

Title : Thai Pattern Jewelry Design Inspired by the Harry Potter

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ABSTRACT

Thai art, particularly traditional Thai patterns, is renowned for its intricate and delicate designs, drawing inspiration from nature, such as flowers, leaves, and animals. These elements are creatively transformed into unique and aesthetically pleasing Thai motifs. Over time, Thai patterns have evolved alongside historical, social, and economic contexts. The craftsmanship has been passed down through generations within artisan families, each incorporating distinctive techniques and adaptations based on their cultural and regional influences. Due to the complexity of traditional Thai motifs and their deep-rooted cultural significance, their application remains somewhat limited.

To promote and conserve Thai patterns, this study focuses on designing ten bracelet charms that integrate traditional Thai motifs with globally recognized elements from novel and film—specifically, *Harry Potter*. The design incorporates the symbolic identities of the four Hogwarts houses—Gryffindor, Ravenclaw, Hufflepuff, and Slytherin—along with the essence of Hogwarts School of Witchcraft and Wizardry. These elements are harmoniously blended with Thai *kanok* patterns using RhinoGold 5.0, a specialized 3D modeling software

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commonly used for high-detail jewelry design.

An online survey with 200 respondents was conducted to assess the popularity of these designs. While data collection is still in progress, initial findings indicate that the *Harry Potter* franchise significantly influences consumer interest in Thai-inspired jewelry. The three most popular charm designs are the Golden Snitch, the Hogwarts crest, and the Ravenclaw emblem, respectively.

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