



Thai Pattern Jewelry Design Inspired by the Harry Potter

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Abstract

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 commonly used for high-detail jewelry design

Introduction

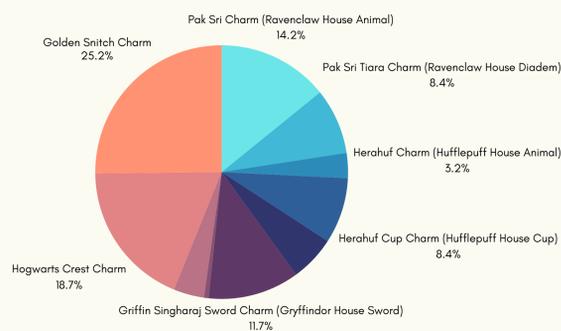
Thai art, particularly traditional Thai patterns, is renowned for its intricate and delicate designs, drawing inspiration from nature, such as flowers, leaves, and animals. These elements are creatively transformed into unique and aesthetically pleasing Thai motifs. Over time, Thai patterns have evolved 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.

Methodology

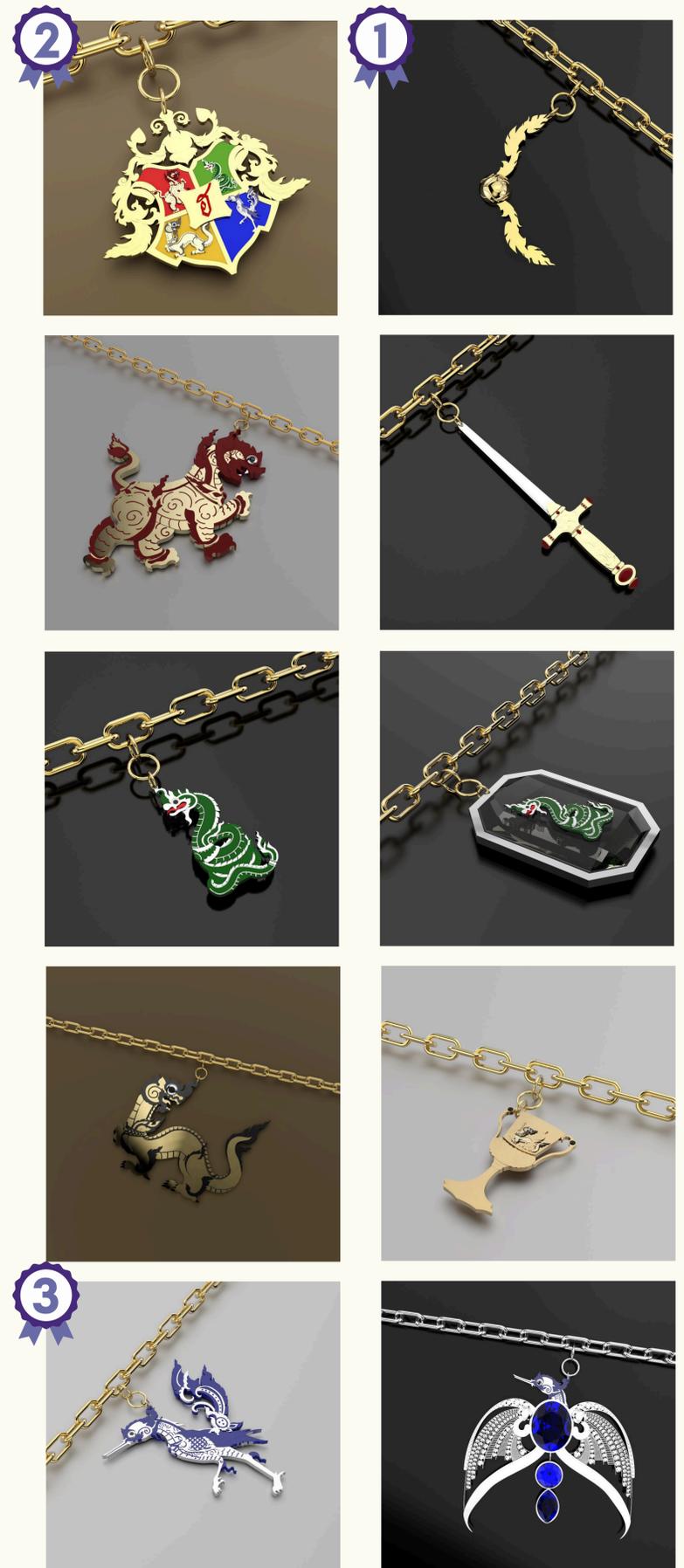
- Conducting Research on Traditional Thai Motifs
- Conducting Research on the Distinctive Motifs of Harry Potter
- Manual Conceptualization
- Creation of a 3D Model Using Rhino 5.0
- Implementation of an Online Survey with 200 Participants

Result

The survey results indicate that 25.2% of respondents prefer the Golden Snitch charm, 18.7% favor the Hogwarts crest charm, and 14.2% prefer the Pak Sri (Ravenclaw emblem) charm. Additionally, the Golden Snitch was the most favored name among respondents. Furthermore, 53.4% of participants stated that Harry Potter has a moderate influence on their decision to purchase Harry Potter-inspired jewelry.



Models



Conclusion

The study results reveal that the three most favored designs are the Golden Snitch charm, the Hogwarts crest charm, and the Pak Sri charm, respectively. The most preferred name among respondents is the Golden Snitch. Additionally, the findings indicate that the Harry Potter film series has a moderate influence on consumer interest in Thai-adapted jewelry.

References

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