

Title : Jewelry design inspired by arts, culture and traditions of the four main regions of Thailand

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ABSTRACT

Thailand's diverse regional cultures and traditions serve as the inspiration for this jewelry design project. The study aims to blend the unique identities of Thailand's four regions into jewelry pieces to support the Creative Economy. By combining cultural knowledge with modern innovation, this project adds value to the products, promotes Thai heritage, and helps prevent the loss of local identity. The project features 8 bracelet charm designs, with two designs representing each region. To understand consumer needs, an online survey was conducted with at least 200 students from Chiang Mai University to evaluate their interest and satisfaction. Currently, the project is in the prototyping stage. The designs are being developed into high-detail 3D models using RhinoGold 5.0 software to ensure precision and quality.

Keywords: Jewelry Design, Thai Cultural Identity, Creative Economy, Regional Traditions, RhinoGold (3D Modeling), Consumer Satisfaction

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