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

Abstract

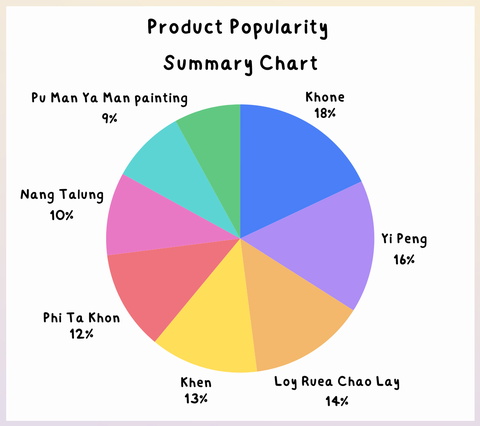
The arts, culture and traditions in Thailand that are different in each region are inspired to create a jewelry design project from the diversity of art. Culture and traditions of Thailand by focusing on linking the identity of each region with jewelry design. In order to be another approach that will be a soft power to help promote Push and develop the economy according to the concept of creative economy, which is a concept that is part of the economic system that is used as a guideline for development. By using knowledge, education, creation and the use of intellectual property linked to cultural foundations Accumulation of knowledge of society and technology or modern innovation to drive the economy.

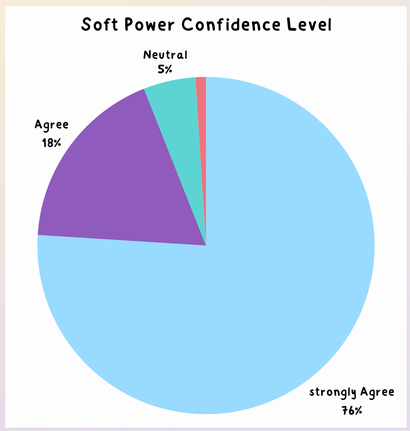
This study has designed 8 types of pendants bracelets from the RhinoGold 5.0 program, divided into 2 types per region, with the following details: The north is inspired by the image of whispering love and the Yi Peng tradition. The south is inspired by the floating boat tradition and the Nang Talung. The northeast is very inspired by Phi Ta Khon and Khaen. Finally, the Central Region is inspired by the tradition of throwing lotus with Erawan elephant Museum and Khon. This study will survey the interests received from Chiang Mai University students who are a sample of jewelry inspired by art. Culture and traditions of 4 regions of Thailand

Methodology

- Researching Thai traditions and cultures
- Find information about creative economy concepts.
- Sketch the design on paper and choose the design to do.
- Start making models with the program RhinoGold 5.0
- Implementation of an online survey with 200 participants

Result





From the current survey result of 44 respondents,

- All four regions received a similar level of interest, with the 'Khon' design being the most popular at 18%.
- The chart indicates a high level of confidence in the collection's potential as a Thai 'Soft Power' asset, with 94% of respondents in agreement.

Conclusion

The survey results from 44 respondents 88% expressed a strong interest in the jewelry designs. While all eight pieces received similar levels of attention, the 'Khon' design was the most popular, accounting for 18% of the total preference. Furthermore, the sample group demonstrated a high level of confidence in the potential of this collection to serve as a form of 'Soft Power,' with 76% responding with 'Strongly Agree' and 18% with 'Agree' (totaling 94%). The results of this study confirm that integrating cultural heritage with modern technology and innovation can generate economic value within the framework of the Creative Economy. This approach effectively and sustainably bridges the gap between traditional arts and current market trends.

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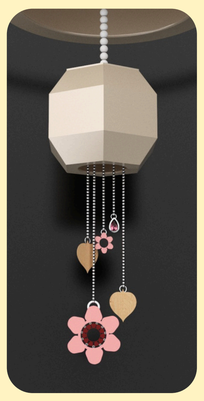
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Model

Northern : ภาคเหนือ





Southern : ภาคใต้





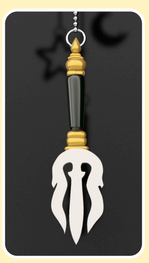

Northeastern : ภาคอีสาน




Central : ภาคกลาง









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