Jewelry Design Inspired by UNESCO World Heritage Sites from the Middle Ages to the present day.

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Abstract

The Wonders of the World is a term used to describe historically significant places designated as World Heritage Sites by UNESCO. These sites are steeped in civilization and history, with some aspects still visible today and others deteriorating over time. This recognition aims to preserve this invaluable cultural heritage, preserving its historical significance by incorporating elements of these iconic locations into jewelry, such as Italian charms. These charms are detachable and interchangeable, allowing wearers to personalize and express the unique identity of each place while catering to contemporary tastes.

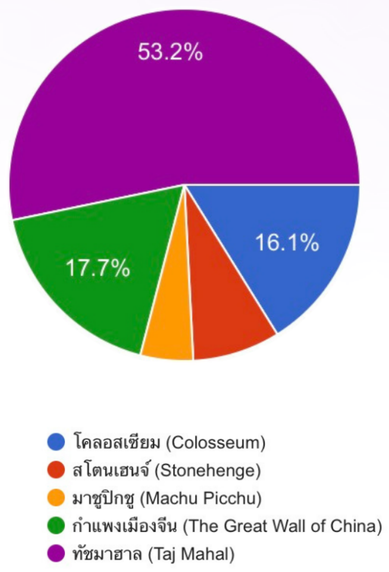
This project therefore created five 3D pieces using RhinoGold 5.0 software, depicting iconic landmarks from the medieval to the present day: the Colosseum, the Great Wall of China, Stonehenge, Machu Picchu, and the Taj Mahal. A survey was conducted to gauge interest in these World Wonders-inspired jewelry among a minimum of 200 Chiang Mai University students as a sample group.

Methodology

- To study the unique identity and characteristics of each world wonder.
- To research market data and current jewelry design trends.
- To design jewelry pieces using RhinoGold 5.0 software.
- To create an evaluation survey for data collection from the target sample group.
- To summarize the project results and prepare the final report.

Results

A preliminary survey of 62 Chiang Mai University students revealed that the majority of respondents were female (66.1%), from the Faculty of Science (45.2%), and in their fourth year of study (72.6%). The results indicated a strong interest in the "Wonders of the World" theme, with 74.2% of participants rating their interest at a high or highest level. Regarding familiarity with Italian charms, 46.8% of respondents were aware of them but had never used them. Among the five designs, the Taj Mahal was the most favored at 53.2%, followed by the Great Wall of China (17.7%) and the Colosseum (16.1%).



Conclusion

The survey results show that incorporating historical narratives into jewelry design is highly effective, with 90.3% of respondents believing this concept enhances the appeal of the pieces. The primary factors influencing purchasing decisions are modern aesthetics and value for money (65.1%). This data highlights a significant opportunity in the modular jewelry market that blends cultural storytelling with contemporary style and accessible pricing.

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