DEVELOPMENT OF CREATIVE AND DESIGN THAI SILK PRODUCTS

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ABSTRACT

A collaborative project on 'Creative and Design Thai Silk Products' was conducted in 2013 in the northeastern province of Thailand aiming to design and develop products to publicize and support the image of Thai silk products in International market and streamline the process pattern development of Thai silk products. The concept of this project was based on the deliberations of a brainstorming event of various experts related to the field of Thai silk products and market. The issues of design brief and market direction were addressed. A survey on farmers from pilot provinces (Nakhon Ratchasima, Buriram, Khonkaen) who make Thai silk products and new Thai silk products entrepreneurs was conducted and a selected few were allowed to participate in the project. The participants were trained in a workshop organized on design and development of Thai silk products from the local wisdom. Finally, participants who proved to possess the best potential were chosen to develop their concept designs and sketch for making the prototype for five new Ikat patterns of Thai silk fabric and one collection of Thai silk bags.

INTRODUCTION

Development of Thai silk fabric and Thai silk products are value creation which support Thai silk product to have high potential in order to compete in the international market and face high trading competition due to free ASEAN trade area influence. This is also to cope with the changing consumers' behavior and lifestyle and fluctuation of economic scenario at present and in the future.

In the development process, designing is an important factor because it is a value creation step that plays an important role in consumer's need and satisfaction. Therefore, silk which is of premium material should be developed through an appropriate design process to add more value and support image to Thai silk. This project witnessed collaboration of many sectors such as government, private sector, university, designers and expert entrepreneurs to improve the capability of farmers and new entrepreneurs to develop their silk products through a strong and sustainable business. Furthermore, it also promotes the new image of Thai silk as more interesting among the new generation. The project coincided with the mission of The Queen Sirikit Department of Sericulture i.e., to develop high quality Thai silk products to international market.

The project envisaged the following objectives:

- To study and develop Thai silk products to increase business potential and conform with present day need of consumers.
- To publicize and promote Thai silk products to be known in worldwide market.
- To create the development process pattern for Thai silk products from local Thai wisdom.

METHODOLOGY

1. The committee constituted by officers of The Queen Sirikit Department of Sericulture, professors from Faculty