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Home decoration product designing from waste of fisheries sector in Samut Songkhram province, Thailand

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Abstract

This article aims to study the cultural capital of Samut Songkhram in order to design a home decoration from waste material in fisheries sector. By studying from related literature reviews and information collecting from Samut Songkhram Provincial Fisheries Office group, experts in local culture in Samut Songkhram and online data base about geography information including analyzing with new product development process, designing concept for research finding result.

The result was found that there is a lot of seafood waste from fisheries sector and a lot of seafood trading in Samut Songkhram province. The researcher has selected a shrimp shell to minimize the waste and develop it into new value-added product. It was analyzed using innovation in the waste material processing along with production guidelines inspired by geography information, logo and slogan of Samut Songkhram province to design a variety of home decoration that imply to a cultural identity of the province.

Keywords: Processing, Shrimp shell processing, cultural products, Samut Songkhram

1. Introduction

Samut Songkhram province has a potential and many strengths such as the location where is located nearby Bangkok and has a main road to Southern region of Thailand. It also has a great ecosystem which called 3 rivers; fresh water, brackish water and sea water. These factors make Samut Songkhram province is plentiful of fishery and agriculture business. Moreover, it has a potential in conservation tourism and many cultural and traditional lifestyle tourist attractions, including local wisdom that hidden in various area within this province and the community has full coordination for further development. From the mentioned strength factors, (Samut Songkhram Agricultural and Cooperative Development Plan ,2020) has set a strategy to develop into a conservation tourism destination “The sustainable city of 3 rivers” The city of agricultural processing and fishery products. It is also including a factor in supporting the development of the Royal Cost Road, Samutsonkhram-Chumphon. And cultural tourism is popular in the present, this makes it as an essential factor that enhance the development for both the government and the people.

However, Samut Songkhram mainly relies on income from tourism. It still lacks in promotion of community lifestyles, community identity, cultural funding, identity development, product and service development. The products and services are also an important

issue for Samut Songkhram province that needs to develop along with environment issue, waste, polluted water, waste disposal from the agriculture and fisheries sector. And tourism section needs to handle with the above mentioned issues. In this research is to create a cultural product. The researcher adopted the concept of the creative economy from the Office of Creative Economy Promotion (2018), which defines the creative economy as the development of an economic system that utilizes creativity based on knowledge, intellectual property, and research, which are connected to culture, historical foundations, the accumulation of societal knowledge, technology, and innovation, in order to develop businesses and produce goods and services in new forms. And waste processing innovation in fisheries sector, minimize waste and value added it, increase an income to the community and create a Zero Waste society to Samut Songkhram Province. Which is consistent with the 4 development issues 2018-2022 as follows: 1) Increasing tourism potential to be a center for various form of tourisms along with sustainable lifestyle. 2) Safety, standard and quality development. As well as enhance a competitive advantage in fishery and agricultural products. 3) Improving and balancing the quality of life, equality and stability. 4) Enhance tourism management efficiency of natural resources and the environment from all related sectors.

1.1 Research Objective

1. Waste material from fisheries sector in Samut Songkhram
2. Study of cultural capital of Samut Songkhram province in order to apply in creating home decoration products

2. Body of paper

Research Objectives

1. Waste material from fisheries sector in Samut Songkhram
2. Study of cultural capital of Samut Songkhram province in order to apply in creating home decoration products

Scope of research

1. The study area is the fisheries sector of Mueang district, Samut Songkhram Province.
2. The sample size consisted of (1) fisheries experts in the Samut Songkhram Provincial Fisheries Office, Mueang District, Samut Songkhram Province. Operated by Mr. Chanathip Srisawangasuk and (2) community and cultural capital experts operated by Mr. Wiraphong Angthong, Director of the Community Development Promotion Group, Samut Songkhram Provincial Community Development Office.
3. Scope of content and study plan
 - 3.1 Study about waste material from fisheries sector of Samut Songkhram by the local experts, literature review and online information. The researcher analyzed about the benefits of shrimp shells processing, created prototype and experiment.
 - 3.2 The researcher went to field study to gather the information in order to generate a designing guidelines of home decoration product.

Conceptual Framework

In this research, the researcher has study intensively from documents and related researches, explained together with area data. This will be explained according to the frame work in analyzing from waste material from fishery; shrimp shells. Also, analyzing their qualification, processing, and usability features after processing. Which are led to product design combined with cultural information in order to create cultural product and waste minimizing. By using the concept of Cultural Product of Thailand which is developed product from Thai culture; valuable, meaningful, value-added, increase economic value, storytelling and indicate the identity in specified area. It is divided into 5 groups which are foods, clothes, ornaments, decorations and performing arts for the community to a further development.

Research Methodology and research tools

In this research of the designing home decoration products from waste materials from fisheries sector in Samut Songkhram province to reduce waste and inequality issues. By studying in related documents, researches and field study to gather various aspects to prototype design before create a home decoration product.

Results and Discussion

The researcher gathered data from theoretical, field study, material experiments, product design, processing and analyzed data according to research objectives as follows “*The study of the cultural capital of Samut Songkhram Province for apply in creating home decoration products*” From the area observation and interview people in the community. The researcher found that the outstanding point is that Samut Songkhram is the province that located in the Gulf of Thailand where Mae Klong River flows through. Which is consistent with the provincial motto that includes the outstanding features “City of Hoi Lod, amazing Lychee, King Rama II Park, Mae Klong River flows through and pay respect to Luang Pho Ban Laem” which are consistent with Samutsongkhram’s logo; the floating drum along coconut patch. The original name of Samut Songkhram was Mae Klong city because it is located on the banks of Mae Klong River, which has been an important transportation route since ancient times. The provincial seal is therefore made in the shape of a floating drum with coconut trees on both sides, which is a symbol of the province's main occupation. The researcher was inspired by the design of a drum and trees, which have been reduced, modified, and added to their functionality.

Figure 1: The logo of Samutsongkhram Province



Source: www.samutsongkhram.go.th

Currently, art and local wisdom have gained significant popularity in the decoration of buildings and spaces. These elements incorporate culture, way of life, creativity, community identity, innovation, and design, blending together to create new value and significance. This process results in the creation of new products, in line with the concept of Booz, Allen, and Hamilton (1982). Not only be a part of stimulate in a new image as a selling point for tourism industry and waste processing, but it also enhances the diverse lifestyles in the specific area to be consistent with the way of life.

The researcher took a shrimp shell processing innovation to develop with a product design guideline into a home decoration that imply to local identity. By analyzing from the first, the second objective and geography information to synthesize the designing information as follow;

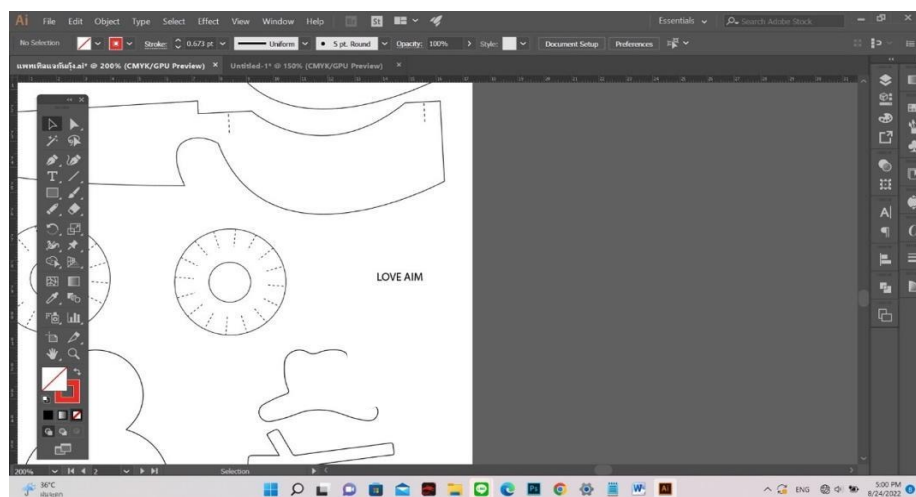
1. Study in waste material from fisheries sector in Samut Songkhram Province, Thailand. It was found that there was a large amount of waste shrimp shells. Therefore, the researcher was interested in using shrimp shells to increase their value and use them to design home decoration products.

2. Selection of home decoration products from shrimp shells processing for create a prototype product, including dry vases and display models.

3. Selection the cultural identity of the local area by using drum and tree to imply through the product.

4. When the workpiece is finished, it is brought to make a prototype by using designing method and Concept of Chanoknart Mayusoh (2020) stated that “The design of visible symbolic by detail reduction but retain the main structural pattern.”which meet the society’s need and consumers. It is to be considered in aesthetic value, utility, material and production process value. Including the designs that are along with local identity which create from waste material or materials available in the province and emphasizing in minimize waste and being environmentally friendly.

Figure 2: designing by using software package



Source: khanin Phriwanrat

After the researcher sketched drums and trees in various shapes patterns on paper then designed and laid a cutting pattern by software package to use with a laser cut the shrimp shell. After cutting in many shapes, it is tested and assembled into a prototype workpiece in vase for home decoration (dry version, unable to be filled with water) or display model as designed and other appropriate models.

Figure 3: Workpieces of Home decoration from shrimp shells



Source: khanin Phriwanrat

3. Conclusion

3.1 Innovation in waste material processing from fisheries sector in Samut Songkhram province to create a cultural product for Samut Songkhram, which still has another waste material from other fisheries sectors that can be further developed into other cultural products.

3.2 This research still lacks of product testing with long-term market demand.

4. Acknowledgment

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