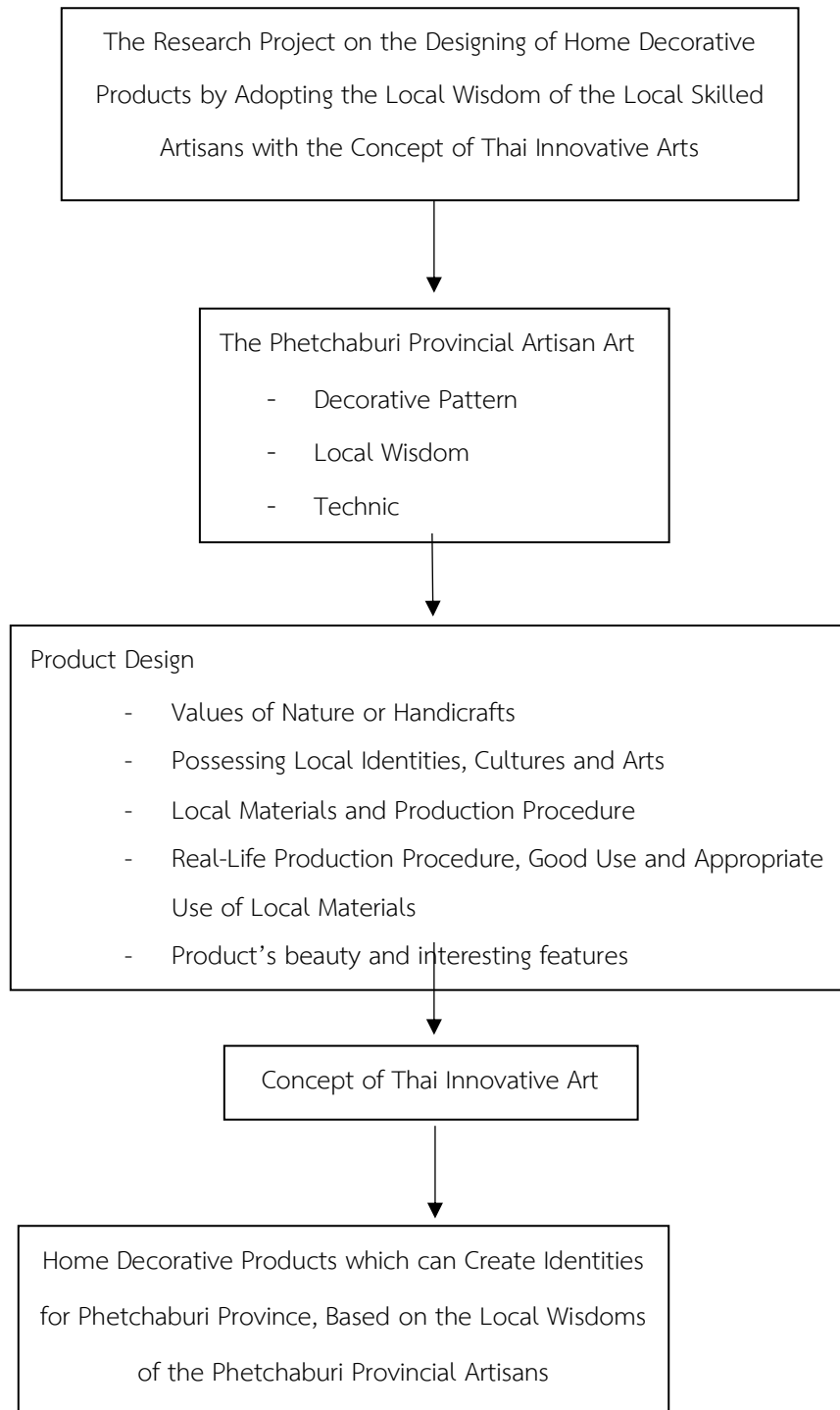
3. Scope of content and study plan procedure

3.1 To study and research information involving decorative patterns, local wisdoms, concepts in Thai innovation arts, and information on cultural tourism from documents, research and information from the local experts.

3.2 To study and gain information from the field study to be used as the guidelines on the designing of home decorative products.

3 .3 To design home decorative products which create identities for Phetchaburi Province, based on the local wisdoms of the Phetchaburi Provincial Artisans.

Framework of Research Concept



Research Methodology and Research Tool

The research on the study of local wisdoms of the Phetchaburi Provincial Artisans is conducted to create home decorative products under the concept of Thai innovative arts. It is the qualitative research which can be applied in the product designing. Data and information are collected from relevant documents, research and field study. The gained data and information are, then, tested and studied before initiating the designing process. The research details are as below.

1. Studying and collecting data and information from documents, books, research, academic papers which are related to the arts of Phetchaburi Provincial Artisans in Phetchaburi Province.

2. Studying and collecting data and information from the field study concerning the Phetchaburi Provincial Artisans in Phetchaburi Province, experts in local wisdoms and culture of Phetchaburi Province. The researcher conducts the study according to the methodological steps as below.

2.1 Interview Method: The interview method involves the in-depth interview and sub-group interview.

2.2 Observation Method: The observation method covers the working procedure of artisans, ways of life, and culture of people in the community in Phetchaburi Province.

2.3 Studying and analyzing relevant concepts in terms of souvenirs, product design, and geographical data and information.

2.4 Designing of home decorative products which can create identities of Phetchaburi Province, based on the local wisdoms and arts of Phetchaburi Provincial Artisans.

3. Determination of population and sampling group

Selected population of this research is the Phetchaburi Provincial Artisans in Phetchaburi Province. The case study involves the perforating artisan category.

Data Collection

The researcher has to collect data and information in 2 parts:

1) Collecting data and information from theoretical part: Data and information are collected from relevant documents, textbooks and research papers by searching from

libraries, electronics databases, online databases which have geographical information and concepts including **the concept of Thai innovative arts, concept of souvenir making, concept of product design, and geographical information.**

2) Collecting data and information from the field study: The field study is conducted to ask for relevant information. The research tools in the study are data and information recording form, camera, and voice recorder. They are used to collect highlighted data and information involving the outstanding information of artisans, arts and local wisdoms of local artisans.

1. Interviewing forms are used: Both structured interview and non-structured interview are used. Moreover, in-depth interview and sub-group conversation are conducted to gain information in depth.

2. Observations are made: Participating observation and non-participating observation.

3. Questionnaires are used with the Phetchaburi Provincial Artisans in order to collect information on local wisdoms. This leads to the designing of home decorative products.

Conclusion

In the research on the designing of home decorative products, based on the local wisdoms of “The Phetchaburi Provincial Artisans”, under the concept of Thai innovative arts, the researcher has collected data and information in the theoretical part involving the study of documents, and textbooks. In the field study, the researcher has collected data and information from the informants in the field. Moreover, the researcher has conducted an experimental design for silk cloth products, involving technics and processes. Data and information are analyzed according to the objectives of procedure of the research as below.

1. The Studying of Decorative Patterns, Local Wisdoms, and Concepts of Creating the Phetchaburi Provincial Artisan Art

According to the research objective item 1: To study decorative patterns, local wisdoms, and concepts, involved the creating of Phetchaburi Provincial Artisan Art, gained data and information are analyzed and then concepts and guidelines on the designing of home decorative products are created. The researcher has conducted a field study and

entered into the study area of Phetchaburi Provincial Artisans. Data and information are analyzed by the SWOT Analysis.

1.1 Strength, Weakness, Opportunity and Threat Analysis (SWOT Analysis)

(S) Strengths of the Phetchaburi Provincial Artisans

- They are grouped together to extend and pass on the Phetchaburi Provincial Artisan Art.

- Each artisan group has outstanding skills and the Artisan's knowledge can be used and applied in various academic fields.

- Skilled instructor in each artisan group has good reputation at the national level.

- Some Phetchaburi Provincial Artisan Groups apply their knowledge with the contemporary arts.

- There are networks of communities, entrepreneurs, and universities.

(W) Weaknesses of the Phetchaburi Provincial Artisans

- Some Phetchaburi Provincial Artisan Groups do not extend art pieces into other products.

- Some Phetchaburi Provincial Artisan Groups have to work for misfortune events only.

(O) Opportunities of the Phetchaburi Provincial Artisans

- The government agencies support the works of the artisans, such as the Phetchaburi Provincial Cultural Office.

- The 10 Artisan Groups of Phetchaburi Province are well-known.

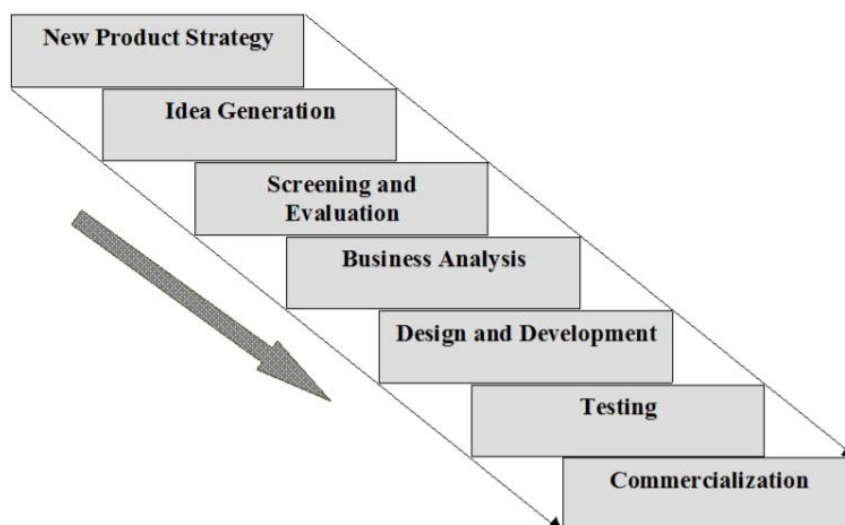
(T) Threat of the Phetchaburi Provincial Artisans อุปสรรคของงานศิลปะสกุลช่างเพชรบุรี

- Some Phetchaburi Provincial Artisan Groups are not as popular as before.

2. The Analysis of Decorative Patterns, Local Wisdoms, and Concepts of Creating the Phetchaburi Provincial Artisan Art for the Designing of Home Decorative Products

According to the research objective item 2: To analyze decorative patterns, local wisdoms, and concepts involved the creating of Phetchaburi Provincial Artisan Art, in order to apply as the guidelines on designing home decorative products, the researcher uses the SWOT Analysis in item 1: To gain information regarding to the development of home

decorative products. The concept of the new product development by Booz, Allen & Hamilton (1982) is used as the guideline as below.



2.1 New Product Strategy

Before studying the fundamental information of the Phetchaburi Provincial Artisan Group, the researcher had planned the product strategies as follows:

- The producer group has competencies in production.
- Products must be easily distributed and sold. Moreover, customers of all genders can access the products.
- Products must not be various in sizes.
- Products must deliver the messages of the Phetchaburi Provincial Artisan Art.
- Products must engage participation between the buyer and the Phetchaburi Provincial Artisan
- Products must be sold in a collection set.
- The Phetchaburi Provincial Artisan Group's products are less extended or not extended further into other products

2.2 Idea generation

After entering into the field study to study the fundamental information of the Phetchaburi Provincial Artisan Group, the researcher chose to study the paper perforating artisan group which matched with the new product strategy. The producer of paper perforating art can create this form of art by himself and the perforated paper product can

be used by all genders. Moreover, it does not vary in sizes. The perforated paper product can deliver the meaning of the Phetchaburi Provincial Artisan Art. It is extended into another product lesser when comparing to other products.

2.3 Screening

After the researcher had selected the perforated paper product, the researcher planned the 2 concepts for the product.

- For the home decorative product which adopts the paper perforating technics, this product type must have properties that deliver the meaning of paper perforating art of the Phetchaburi Provincial Artisans and be able to create participation between the product user and the paper perforating art. The functions of the product are clearly stated, for example, the perforated paper vase is used in home decoration.

- The home decorative product, which adopts the paper perforating technics, can be used for multi-purposes. This product type must have properties that deliver the meaning of paper perforating art of the Phetchaburi Provincial Artisans and be able to create participation between the product user and the paper perforating art. This type of the single product can be applied for multi-purposed use.

2.4 Business Analysis

After the researcher had created the guideline on the product type, the researcher used the gained information from the field study conducted to interview the sampling group and analyze the business between the producer group and customer group.

Producer group: The producer group introduces and disseminates the product knowledge to the users of home decorative product which adopts the paper perforating technics. The customer group is invited to take part in perforating papers.

Customer group: Most customers are tourists who are fond of art crafts and handicrafts made by the Phetchaburi Provincial Artisans. They need to know more about Phetchaburi Provincial Artisan Art and use this kind of Art in their home decorations.

As a summary of business analysis, the researcher chooses to study the home decorative product which adopts the paper perforating technics and can be used for multi-purposes. The main reason is that this type of home decorative product is flexible in terms of use. It can be used in various home decorations. Moreover, relevant guidelines are created to develop the product into small pieces which can be put together and used in the home decorations.

2.5 Development

After the researcher had chosen the product and its type for further development, the researcher made the product drafts in the computer and created the cutting patterns. The procedure would be disseminated to the sampling group.

2.6 Testing

The researcher creates the product sampling for the use in market testing.

3. The Designing of Home Decorative Products, Based on the Local Wisdoms of “The Phetchaburi Provincial Artisans”, under the Concept of Thai Innovative Art

According to the research objective item 3: To design home decorative products by adopting the local wisdoms of “The Phetchaburi Provincial Artisans”, under the concept of the Thai innovative art, the researcher adopted the data and information analysis in item 4.2 the concept of the new product development by Booz, Allen & Hamilton to apply with the concept of Thai innovative arts.

3.1 The concept of Thai innovative arts 2021 by the Support Arts and Crafts International Center of Thailand (SACICT) the is comprised of:

- Handicrafts made from recycling resources: The unwanted raw materials are used again through the combination with the traditional handicrafts in order to create additional values. The handicrafts made from recycling resources can be separated for repairing or eliminating through the 3 R System.

- Handicrafts of no boundary: Art crafts, handicrafts or crafts made with local wisdoms are extended into other products. Knowledge exchange is made between the designer and the expert who possesses designing skills and knowledge.

- Knowledge in handicrafts which everyone can access and possess: Knowledge and local wisdoms are presented or disseminated online for the knowledge extension and motivating the target group to buy and sell products.


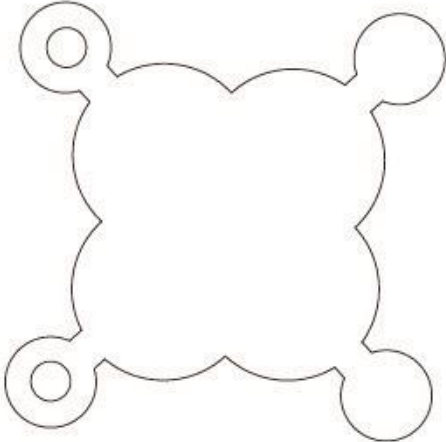
3.2 According to the designing home decorative products, based on the local wisdoms of “The Phetchaburi Provincial Artisans”, the researcher uses the data and information analysis in item 4.1, 4.2, and 4.3.1 for data and information synthesis and uses the analyzed information for the designing of the home decorative products, as below.


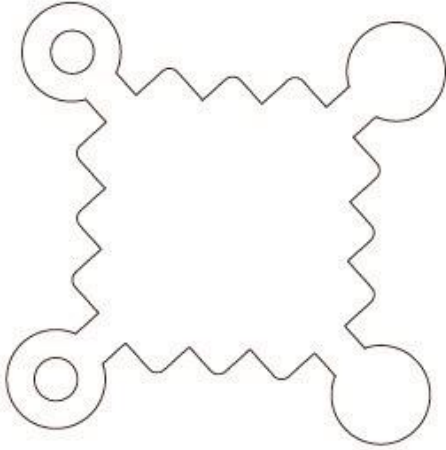

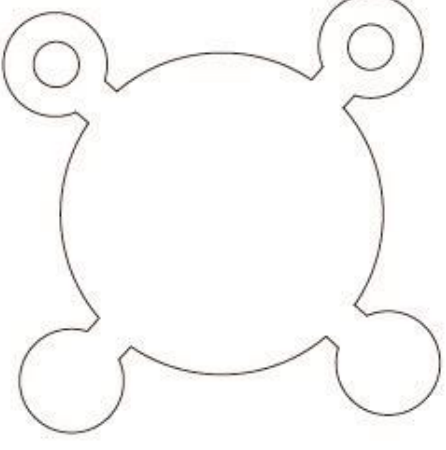
- The Group of “Phetchaburi Provincial Paper Perforating Artisans”.
- The home decorative product that adopts the paper perforating technics can be used for multi-purposes.

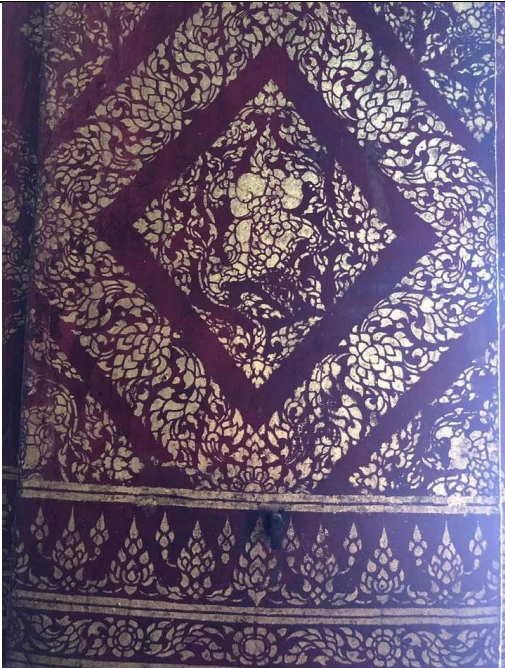
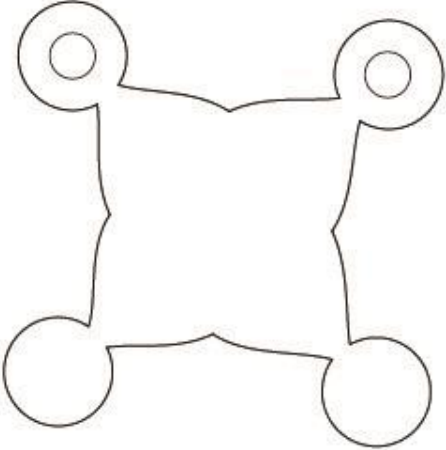

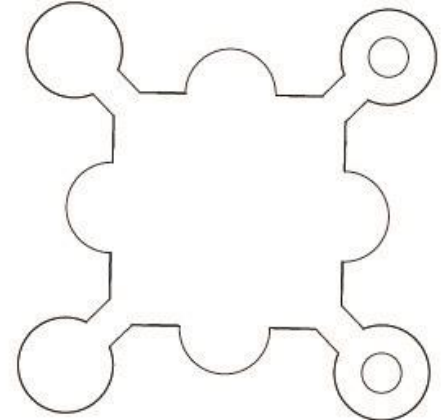
- The 3 concepts of Thai innovative arts 2021.

According to the information above, the researcher has designed the perforated paper artwork, applying the Modular technic. Due to the Modular technic, papers can be attached together with no limitations, depending on the needs of users. In addition, the paper perforating technic can be used and applied by users to create decorative patterns to meet the users' needs. Perforated papers can be transformed into blind curtains, lamps, partitions and vases. The basic decorative patterns for the art piece are inspired by the decorative patterns on the pillar of the sermon hall of Wat Yai Suwannaram Temple in Phetchaburi Province. The aforementioned patterns apply the paper perforating technic. Then, the perforated papers are used in the creating of decorative patterns for pillars.

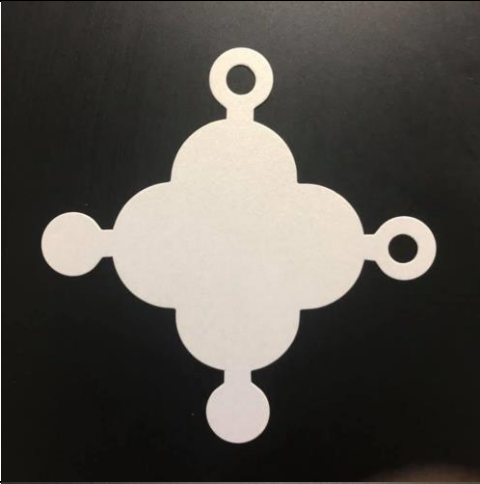
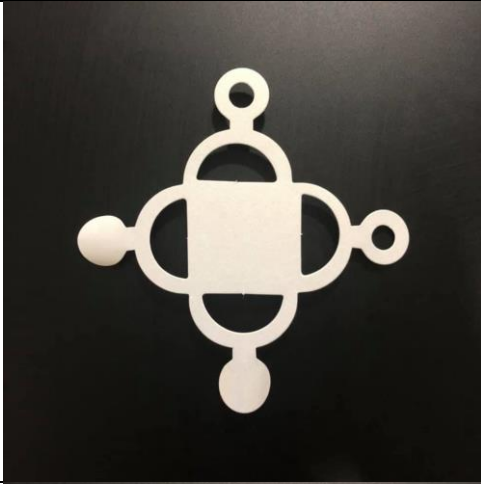
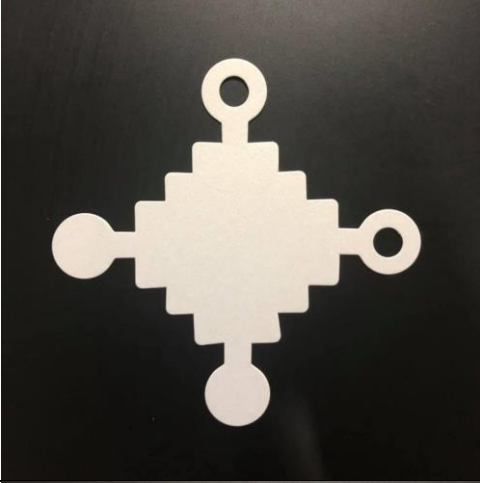
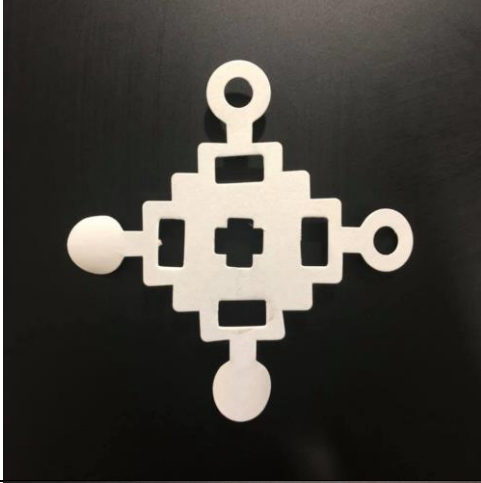
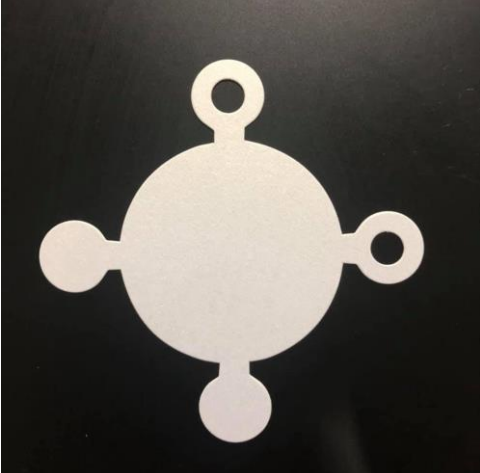
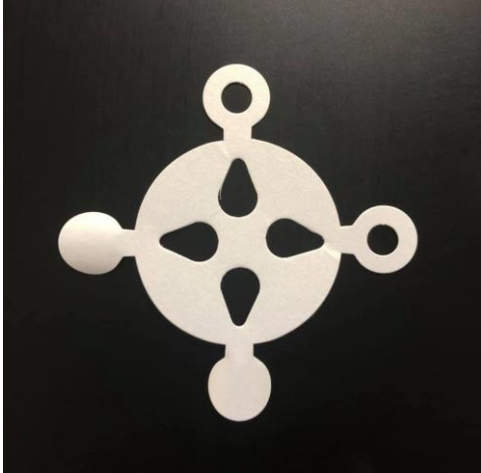
Table 1 Inspiration and Reduction of Decorative Details for Designing a Pattern with the Designing Program in Computer

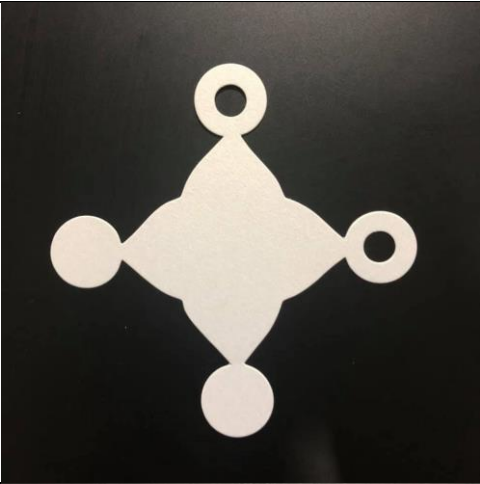

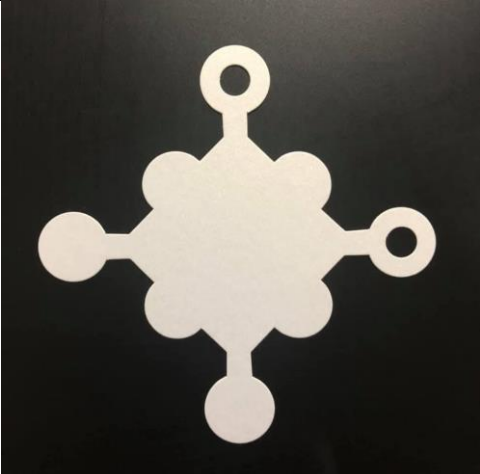
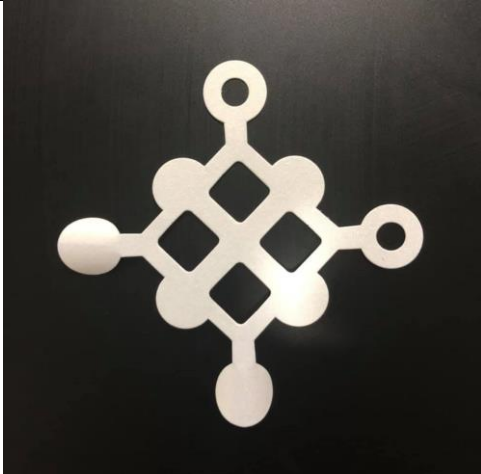
No.	Decorative Patterns on the Pillar of the Sermon Hall of Wat Yai Suwannaram Temple	Designed Artwork using the Designing Program in the Computer
1		

No.	Decorative Patterns on the Pillar of the Sermon Hall of Wat Yai Suwannaram Temple	Designed Artwork using the Designing Program in the Computer
2	 A photograph of a pillar in the Sermon Hall of Wat Yai Suwannaram Temple. The pillar is covered in a dark green fabric with intricate gold geometric patterns, including squares and diamonds. The pillar is illuminated by warm lights, and the background shows the interior of the hall with wooden beams and other pillars.	 A computer-generated outline of a square with four circular protrusions, one on each side. The protrusions are connected to the square by a zigzag line. This is a simplified geometric representation of the pattern seen in the photograph.
3	 A photograph of a pillar in the Sermon Hall of Wat Yai Suwannaram Temple. The pillar is covered in a dark green fabric with intricate gold floral patterns, including large circular motifs and smaller floral designs. The pillar is illuminated by warm lights, and the background shows the interior of the hall with wooden beams and other pillars.	 A computer-generated outline of a rounded square with four circular protrusions, one on each side. The protrusions are connected to the square by a smooth, curved line. This is a simplified geometric representation of the pattern seen in the photograph.

No.	Decorative Patterns on the Pillar of the Sermon Hall of Wat Yai Suwannaram Temple	Designed Artwork using the Designing Program in the Computer
4		
5		

After the designing process involving the use of instant designing program in the computer had completed, the researcher made real 5 pieces of artwork as below.

No.	Piece of Artwork	After Passing the Perforation of the Internal Part
1		
2		
3		

No.	Piece of Artwork	After Passing the Perforation of the Internal Part
4		
5		

Discussion of Study Result

This research is implemented according to the processes stated in the objectives as planned in the discussion of research results. Issues are presented as below.

1 . The procedure of designing home decorative products, based on the local wisdoms of “The Phetchaburi Provincial Artisans” under the concept of Thai innovative arts, is similar to the research on the designing and developing of the paper product surplus to become the decorative product, by Jessada Saisuk (2015) who studied the product producer’s competency in production and prototype making. However, the researcher’s research is different in terms of building up engagement of product users in the aspect of home decorative stuff usage. Therefore, the product users will understand and absorb a particular local wisdom.

2 . The designing of home decorative products in this research involves multi-functional design (The home decorative products are used for more than one function). This

research is different from the research on the designing of home decorative products from wooden pieces to create income for the elderly group in Sukhothai Province, by Suthida Dongsansuk and Choosak Krueasuwan (2017) who select a decorative product which has only 1 function.

Suggestions for the Making of Product Prototype for the Next Time

1 . The research on the designing of home decorative product, based on the local wisdoms of “The Phetchaburi Provincial Artisans” involves only one category of artisans. There are various categories of “Phetchaburi Provincial Artisans” that have other knowledge and local wisdoms which can be extended into other product types and passed on to other generations.

2 . According to the designing of home decorative product, based on the local wisdoms of “The Phetchaburi Provincial Artisans”, this research still lacks the part of product testing and the market needs in a long term.

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