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# Textile Pattern Design and Development for Women Inspired by Tourist Attractions in Bangkok

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## Abstract

This research aimed to design textile patterns inspired by tourist attractions in Bangkok for women aged 20-40 years. The creative research methodology consisted of four steps: 1) studying and collecting data about Bangkok tourist attractions, fashion trends, and consumer behavior, 2) analyzing and synthesizing data to determine design guidelines, 3) designing and developing patterns using Adobe Illustrator for satin silk production, and 4) evaluation by textile and fashion design experts. The research resulted in four patterns reflecting Bangkok's identity through important landmarks and symbols, with symmetrical composition emphasizing border patterns and combining basic tones with contemporary fashion colors. Expert evaluation revealed that the "Night Light" pattern received the highest score in beauty and contemporariness (4.67), while the "Temple Town" pattern scored highest in identity representation (4.83). All patterns scored above 4.00 in target group suitability and were deemed feasible for production. These designs can be further developed into fashion products with unique and contemporary identities.

**Keywords:** Textile Pattern Design, Bangkok Tourist Attractions, Contemporary Fashion

## 1. Introduction

Bangkok is a capital city with a rich history and distinctive identity in terms of architecture, arts, culture, and way of life. It was ranked as the world's number one tourist destination in the World's Best Awards 2023 by Travel + Leisure magazine (Tourism Authority of Thailand, 2023). With its diverse tourist attractions that blend traditional Thai elements with modernity, Bangkok has become a popular destination for tourists from around the world.

Currently, the fashion and textile industry is highly competitive, with consumers increasingly demanding products that have unique identities and connections to local culture (Wimonsiri Srichan, 2022). However, textile pattern designs that reflect Bangkok's identity in a contemporary style are still limited, with most designs focusing solely on traditional Thai patterns (Somying Duangkaew, 2023). This may not meet the needs of modern consumers who desire novelty and contemporary designs.

Place-inspired design is one of the popular design theories today. Johnson et al. (2021) suggested that using place identity as design inspiration helps create emotional connections and memories between consumers and products. This aligns with Thompson's (2022) concept of contemporary textile pattern design, which emphasizes the integration of local elements with global fashion trends.

This research therefore focuses on developing textile patterns inspired by tourist attractions in Bangkok, using design principles that combine the city's unique identity with contemporary fashion trends. Through analysis of artistic elements and layouts appropriate for the target audience (Prapatsorn Menoi, 2023), this research not only adds value to textile products but also promotes tourism and preserves Bangkok's cultural heritage in a new way (Suchada Jaidee, 2023). Furthermore, these designs can be developed into fashion products with unique identities that meet market demands both domestically and internationally.

### 1.1 Research Objective

- 1) To design textile patterns inspired by tourist attractions in Bangkok
- 2) To create patterns that reflect Bangkok's identity in a contemporary style
- 3) To develop textile patterns that cater to women aged 20-40 years

## 2. Literature review

### Textile Pattern Design Concepts

Textile pattern design is a creative process that must consider multiple elements. Pornpimol Thammachot (2022) stated that the key elements in textile pattern design include layout, pattern structure, color, and texture, emphasizing the importance of balance and pattern continuity. This aligns with Wilson (2023), who suggested that good textile pattern design must blend artistic beauty with practical functionality.

### Place-Inspired Design Concepts

Somsak Wongprasert (2023) studied the application of place identity in textile design and found that storytelling through patterns can add value and interest to products. Meanwhile, Martinez et al. (2023) pointed out that place-inspired design helps create emotional connections between consumers and products.

### Tourism and Bangkok's Identity

Suwit Sadsang (2023) studied the presentation of Bangkok's identity through design and found that Bangkok has distinctive characteristics in architecture, lifestyle, and culture. Anderson (2022) indicated that these elements are key attractions drawing tourists to visit Bangkok.

### Fashion Trends and Consumer Behavior

Sunanta Menak (2023) studied fashion consumer behavior among women aged 20-40 years and found that the target group prioritizes designs with unique identities that reflect their personality. This corresponds with Taylor's (2023) research, which found that modern consumers prefer products that combine local elements with contemporary style.

### Computer-Aided Design Techniques

Prapaporn Suwana (2022) studied the use of Adobe Illustrator in textile pattern design and found that this program is suitable for designing patterns requiring high precision and accuracy. Chen (2023) suggested that computer-aided design allows for efficient experimentation with composition and color adjustment.

### **3. Body of paper**

#### **Research methodology**

This research is a creative research study with the following procedures:

#### **1. Study and Data Collection**

##### **1.1 Study information about Bangkok tourist attractions, including:**

Giant Swing, Temple of the Emerald Buddha, Wat Pho Giants, Tuk-tuk, Public buses, Democracy Monument, BTS Skytrain, Rama IX Bridge, Krung Thon Bridge, Long-tail boats, Traditional kites, Buddha images, Motorcycle taxis, Street name signs, Street vendors, Ferris wheel, Yaowarat, Elephant Tower, Golden Mount and Wat Arun

##### **1.2 Study fashion trends and contemporary textile pattern design**

##### **1.3 Study behavior and needs of the target group (women aged 20-40 years)**

#### **2. Data Analysis and Synthesis**

##### **2.1 Analyze the identity and distinctive elements of tourist attractions**

##### **2.2 Synthesize design approaches that combine local and contemporary elements**

##### **2.3 Establish design guidelines, including:**

- Symmetrical composition with emphasis on border patterns
- Combining basic color tones with fashion colors
- Pattern design for satin silk

#### **3. Design and Development**

##### **3.1 Sketch and develop design concepts**

##### **3.2 Design patterns using Adobe Illustrator**

##### **3.3 Develop 4 pattern styles, each reflecting different aspects of Bangkok's identity**

#### **4. Evaluation**

##### **4.1 Evaluation by 3 textile and fashion design experts**

##### **4.2 Evaluation criteria including:**

- Beauty and contemporariness of patterns
- Expression of Bangkok's identity
- Suitability for target group
- Production feasibility

##### **4.3 Revise according to expert recommendations**

#### **5. Research Tools**

##### **5.1 Data analysis recording form**

##### **5.2 Pattern design sketches**

##### **5.3 Adobe Illustrator program**

##### **5.4 Design evaluation form**

## Results

### 1. Data Analysis and Synthesis Results

#### 1.1 Bangkok's identities used in the design can be classified into 4 aspects:

- Religious and Cultural Architecture:  
Such as Temple of the Emerald Buddha, Wat Pho Giants, and Wat Arun
- Transportation and Travel:  
Such as BTS Skytrain, public buses, long-tail boats, and tuk-tuks
- Important City Landmarks:  
Such as the Giant Swing, Democracy Monument, and Elephant Tower
- Lifestyle and Commerce:  
Such as street vendors, street name signs, and motorcycle taxis

### 2. Pattern Design Results

#### 2.1 Pattern 1: "Urban Transit"

*Figure 1 : Pattern 1 "Urban Transit"*



*Source : Chanoknart Mayusoh*

- Concept: Reflects Bangkok's diverse transportation systems
- Main elements: BTS Skytrain, buses, directional signs, and traffic signals
- Color scheme: Burgundy brown, green, yellow, and cream white
- Layout: Symmetrical arrangement around all directions, emphasizing connectivity through travel routes

## 2.2 Pattern 2: "Night Light"

*Figure 2 : Pattern 2 " Night Light "*

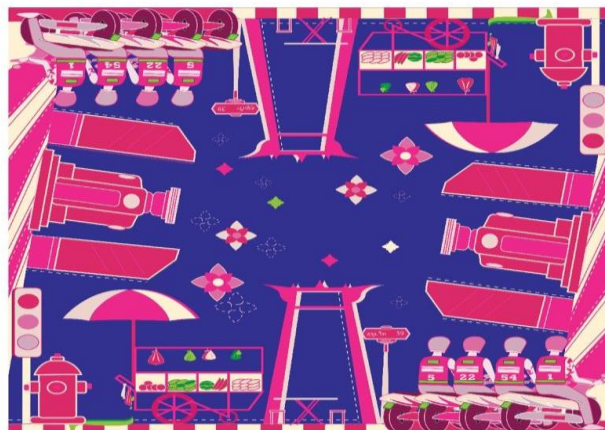


*Source : Chanoknart Mayusoh*

- Concept: Presents Bangkok's nighttime atmosphere
- Main elements: Ferris wheel, bridges, high-rise buildings, and city lights
- Color scheme: Blue, pink, yellow, and purple
- Layout: Symmetrical scattered arrangement, emphasizing dimension through light and shadow

## 2.3 Pattern 3: "Street Culture"

*Figure 3 : Pattern 3 " Street Culture "*



*Source : Chanoknart Mayusoh*

- Concept: Depicts street life and commerce
- Main elements: Street vendor carts, motorcycle taxis, umbrellas, and street lamps
- Color scheme: Pink, navy blue, with highlights of reflective green
- Layout: Perpendicular symmetry, emphasizing rhythm through repetition

#### 2.4 Pattern 4: "Temple Town"

*Figure 4 : Pattern 4 " Temple Town "*



*Source : Chanoknart Mayusoh*

- Concept: Presents the beauty of Thai architecture
- Main elements: Pagodas, giants, Buddha images, and decorative patterns
- Color scheme: Blue, burgundy brown, and cream
- Layout: Mirror symmetry, emphasizing architectural grandeur

### 3. Expert Evaluation Results

The evaluation by three textile and fashion design experts revealed:

#### 3.1 Beauty and Contemporariness

- "Night Light" pattern received the highest score (4.67)
- "Urban Transit" pattern ranked second (4.33)
- Experts praised the vibrant colors and contemporary element integration

#### 3.2 Identity Expression

- "Temple Town" pattern received the highest score (4.83)
- Experts commended the clear identity presentation and well-balanced element composition

### 3.3 Target Group Suitability

- All patterns scored above 4.00
- Experts agreed the patterns are modern and suitable for women aged 20-40 years

### 3.4 Production Feasibility

- All patterns were deemed producible
- Suggestions were made to adjust some element sizes for optimal production

## Discussion Results:

### 1. Pattern Design Aspects

- The research findings align with Chutima Wannapong (2022), a faculty member at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, who studied contemporary Thai textile pattern development. Her research found that combining Thai elements with contemporary design can add value to textile products.

### 2. Color and Composition Aspects

- The color selection and composition arrangement correspond with Napaporn Yangwiwat's (2023) research at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University. Her study on contemporary Thai pattern design found that symmetrical composition and contemporary color usage enhance pattern appeal.

### 3. Target Group Response Aspects

- The findings align with Suwit Sadsang's (2023) research at the Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, which found that consumers aged 20-40 years prefer products that combine Thai elements with contemporary fashion trends.

## 4. Conclusion

The research on "Textile Pattern Design and Development for Women Inspired by Tourist Attractions in Bangkok" can be concluded as follows:

1.1 Pattern Design Results - Created 4 patterns reflecting Bangkok's identity - Used symmetrical composition with emphasis on border patterns - Combined basic color tones with contemporary fashion colors, which aligns with Kesorn Polchamroon's (2023) findings that contemporary color combinations can add value to textile products

1.2 Expert Evaluation Results - Beauty and Contemporariness: The "Night Light" pattern received the highest score (4.67) - Identity Expression: The "Temple Town" pattern received the highest score (4.83) - Target Group Suitability: All patterns scored above 4.00 on average - Production Feasibility: All patterns were deemed feasible for actual production

## Recommendations:

### 1. Recommendations for Application

- Develop into various fashion products
- Experiment with different textile materials
- Study market feasibility



## 2. Recommendations for Future Research

- Study pattern design inspired by other aspects of Bangkok
- Develop patterns for different target groups
- Study new textile production techniques

## 5. Acknowledgment

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