

# FASHION PRODUCT DESIGN FROM THE CREATIVITY OF THAI CHESS CARTOON CHARACTERS

**Suwit Sadsunk**

*Lecturer, Fashion Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail: suwit.sa@ssru.ac.th , sad\_suw@hotmail.com*

## ABSTRACT

Fashion product design from the creativity of Thai chess cartoon characters is to create knowledge about the design inspired by Thai game with the research aims 1) to Study styles, structure, and patterns of Thai chess to design from the creativity of cartoon characters, 2) Design fashion product from the creativity of Thai chess cartoon characters.

For the study procedures, researcher had studied the style of Thai chess in various composition from literature review with Thai chess related documents and interviewing with Thai chess experts to find the proper guideline for designing Thai chess cartoon characters and fashion product with modern utilities and sophisticated creative merchandises from the combination of inspirations from styles, shapes, and colors from original Thai chess inspirations to develop merchandises or fashion products to encourage usage values properly.

**Keywords**— Fashion Product, Thai Chess, Cartoon Character.

## INTRODUCTION

Fashion, outfit, apparel, or clothes are the key necessities for living in the social. Nowadays, the main purpose of wearing clothes or accessories are not only for covering or decorating themselves but also include demonstrating expression, passion, characteristic, or personality of the wearer as well. In this study, researcher had designed fashion products from the creativity of Thai chess cartoon characters of apparels which could be the creativity guideline that encourages Thai inspiration for designing alternative.

"Thai chess" is one of Thai popular games since Sukhothai era and widespread in Rattanakosin period. At first, Thai chess was only played in royal court for practicing war strategies that each piece on the board has its own style, design, and identity to play or different gameplay for each piece. This game is very interesting and reflects the creativity gameplay and design of the ancestors. Presently, the gameplay is developed for modernity and widespread in all class, competitions were held, and this game is well-known in the society. From the interesting of this Thai chess that stayed along with the society until now. Researcher thinks the chess pieces' style and Thai chess patterns can be applied and developed into something interesting by creating printed textile inspired by Thai chess, studying Thai chess pieces style and movement to develop decorations on the textile for utility appropriateness and appeal with social modernity.

Therefore, from the interesting in the inspiration of Thai chess, researcher anticipated the design guideline and chess piece concept that could develop and apply in cartoon character design with interesting and appropriateness. From the importance of Thai chess that should be support and preserved for the next generation to be more aware and interest in the designs inspired by Thai plays. Researcher had studied Thai chess style and the creation of pattern, color, and also movement if chess pieces to apply in the creativity of Thai chess

cartoon characters and modern fashion products in order to innovate new creative merchandises with the combination of style, pattern, shape, and color inspired by Thai chess to develop into fashion product or merchandise that promotes the value of modern society utilities, to create contemporary art with more value, and also responses to the next generation to let them recognize the beauty and outstanding identity of Thai chess more.

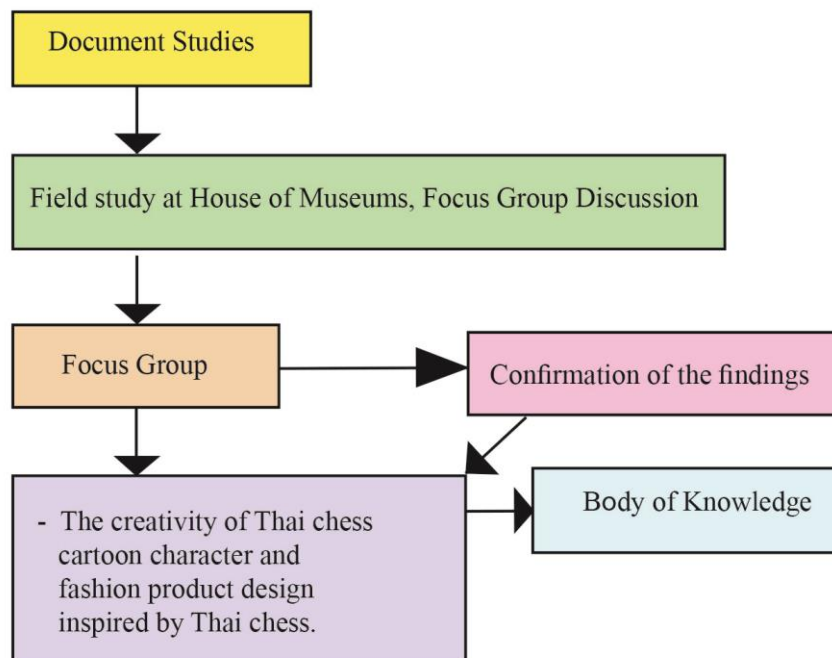
### OBJECTIVE

1. To Study style, structure and patterns of Thai chess to design from the creativity of cartoon characters.
2. Design fashion product from the creativity of Thai chess cartoon characters.

### METHODOLOGY

This is a qualitative research that studies from documents and paintings to create knowledge about styles, shapes, and patterns of Thai chess to apply in contemporary design for the creativity of Thai chess cartoon character and fashion product design properly. Researcher had collected data from documentary study, field study such as Thai toys museum, and study by acquiring opinions from experts, or retro toy collectors. Then, acquired data was studied and developed as the guideline to create cartoon character design and fashion product inspired by Thai chess for the benefits of Art and Culture development-preservation support and for the guideline for publicity Thai valuable and contemporary design for both Thai and international apparel design industry, Figure1.

**Figure 1**  
**Research Framework of the research**

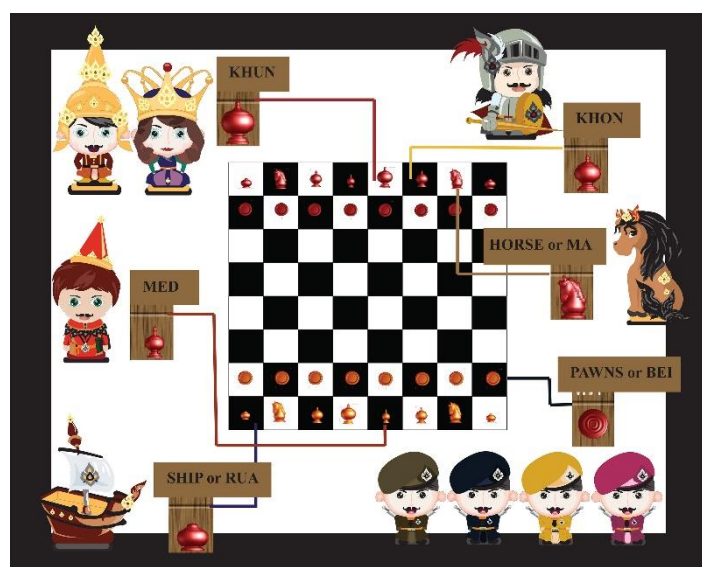


## RESULTS

### 1. The composition analysis to compare Thai chess pieces from concept and gameplay of Thai chess that appropriate for the creativity of Thai chess cartoon character.

The creativity of Thai chess character design from comparison analysis by using the criteria from Thai chess board gameplay which mentioned before that it is similar to the warfare strategy. Researcher had studied and analyzed each of chess piece by their movement to create Character of each piece that similar and proper to design and conform to each chess pieces as follows; Khun, the piece in the middle of backline, is compared to represent the Commander, Emperor, or Empress; Med, stays beside Khun on the right side of backline, is compared to represent the Advisor or Guardian; Khon, each stays on the left side of Khun and right side of Med, are compared to represent the Colonel or Knight chief; Warhorse or Ma, each stays on both left and right side of Khon, are compared to represent the Cavalry; Ship or Rua , each stays on both edges of backline, are compared to represent the Warship; and 8 Pawns or Bei , stay on the front of other pieces, are compared to represent the infantry in frontline battle, Figure 2.

**Figure 2**  
**Character and color from Thai chess pieces comparison.**



#### **1.1. Character and color from Thai chess gameplay comparison for the piece of Khun**

Khun in the Thai chess board is compared to represent the Commander, General, Emperor, or Empress which has only 1 piece on the board and this piece is the most important piece for each side. Khun can move exactly one square horizontally, vertically, or diagonally for 8 directions. The cartoon design then focuses on the figure or structure that looks like the Emperor, Empress, Admiral, or Troop General. This cartoon character is a noble male or female with Thai outfits like Chong Kben or Sinh with full Thai head accessories such as crown or chada to reflect their own title of Emperor and Empress and also clearly represent the Thai chess identity. For the outfits of Emperor and Empress, red color tone contrasted with orange-red or ripe bael from Thai color tone which displays the power and bold decision, dark navy blue represents strength, calm, and bravery. Marian-plum-seed purple represents charming and allure while Jade green represents to nobility and honor.

Accessories are in gold color representing nobility and power with Lai Thai pattern including Kranok and Prajam Yam decorative to represent Thai chess identity, Figure 3.

**Figure 3**  
**Character and color from Thai chess gameplay comparison for the piece of Khun.**



***1.2. Character and color from Thai chess gameplay comparison for the piece of Med.***

Med in the Thai chess board is compared to Advisor, Guardian, or Aristocrat because the position of this piece is on the right side of Khun or simply compared as the support Aristocrat or Strategists to give advices in warfare besides the Khun at the beginning and Queen (Met) moves one square diagonally. Character design focuses on the figure or structure that looks like the Advisor, Guardian, or Aristocrat. This cartoon character is a calm man with wisdom wearing outfit and accessories like ancient Thai Advisor or Aristocrat to present their title. Head accessory is a conic hat like the hat of ancient Thai Advisor or Aristocrat. Outfits color tone is red-orange or ripe bael from Thai color tone which displays the wisdom, decisive, and intelligent; accessories with yellow-gold, silver, and black color represents the state of wisdom in thoughts and power of war tactics. The book on the right-hand side represents an attitude of studying and seeking for knowledges with Lai Thai pattern including Kranok and Prajam Yam decorative to represent Thai chess identity, Figure 4.

**Figure 4**  
**Character and color from Thai chess gameplay comparison for the piece of Med.**



***1.3. Character and color from Thai chess gameplay comparison for the piece of Khon.***

Khon in the Thai chess board is compared to Colonel or Knight chief of the Khun, there are 2 pieces on the board each stays on the left side of Khun and right side of Med with the movement in one square straight forward or one square diagonally. Even its movement is short, but this piece is still important because of its defense power for the Khun and offense power to make the opponent surrender and cannot make any moves, called checkmate. Character design focuses on the figure or structure that looks like the Colonel or Knight Chief. This cartoon character is a man in silver armor with power, authority, gorgeous, and

strong and holding golden steel knight sword and shield ready for battles. Head accessory is the steel helmet with silver and red tassel that represents the power and decisive of the knights, decorated with Thai birds' pattern on the side. Moreover, most of color tones used are metallic silver and gold of armor embossed with Lai Thai pattern including Kranok and Prajam Yam decorative to represent Thai chess identity, Figure 5.

**Figure 5**  
**Character and color from Thai chess gameplay comparison for the piece of Khon.**



***1.4. Character and color from Thai chess gameplay comparison for the piece of Warhorse or Ma.***

Warhorse or Ma in the Thai chess board is compared to Cavalry; in board game, Warhorse is one of the key pieces because of its longer movement compared with Khun or Med, it moves to a square that is two squares away horizontally and one square vertically, or two squares vertically and one square horizontally. The complete move therefore looks like the letter "L" so there are many advance tactics to play with this piece compared with another one that makes the game more interesting. There are 2 Warhorse pieces in the game located on both left and right side of Khon pieces. Character design focuses on the figure or structure that looks like Destrier or strong warhorse with swift, agility, and readiness ready for battles. The Warhorse figure is in brown color with black hair similar with the real warhorse, moreover, Lai Thai patterns are also embossed including Kranok and Prajam Yam decorative with orange-red and gold color to decorate and represent Thai chess identity on their ears, head, body, and tail as well, Figure 6.

**Figure 6**  
**Character and color from Thai chess gameplay comparison for the piece of Warhorse or Ma.**



***1.5. Character and color from Thai chess gameplay comparison for the piece of Ship or Rua.***

Ship or Rua in the Thai chess board is compared to the Warship, it is one of the key pieces because it has the longest movement horizontally or vertically, through any number of unoccupied squares so Ship seems to be one of the most important piece as well and they are

located one on each of the corner squares on their own side of the board. With its ability and importance, researcher then designed this cartoon character focused on the figure or structure that looks like an Ancient Warship with sturdy sailing mast for swift movement, the main color tone is golden brown like an ancient wood, moreover, Lai Thai patterns are also embossed including Kranok and Prajam Yam decorative to decorate and represent Thai chess identity on the craved prow and mast as well, Figure 7.

**Figure 7**  
**Character and color from Thai chess gameplay comparison for the piece of Ship or Rua.**



***1.6. Character and color from Thai chess gameplay comparison for the piece of Pawns or Bei.***

Pawns or Bei in the Thai chess board is compared to the Troop Infantry because, in all chess pieces, it has the most pieces on the board for 8 pieces and stay on the frontline to protect the remaining pieces like the first frontier or primary battle front. Pawns cannot move backwards and moves by going up a single square. The pawn does not capture in the same way as it moves, it captures diagonally, one square forward and to the left or right. With its ability and importance, researcher then designed this cartoon character focused on the figure or structure that looks like Thai Infantry who specialized in the battlefield with the lines that look bold and brave, outfits would look like ancient infantry which was straight-cut sleeves shirt with Thai Chong Kben. Head accessory is Barret hat that combined the style of modern Thai infantry for contemporary taste, sleek and swift look. The weapon is dual blades crossing on the back ready for battles, moreover, Lai Thai patterns are also embossed including Kranok and Prajam Yam decorative to decorate and represent Thai chess identity on the head and left chest. The color used in designing are divided into 4 groups representing each brigade as follows; Cassumunar-ginger green (Plai), Indigo blue (Kram), Turmeric yellow (Kamin), and light Cinnabar pink (Hong Chad) from Thai color tone of 2018-2019 to design properly with Thai fashion trend, and each color tone are also represent outstanding identity and battle expertise for each brigades in ancient time as well, Figure 8.

**Figure 8**  
**Character and color from Thai chess gameplay comparison for the piece of Pawns or Bei.**



## 2. The application of Thai chess cartoon characters creativity from comparison analysis by using styles, colors, and patterns of Thai chess piece to design from the creativity of cartoon characters that proper for designing to create fashion product inspired by Thai chess

### 2.1. The 1<sup>st</sup> fashion product design: Thai chess character printed T-shirt.

The composition of Character cartoon pattern from entire Thai chess pieces as follows; Khun which is compared to represent the Commander, Emperor, or Empress; Med is compared to represent the Advisor or Guardian or Khun ; Khon are compared to represent the Colonel or Knight chief; Warhorse or Ma are compared to represent the Cavalry or Warhorse ; Ship or Rua are compared to represent the Warship; and Pawns or Bei are compared to represent the infantry in frontline battle. And, moreover, there are additional decorations to fulfill the pattern such as checker pattern to match with created cartoon Character and make it more lively. The T-shirt layout composition is placing cartoon Character in the middle of each T-shirt to emphasize for outstanding and appealing to see the Thai chess cartoon Character clearly. This fashion product prototype of printed Thai chess cartoon Character T-shirt used high quality white cotton T-shirt to print decorations because of its popularity and wearing comfort. Transfer Printing technique, ironing printed paper on the fabric with heat treatment, is used in this study because of specific decoration layout with sharp detail, high printing speed, and low cost that suits for fashion product with low limited budget, figure 9.

**Figure 9**  
**Thai chess character printed T-shirt.**



### 2.2. The 2<sup>nd</sup> fashion product design: Printed fabric decoration design from Thai chess character in One Point style layout.

The composition of Character cartoon pattern from entire Thai chess pieces as follows; Khun which is compared to represent the Commander, Emperor, or Empress; Med is compared to represent the Advisor or Guardian or Khun ; Khon are compared to represent the Colonel or Knight chief; Warhorse or Ma are compared to represent the Cavalry or Warhorse ; Ship or Rua are compared to represent the Warship; and Pawns or Bei are compared to represent the infantry in frontline battle. And, moreover, there are additional decorations to fulfill the pattern decorate creation such as checker graphic pattern, patterns from garland, patterns from Thai architecture, and other Thai patterns, etc., used in pattern composition to make them more diverse and interesting. Printed fabrics are created to match with the style, structure, and color of the cartoon Character and make them look lively. The One Point principle design was used in fabric design, emphasizing on the center then spreading on the fabric by not focusing on the continuous pattern repetition because we require the whole

fabric decoration to have entire composition. These designed fabric can be used to create various types of fashion product prototype including printed scarf, making outfits, or even printed the decoration on T-shirts is available as well. The printing technique that suits for this design is the Transfer Printing technique, ironing printed paper on the fabric with heat treatment, is used in this study because of specific decoration layout with sharp detail, high printing speed, and low cost that suits for fashion product with low limited budget, Figure 10.

**Figure 10**

**(1) Printed fabric decoration from Thai chess character in One Point style layout , (2) Fashion product prototype design of printed T-shirt inspired by Thai chess.**



## DISCUSSION AND FUTURE WORK

In this research, it is a study for the fashion product design from the creativity of Thai chess cartoon characters that researcher had studied in both Documentary study and Field study at House of Museums from popular patterns, material, and color of Thai chess that each of pieces have their own gameplay and movement; to study and properly implement into Thai chess cartoon character design with appealing. In creativity design, researcher had designed comply with art composition properly in aspects of beauty for pattern design and focus on modern utilities as well. However, researcher needs to represent the guideline of creativity methods for pattern design from Thai concept of this Thai chess to apply or top up in various fashion products or merchandise development design in the future properly.

From studying in associated data, it is found that Suthaporn Armit and Tanapan Boonyaratkalin (2017). Printed fabric design inspired by wall paintings in Ayutthaya era: a case study of Wat Yai Suwannaram Temple (Phetchaburi Province). Bangkok: Faculty of Home Economics Technology, Rajamangala University of Technology Phra Nakhon, had conformed to the analysis in the study of design concept of researcher that inspired by Thai amusement used in printed fabric design, using bright and contrast color tone, and demonstrate the Thai identity with printing fabric techniques that require sharp details. The prototype product utility can be used in actual daily life both wearing and other usages.

From this study, researcher had designed fashion product from the creativity of Thai chess cartoon characters inspired by the concept of Thai from one of popular art, plays, or games. But there are also many Thai games that are interesting with their charms that are able to apply as concepts or inspirations for many contemporary creative designs. Fashion products also have many categories that are able to top up in designing such as clothes, bags,



shoes, etc. In this study article, it is just only a fashion product prototype of T-shirt and scarf design.

## ACKNOWLEDGEMENTS

The author would like to thank for financial support from The Research and Development Institute, Suan Sunandha Rajabhat University, Bangkok, Thailand. Special thanks to Assoc. Prof. Jaruphan Supprung the dean of Fine and Applied Arts Faculty for any suggestions to this research paper. In addition, Gratefully thank you to Mr. Anek Nawikamun, House of Museums founder, for the location and useful advices for studying Thai chess and suggestions for creating Thai chess decorations appropriately and comply with the principle.

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