

CONTEMPORARY SOUVENIR DESIGN TO VALUE ADDING INTO ECONOMY COMMUNITY AND DEVELOPING INTO A SCENERY TOWN IN SAKAEO.

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ABSTRACT

This research is a qualitative research aimed to study the basic information and woven fabric products in Sa Kaeo province to design, develop and make a prototype the products. There are 4 processes of the study of woven fabric product to value adding into economy community and developing into a scenery town in Sa Kaeo; 1. Study the tie-dye fabric background information, product design and community's background. By using a literature review, survey, an in-depth interview of village members of Tubtim Siam 05 to explore the ways to develop the product and community's needs. 2. Study and experiment a handicraft product in Sa Kaeo community after analyzing and interviewing community's demand. By analyzing the results of the study in phase 1 and then experimenting and developing fabric of herbal compress ball from tie dye method. 3. Product design; designing a model. The researcher designs a tie-dye fabric for herbal compress ball and prepare to use it as a knowledge to convey to the community. 4. Convey the knowledge; convey the body of knowledge from phase 3 to village member of Tubtim Siam 05. It was found that there are 3 demands from them as follows. 1. They want to have a unique herbal compress ball for Tubtim Siam 05 community 2. There is a leftover herb after the production 3. People interested in making tie dye fabric by using color from herb. The researcher has extracted the color from community's herb and dye both of hot and cold method. By using herbs that tend to provide the color as following; Flame flower, Eleutherine americana, Butterfly Pea, Gac, Phlai and Tumeric. With the same controlling factors; water level, herb amount, dye timing and fabric type. After the dye experiment process and move to unique pattern design for Tubtim Siam 05 community. The researcher uses a convenient tool that easy to find in the community and be able to use in tie dye process by combine two techniques in on pattern; Fold and pinch technique and tie technique to be a Tubtim Siam 05 pattern. 1. Fold the fabric into a small corner 2. Pinch the folded corner by wooden clothespin 3. Tie a wooden clothespin with rubber band to be tighter with the fabric 4. Tie another rubber band at the fabric nearby the wooden clothespin in order to design a pattern. According to the following conclusion; This Natural color extraction research has a similar process as Chanoknart Mayusoh, the pattern design from tie dye with natural color: the study only focused on category, process, tie dye fabric techniques, and the pattern design process. But there are differences in additional ingredients in this research; a color extraction method using acid and alkaline liquid to change tie dye fabric color can be used with other natural colors

Keywords: Tie dye fabric, pattern, product development.

INTRODUCTION

Special economic zones are supported by government in terms of operations, free trade, tax free, export, tourism and domestic transportation. The zone is separated into two phases. Phase one consists of Tak, Sa Kaeo, Songkhla, Trat and Mukdahan. Phase two consists of Kanchanaburi, Nakon Phanom, Nongkhai, Chiangrai and Narathiwat. It can be noticed that both phase of special economic zone is the border province that may have an advantage in trading with other countries. Moreover, it can attract an investment from overseas to improve the quality of people's life and communities. There are four strategies as follows; 1. Support the new economic area 2. Support fundamental structure 3. Support SMEs and investing continuously 4. Organize the economic border area. The government supports in twelve industry groups includes textile, jewelry, medical supply, medical equipment, fishery and agriculture, ceramic, industrial estate, electric appliance, automobile, tourism, international transportation and logistics. Each province has a different potential depends on the needs of people in each area. In Sa Kaeo, the government focuses on being a center of agriproduct processing and transportation. The business target consists of agriproduct processing, alternative energy, textile, electric appliance and electronics part, mobility parts, distribution center and tourism. There is a support in SMEs of handicraft and tourism for the first and second province in phase one of special economic zone and there are in the border area nearby Cambodia.

OBJECTIVE

1. Study the textile background information of Sa Kaeo to analyze, design and product develop the souvenir.
2. Product development and create a prototype of souvenir from the study. To create a contemporary souvenir design to value adding into economy community and developing into a scenery town in Sa Kaeo

METHODOLOGY

Process 1 Study background of tie dye fabric and product design

The researcher has two information resources;

1 Primary resource is the information that researcher gathers from the experts by interview, questionnaire and observation. Those tools are significant in collecting information in this research

2 Secondary resource is related to the research which already exists. The researcher collected the information from other sections such as report, research, books, newspapers and website.

Creating and developing tools

1. Study records, documents, books and researches which related to product design, souvenir design and information of Sa Kaeo province.

1.1 Study from documents, books and related researches in souvenir design, product design and background information about Sa Kaeo province

1.2 Summarize an essential content to apply in designing tools for handicraft product and develop for Special economic zones. The researcher has collected an information from documents, books and related researches in recording method

2. Data Analysis

The researcher analyzed data from the record from the study, books, documents and related researches and summarized in the form of content analysis.

Process 2 Study and experiment to develop a handicraft product in Sa Kaeo community.

1. Resources

1.1 Documents, books and related researches in souvenir design, product design and background information about Sa Kaeo provinces

2. Collecting tools

2.1 Recording notes

2.2 Voice recorder

2.3 Camera

3. Product development of handicraft product in Sa Kaeo and Trat province, the researcher has identified the production and development process as follow;

3.1 Study records, documents, books and related researches about souvenir design, product design and Sa Kaeo and Trat background information, local handicraft product of Sa Kaeo province

3.2 Study the documents, books and related researches in souvenir design, product design, background information of Sa Kaeo and Trat province, local product information and handicraft product in Sa Kaeo community

3.3 Summarize an essential content to apply with a development approach for Sa Kaeo handicraft product

4. Product development and information collecting

The study of Contemporary souvenir design to value adding into economy community and developing into a tourist landmark in Sakaeo. The researcher collected the information by studied in related researches, experiment, develop the product and record the result in form of recording notes and voice recording.

5. Data Analysis

The researcher analyzed data from the community of Sa Kaeo handicraft product and the prototype design information, experiment, record the result, analyze, and summarize the product that suit with the development

Process 3 Making a prototype product

1. Summarize the result from product development and collected information.

2. Make a prototype product.

According to the study in handicraft product development in special economic zones for a contemporary souvenir design to value adding into economy community and developing into a scenery town in Sa Kaeo, the researcher made a process in create a product as following;

2.1 Study records, documents, books and related researches about souvenir design, product design and Sa Kaeo and Trat background information, local handicraft product of Sa Kaeo province.

2.2 Study the documents, books and related researches in souvenir design product design, background information of Sa Kaeo province, local product information and handicraft product in Sa Kaeo community.

2.3 Summarize and record an essential content to apply in designing tools for handicraft

3. Design a prototype product by using the information obtained from the analysis to design, create the shape, appearance and production process.

Process 4 Convey the knowledge

The Tubtim Siam 05 community enterprise of agriproduct processing is in 148 moo 10, Khlong Khai Tuen sub district, Klong had, Sa Kaeo. Which is the one village under the concern of Her Royal Highness Princess Chulabhorn (valayaluk), the president of Chulabhorn Research Institute. The project is to maintain the natural resources conservation and management. In order to restore a good environment and quality of life of people in the Thai-Cambodian border community. Which studied the information and planned the work instruction by herself As well as giving solutions By applying the principles of the village to apply in the operation And gave the name of the house "Tubtim Siam Project" [1]

The Tubtim Siam 05 village be the outstanding village in natural resources; village members do an agriculture for living, dairy farms, and vegetables. There is a main agricultural activity is planting herbs; with the starting point from the support of Chulabhorn Research Institute before developing and growing until the grouping in both planting and processing. From the beginning, there were 9 members until 2013. It was registered as a community enterprise of Tubtim Siam Herbal Processing 05 to purchase and processing herbs for a raw material for pharmaceutical production to Wang Nam Yen Hospital Abhaibhubejhr Hospital.

The herbs that mostly planted by village member are mainly turmeric, phlai, butterfly pea, Laurel clockvine (Rang jue), Cissus quadrangularis (Phet Sangkhat), bitter gourd (Mara Khinok), flame flower (Kraduk Khai Dum), Kariyat (Fah Talai Jone), Jewel vine (Thao Wan Priang), Bora Phet, Indian gooseberry (Makham Phom) and Hop Headed Barleria (Sa-led Phang Phon)

Management of community enterprises of Tubtim Siam Herbal Processing Group 05 operates as a committee. There is a structure of division of work and responsibility according to the ability and expertise of members by recruiting members and selling shares to village member and the annual dividend payment per share according to the growth of business operations.

The main objective of the Tubtim Siam community herbal processing group 05 is to focus on various activities in order to improve the quality of living in the community as the main objective of the village establishment and the support of Chulabhorn Research Institute from the beginning Even though the operation and the management in various activities rely experience and experimental, but lesson learned can use for continuously develop and improve the operation. The current implementation is clear and concrete action has been accepted. And become a learning center for the operation of other communities

1. Product of Tubtim Siam 05 village
This village is an agriproduct processing community from herbs such as herbal tea, herbal soap, balm, inhaler, oil massage, and herbal compress ball

2. Product development demand of Tubtim Siam 05 village members

The researcher collected information by survey from village members of Tubtim Siam05. It was found that the demand of Thai herbal compress ball should be developed as a unique product. Because the appearance itself was not attractive enough to create purchasing power as a souvenir from the tourists

The study of herbal compress ball in Tubtim Siam 05 village found that a hand-woven fabric from natural fibre has a good surface and function for Thai massage. Another research finding was found that herbal product processing still has many herbs that did not meet the quality standard or have an exceeded the demand. Therefore, the community had to dispose or wait to be processed into other products, causing spoilage and must be disposed as well.

According to the demand of Tubtim Siam 05 village members and founded problems. The researcher suggested to create an herbal compress ball with herbal color tie dye hand-

woven fabric to them by using herbs scraps that tends to provide a color as following; Flame flower, Eleutherine americana, Butterfly Pea, Gac, Phlai and Tumeric. The village members interested in the researcher's suggestion and would like to have a training.

CONCLUSION AND FUTURE WORK

According to the objective one; study the hand-woven fabric products background in Sa Kaeo and bamboo hat (Ngob) in Trat province to explore and find a guideline in product design and souvenir product development. The researcher went to a field study, study from existing products and the demand of the community in both provinces. There are conclusions as follow;

Tubtim Siam 05 village members demand in Sa Kaeo

- Unique herbal compress ball to be identical for Tubtim Siam 05 village
- Remaining herb scraps after production process
- The community interested in tie dye fabric from herbal color extracted

The researcher has done a color extraction in both hot and cold processes from Tubtim Siam 05's herbs in Sa Kaeo which are Flame Flower, Eleutherine Americana, Butterfly Pea, Gac, Phlai and Tumeric. With the same controlling factors; water level, herb amount, dye timing and fabric type as following process;

Hot dye process

The herbs that the researcher selected to use in hot dye process are Flame flower, Eleutherine americana, phlai and tumeric. [2]

1. Pounding the herb
2. Boil 500g of herb with 1.5Litre of water for 30 minutes
3. Filter the herb scraps out
4. Dye the fabric size 10x10cm for 30 minutes
5. Wash the fabric with water
6. The fabric color will be change when it is soaked with a substance (Depends on herb)
 - The vinegar is an acidic
 - The soda ash is an alkaline
7. Final wash the fabric with water

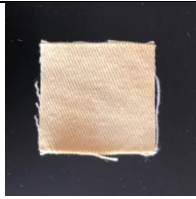
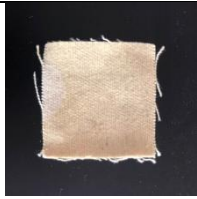




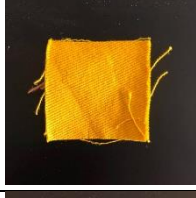

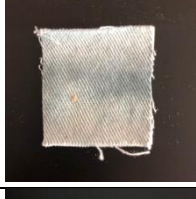


Cold dye process

The herbs that the researcher selected to use in hot dye process are Butterfly pea and Gac[3]

1. Using a liquid from herb
 - Rubbed Butterfly Pea generated a color
 - The researcher used the orange part around the seed of a Gac
2. Dye the fabric size 10x10cm for 30 minutes
3. Wash the fabric with water
4. The fabric color will be change when it is soaked with a substance (Depends on herb)
 - The vinegar is an acidic
 - The soda ash is an alkaline
5. Final wash the fabric with water

The result from herbal dye from both methods were found that some herbs generated a strong and clear color and some herbs generated a diluted color. After the fabric dried, the color has been diluted. The color result was not as same as the herb itself. Besides, natural color will be changed after receiving the sunlight. It can be summarized as below table.

Table 1
Herbal dyes from Tubtim Siam 05 village

Name	Process	Result		Acid soak/Alkeline soak
Flame Flower	Hot dye			
Eleutherine americana	Hot dye			
Phlai	Hot dye			
Tumeric	Hot dye			
Butterfly pea	Cold dye			
Gac	Cold dye			-

The pattern design process to be a unique tie dye pattern for Tubtim Siam05 has been done after dyeing the fabric with herbal color. The researcher uses the equipment that convenient to and applicable in the community. [4] There are two techniques in one pattern; fold and pinch, and tying technique as following steps;

1. Fold the white fabric into a small corner
2. Pinch the folded corner by wooden clothespin
3. Tie a wooden clothespin with rubber band to be tighter with the fabric
4. Tie another rubber band at the fabric nearby the wooden clothespin in order to create a pattern

Figure 1
Designed pattern techniques for Tumbim Siam 05



The design pattern of Tumbim Siam05 is able to arrange the position as preferable. It is also be able to apply with the various size of the product and use with standard pattern of tie dye fabric

After the researcher got a herbal extracted color and Tumbim Siam 05 pattern. Conveying the message has been done to village member to the further developing to their other products as following procedures;

1. Training session by using fabric and equipment for the attendances
2. There is an introduction about tie dye process, color extraction and let the attendance select two herbs to use in training session; turmeric and Eleutherine americana (Wan Hom Dang)
3. The researcher made a herbal color tie dye training

Figure 2
Pattern and color from tie dyeing with Eleutherine americana and Tumeric



After the training session, Tumbim Siam 05 village members used the hand-woven tie-dyed fabric to produce a herbal compress ball.

Figure 3
Herbal compress ball woven fabric from herbal color tie dyeing



Summary

The study of handicraft product development in special economic zones for a contemporary souvenir design to value adding into economy community and developing into a scenery town in Sa Kaeo can be summarized as follow;

According to the objective one; study the hand-woven fabric products background in Sa Kaeo and bamboo hat (Ngob) in Trat province to explore and find a guideline in product design and souvenir product development.

After the field work study, the researcher has a conclusion as below;

Tubtim Siam 05 village, Sa Kaeo province

This village is an agriproduct processing community from herbs such as herbal tea, herbal soap, balm, inhaler, oil massage, and herbal compress ball. The requirement of the community is Thai herbal compress ball should be developed as a unique product for the village because its appearance was not attractive enough to create purchasing power as a souvenir from the tourists. The hand-woven fabric is used in herbal compress ball production because a natural fiber has a good surface and function for Thai massage. Another research finding was found that herbal product processing still has many herbs that did not meet the quality standard or have an exceeded the demand. Therefore, the community had to dispose or wait to be processed into other products, causing spoilage and must be disposed as well.

Recommendations

The project of a contemporary souvenir design to value adding into economy community and developing into a scenery town in Sakaeo has taken an appropriate process based on the research objectives. There is a recommendation as below 1. This Natural color extraction research has a similar process [7] the pattern design from tie dye with natural color: the study only focused on category, process , tie dye fabric techniques, and the pattern design process. But there are differences in additional ingredients in this research; a color extraction method using acid and alkaline liquid to change tie dye fabric color can be used with other natural colors

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