

Title : Contemporary Jewelry Design Inspired by Thai-Chinese and Thai-Japanese Art using RhinoGOLD Jewelry Design Software with Satisfaction Analysis of Students in Chiang Mai University

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ABSTRACT

Thai, Chinese, and Japanese arts represent rich cultural heritages with distinctive aesthetic identities. Integrating these elements into contemporary jewelry design enhances both artistic value and cultural significance. This study aims to explore the unique artistic styles of Thailand, China, and Japan to create contemporary jewelry designs using computer software under the "Cross-cultural Design" concept, and to survey the satisfaction of Chiang Mai University students toward the designs. The researcher developed six jewelry sets consisting of 18 individual pieces, including pendants, earrings, and bracelets. These designs harmoniously blend traditional Thai patterns with Japanese Obi fabric motifs and the characteristics of Chinese musical instruments. The methodology involved creating 3D prototypes using RhinoGOLD software followed by realistic rendering. An online questionnaire featured these 3D simulations was distributed to a sample of 100 Chiang Mai University students. The results indicated that the majority of respondents were female (77%), aged 21-23 (64%), in their fourth year of study (45%), and from the Faculty of Science (38%). Most respondents had an average monthly income between 5,000 and 10,000 THB. Regarding consumer behavior, interest in contemporary jewelry had a moderate impact on purchasing decisions. The most preferred design was the Thai-Chinese style (Design No. 2: Golden Leaves on a Lute).

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