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THE DEVELOPMENT OF FABRIC PATTERNS FROM THE STUDY OF KIRI WONGKOT VILLAGE TOURIST ATTRACTIONS. UDON THANI PROVINCE

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ABSTRACT

This research is studied in a research project. “The development of fabric patterns from the study of tourist attractions in Kiri Wongkot Village. Udon Thani Province” to design fabric patterns The research objectives are To explore the cultural history, arts, customs, traditions, and the essence of Kiri Wongkot Village, Udon Thani Province, under the theme of "Kiri Wongkot Way of Life," with the aim of strengthening the local cultural community. To examine and analyze the styles, materials, types, and production techniques of indigenous textiles in Kiri Wongkot Village, Udon Thani Province, and to utilize these findings to develop guidelines for contemporary fabric and clothing design. To conduct research and experimentation in innovating local textile patterns for contemporary clothing design.

The research results have revealed that the original fabric patterns of Kiriwongkot Village resemble checkered patterns reminiscent of loincloths, as well as animal motifs like crabs, inspired by the local environment. These patterns have been employed as the foundation for fabric pattern design, utilizing artistic principles encompassing lines, shapes, and forms. Drawing inspiration from the architectural features of residential structures and everyday objects, the researcher has incorporated various structures, lines, and shapes to create visually appealing patterns with depth and dimension. Creative styles have been utilized to design these patterns, with intricate details at the pattern's center that allow for repetition when creating fabric patterns.

The color palette selected reflects the beauty of Thailand, featuring tones that resonate with the country's unique vibrancy. This has resulted in the creation of exquisite and distinctive pattern designs. Notably, the primary color tones in Pattern 1 include shades of yellow, green, grey, and blue. These patterns can be applied in designing a wide range of products, such as bags, hats, ties, and more. This innovation has the potential to uplift and advance the careers of local villagers, thereby increasing their income. By transforming cultural heritage into woven patterns, this endeavor adds a touch of uniqueness and creates added value. It aligns with the concept of the Sufficiency Economy Philosophy, considering both aesthetic and utilitarian aspects in line with the daily preferences of consumers, particularly the GEN Y group, who prioritize beauty and seek clothing that reflects their individuality.

Moreover, there is an opportunity to develop and design clothing suitable for work, casual wear, and festive occasions, offering a variety of intriguing styles. The design principles prioritize shapes that are easy to wear and flexible, with an emphasis on patterns and colors that are both beautiful and wearable, in accordance with the principles of fashion design.

Keywords : Fabric pattern, Cultural capital, Khiri Wongkot

INTRODUCTION

This research delves into innovation in the creation of woven fabric patterns drawn from the cultural wealth of the "Kiriwongkot Way of Life," with the ultimate goal of crafting prototypes for contemporary clothing within the framework of the Sufficiency Economy Philosophy. The researcher has conducted a thorough exploration of related concepts, theories, and existing research, categorized as follows:

Khiri Wongkot Village, situated in Na Khae Sub-district, Na Yung District, Udon Thani Province, has evolved into an eco-tourism destination through collaborative efforts within the community and local tourism management. The village is blessed with pristine natural surroundings and has been recognized as a focal point for unique tourism activities and an intriguing community way of life. Nestled amidst the lush green mountains of Nam Som-Na Yung National Park, the area boasts captivating natural attractions, including the picturesque Huai Chang Plai Waterfall. Tourists can engage in nature-centric activities, such as tractor rides through streams, rice fields, and forests, while also immersing themselves in the community's traditional culture. The villagers primarily engage in agriculture, adhering to the principles of the Sufficiency Economy, and have established various professional groups, including those focused on basketry, weaving, broom-making, banana processing, and stone crab farming.

Highlights of Khiri Wongkot Village: This section highlights the village's remarkable features, emphasizing its natural beauty, eco-friendly lifestyle, and close connection to agriculture. The village offers various accommodation options, ranging from homestays with local hosts to resort-style and tent-based accommodations. Khiri Wongkot villagers continue to lead a simple, agriculturally oriented lifestyle in harmony with the Sufficiency Economy Philosophy. Visitors can partake in activities like riding tractor carts through streams, enjoying forest picnics, witnessing breathtaking sunrises, and exploring the region's mountainous terrain. Additionally, the area promotes coffee cultivation, with the Nayung Coffee Community Enterprise Group overseeing the production of Arabica and Robusta coffee. "Nayung's Coffee," their brand of roasted and ground coffee, serves as a prominent OTOP (One Tambon One Product) item in Udon Thani Province. The district hosts the annual "Strawberry and Na Yung Coffee Festival" in February, providing tourists with opportunities to savor fruits, coffee, and community-made souvenirs.

Sufficiency Economy Philosophy:

The Sufficiency Economy System centers on establishing sustainable livelihoods and wise financial management, ensuring that individuals live within their means without incurring debt. Any surplus income can be shared, saved, or allocated to additional needs. The philosophy's significance has grown in light of the modern consumerist society, which often encourages overspending on non-essential items like entertainment, fashion, and gambling. Such practices can lead to financial distress and a cycle of debt, making it imperative to adopt a more balanced and sustainable way of life.

Research on Indigenous Weaving Patterns:

The researchers have identified unique weaving patterns from local woven fabrics, with a particular focus on the Khiri Wongkot area. To explore and analyze these distinctive patterns, the study delves into the personality and preferences of the target audience. This research aims to serve as a guideline for designing indigenous weaving patterns suitable for contemporary clothing. The study also incorporates color theory to enhance the design elements, facilitating the development of textile patterns that authentically reflect the identity of the Khiri Wongkot locality. This endeavor aims to contribute to the creation of community products that promote tourism and trade across various domains with diverse dimensions.

OBJECTIVES OF THE RESEARCH

1. To investigate the history, culture, art, customs, traditions, and the overall image of the community in Kiri Wongkot Village, Udon Thani Province, within the framework of the "Kiri Wongkot Way of Life." This aims to strengthen the cultural community.
2. To examine and analyze the styles, types, materials, and production processes involved in local textiles in Kiri Wongkot Village, Udon Thani Province. The goal is to develop guidelines for designing contemporary fabric and clothing patterns based on these findings.
3. To conduct a study and experimentation aimed at innovating the design of local textile patterns, with the intention of applying them to contemporary clothing design.

RESEARCH METHODOLOGY

1. Research Design:

Qualitative Research: Given the nature of the study, qualitative research will be employed to explore and understand the cultural and artistic aspects of Kiri Wongkot Village and its tourist attractions. This approach allows for in-depth examination and interpretation of the fabric patterns' development within a cultural context.

2. Data Sources:

Primary Data:

In-person Observations: Researchers will conduct on-site visits to Kiri Wongkot Village to observe its tourist attractions, cultural elements, and fabric patterns.

In-depth Interviews: Local residents, artisans, and individuals knowledgeable about the village's culture and fabric patterns will be interviewed to gain insights and gather narratives.

Photographs and Visual Documentation: Visual data will be collected through photographs and videos of the village, its attractions, and fabric patterns.

Secondary Data:

Historical Records: Existing records and historical documents related to Kiri Wongkot Village and its cultural heritage will be reviewed.

Academic Literature: Relevant academic articles, research papers, and publications about the village and fabric patterns will be studied.

Textbooks and Local Resources: Local resources and textbooks that provide insights into the village's history, culture, and fabric patterns will be consulted.

3. Data Collection Procedures:

Researchers will visit Kiri Wongkot Village and spend time engaging with local residents and artisans.

Semi-structured interviews will be conducted to explore their knowledge, experiences, and perspectives regarding fabric patterns.

Observations will be made of the tourist attractions, patterns, and cultural elements in the village.

Visual documentation will be created to capture the fabric patterns, traditional weaving techniques, and the village's overall ambiance.

4. Sampling:

Purposeful Sampling: Participants will be selected purposefully to include individuals with expertise in fabric patterns, local artisans, and residents with a deep understanding of Kiri Wongkot Village's culture and history.

5. Data Analysis:

Thematic Analysis: Qualitative data, including interview transcripts, observations, and visual documentation, will be analyzed thematically to identify key themes and patterns related to fabric development.

6. Ethical Considerations:

Informed Consent: Prior informed consent will be obtained from all participants.

Confidentiality: The anonymity and confidentiality of participants will be preserved.

Respect for Local Culture: Researchers will respect and follow local customs and traditions during their interactions with village residents.

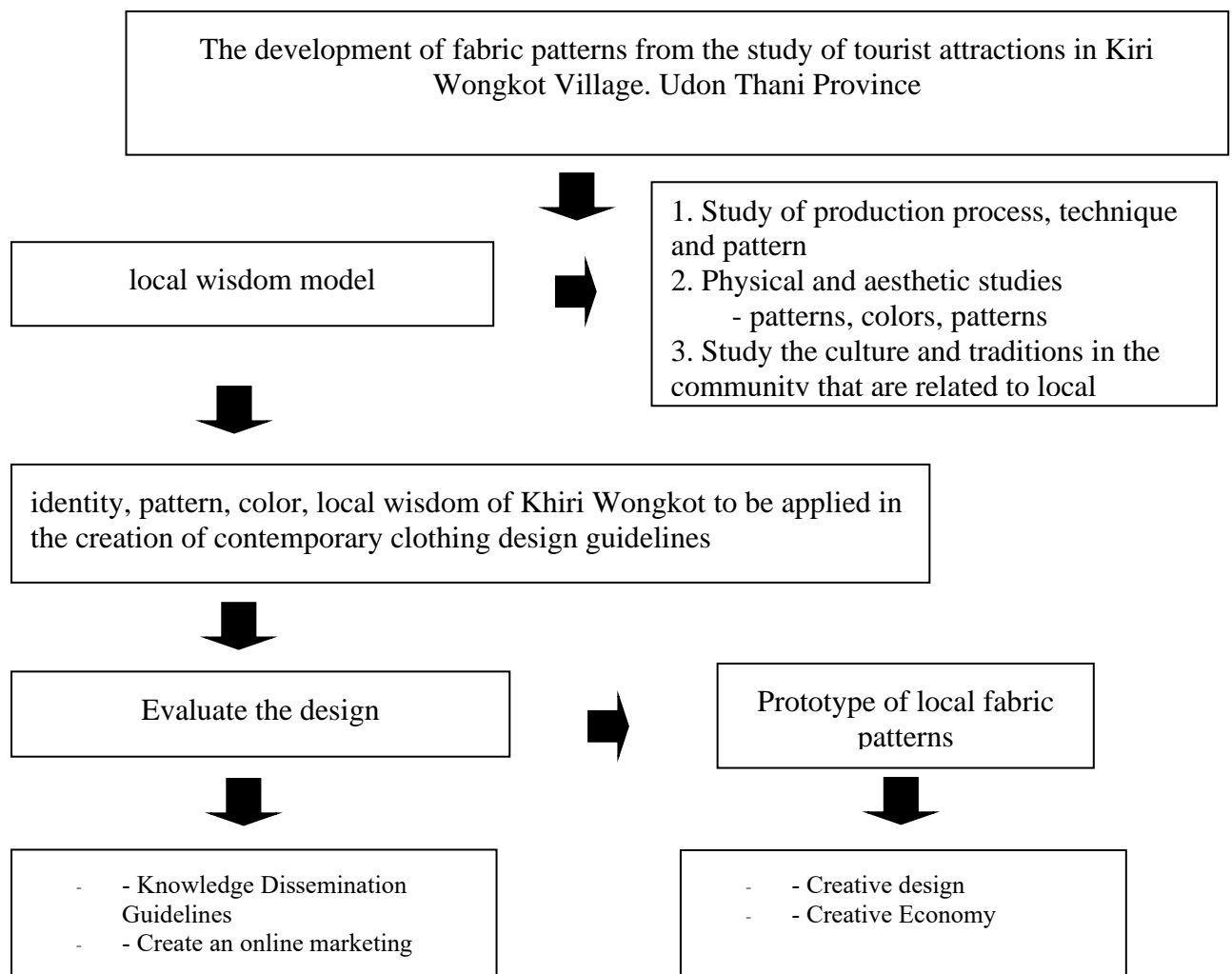
7. Validity and Reliability:

Inter-rater reliability checks will be conducted to ensure consistency in data interpretation.

Triangulation of data sources (interviews, observations, and visual data) will enhance the validity of findings.

This research methodology aims to provide a comprehensive understanding of fabric pattern development in Kiri Wongkot Village, emphasizing the cultural and artistic aspects tied to its tourist attractions. It involves a qualitative approach to gather rich, contextual data for analysis.

Designing fabric patterns has to work according to the steps that follow the conceptual framework as follows.



2. Research methods

1) This research was a combination of qualitative and quantitative research. by studying the body of knowledge about the history culture art Traditions and Traditions of Khiri Wongkot Villagers, Na Yung District, Udon Thani Province Including the study of knowledge about indigenous textiles that are the identity of the local wisdom of the community. which leads to the development of innovative fabric patterns designs In order to raise the income of the community and increase the competitiveness. with the concept of "local way Khiri Wongkot" under the philosophy of sufficiency economy which will use qualitative research to collect data in the content sector fieldwork and write a descriptive briefing analysis and lead a quantitative research

2) Fieldwork to collect information about villagers and traditional weaving groups in Kiri Wongkot Village, Na Yung District, Udon Thani Province. Including the expansion and utilization area is a design university. private organization in the field of design and Udon Thani Provincial Cultural Office

3) Study the population group, i.e. the villagers group and the local weaving group. in Kiriwongkot Village, Na Yung District, Udon Thani Province, 3 groups of 5 people each, a total of 15 people, and the sample population is design students. Suan Sunandha Rajabhat University, 15 people and a group of private designers, 20 people, a total of 50 people. Using the data collection tool, a questionnaire (Questionnaire) to assess satisfaction. The questionnaire was rated on a 5-point scale: 5 means most appropriate, 4 means very appropriate, 3 means moderately appropriate, 2 means less appropriate, and 1 means least appropriate.

4) Procedures and methods for collecting knowledge from academic documents about the history culture art Traditions and wisdom of indigenous textiles of villagers in Khiri Wongkot community Udon Thani Province by studying the concept of "Kiri Wongkot Way of Life" as follows: books or textbooks, research papers or theses, academic articles, research articles, papers proposed in meetings or academic seminars, and collecting data by conducting surveys and interviews with Mr. Narin Anat. Wan (Ban Headman), Kiri Wongkot Village, Na Yung District, Udon Thani Province, Mrs. Dang Champasri (Head of Local Weaving Group 1), Kiri Wongkot Village, Na Yung District, Udon Thani Province, Mrs. Nupan Anantawan (Head of Weaving Group Native cloth 2) Kiri Wongkot Village, Na Yung District, Udon Thani Province, Mrs. Ao Dakhong (Head of Native Weaving Group 3), Kiri Wongkot Village, Na Yung District, Udon Thani Province

5) All data are analyzed for use as a guideline for the design of fabric pattern.

6) Experimental process for designing fabric pattern . with the following steps:

- describe the environment tradition Arts, culture and indigenous textiles in Khiri Wongkot Village, Na Yung District, Udon Thani Province

- Explain the image of the community under the concept of "The Khiri Wongkot way of life" by studying the patterns, types, materials and production processes of native textiles in Khiri Wongkot village. Udon Thani Province

- Analyze local wisdom identity The framework for the description is as follows: form, shape, structure, color, pattern, material and utility of traditional textiles in Khiri Wongkot village. Udon Thani Province

- Study the process and innovation of pattern design as well as the production process of contemporary indigenous textiles.

7) Design and Evaluation Innovative design of contemporary indigenous textile patterns Contemporary costume design with the concept of "Kiri Wongkot way of life" under the philosophy of sufficiency economy. An evaluation of contemporary costume design prototypes with the concept of "Kiri Wongkot way of life" under the philosophy of sufficiency economy. By surveying the satisfaction with the design work and commercial use. Bringing contemporary costume designs with the concept of "The Khiri Wongkot way of life" under the

philosophy of sufficiency economy produced as a model for use in opening the market for distribution through online stores, internet networks.

8) Conclusion and Presentation Summary

3. Prototype of local weaving pattern design from local wisdom and inspiration for color schemes textile design patterns that can reflect identity and create added value under the philosophy of sufficiency economy (Case study area: Khiri Wongkot)

A study of patterns from vernacular woven fabrics (case study area: Khiri Wongkot) with unique characteristics of weaving and patterns. The researcher therefore conducted a study. and analyzing patterns to design color combinations suitable for application in contemporary clothing design by studying and analyzing the personality of the target group To be a guideline for the design of indigenous weaving patterns appropriately.

Table 1 : Analysis of local weaving fabrics from way of life Identity in tourism promotion and local wisdom into pattern design (Case study area: Khiri Wongkot)


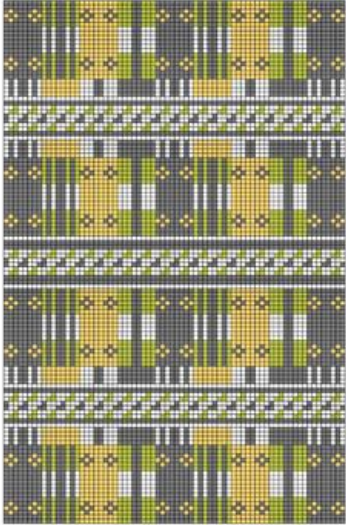
Origin	Inspiration	Applied pattern
<p>Woven fabric with patterned weave and interlaced weaving. local wisdom (Case study area: Khiri Wongkot)</p> 	<p>1 From the identity of the tourism presentation in Khiri Wongkot area that emphasizes simplicity touch the way of nature inspired to unravel the pattern to be simple but probably conveys the wisdom of local weaving The details are colorful and unique. Which can be developed for use in furthering the pattern design and creating contemporary costumes. in various ways interesting variety A set of color schemes that can meet the needs of consumers who want brightness. appropriately contemporary</p>  <p>2 Inspired by crab-patterned local weaving That has been supported in the knowledge of weaving patterns and patterns that have been woven continuously for many years It is the identity of Khiri Wongkot</p>	

Origin	Inspiration	Applied pattern
	<p>local weaving fabric. The researcher has defined a target group who cares about the environment and loves nature. By the nature and behavior of this clear target group Therefore, it is a guideline for designing fabric patterns from unraveling the original patterns. and to be suitable for use in contemporary costume design</p> 	  


RESEARCH RESULTS

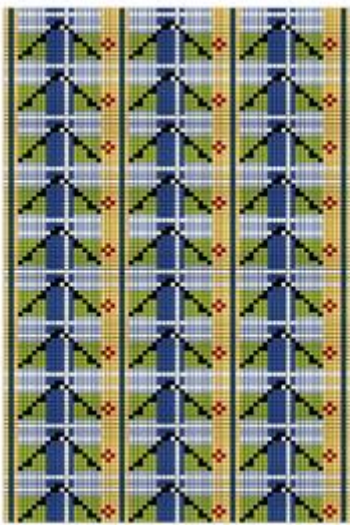

The results showed that Patterns from local woven fabrics (case study area: Khiri Wongkot) that have unique characteristics of weaving and patterns. The researcher therefore conducted a study. and analyzing patterns to design color combinations suitable for application in contemporary clothing design by studying and analyzing the personality of the target group To be a guideline for the design of indigenous weaving patterns appropriately.

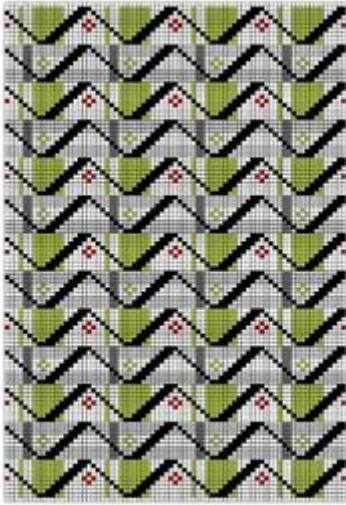
Table 2: Table of analysis of patterns designed from the inspiration of local weaving fabrics from lifestyles. Identity in Tourism Promotion and Local Wisdom (Case study area: Khiri Wongkot)

Inspiration	Applied pattern	Applied pattern
<p>1 Crab woven fabric and mixed color woven fabric local wisdom (Case study area: Khiri Wongkot)</p>  <p>2 From the identity of the presentation of tourism in Khiri Wongkot area that emphasizes simplicity touch the way of nature inspired to unravel the pattern to be simple but probably conveys the wisdom of local weaving The details are colorful and unique. Which can be developed for use in furthering the pattern design and creating contemporary costumes. in various ways interesting variety A set of color schemes that can meet the needs of consumers who want brightness.</p>	<p>Pattern 1: Creative design of patterns from the identity of promoting tourism and local wisdom. (Case study area: Khiri Wongkot) to textile design that can reflect identity and create added value with the concept of sufficiency economy philosophy.</p> 	<p>pattern creation with design techniques based on artistic elements from lines, shapes and shapes inspired by Characteristics of residential architecture and everyday objects, using structures, lines, and various shapes to create patterns that can be woven and are beautiful There is a dimension in the design of the pattern. Use creative characteristics to design patterns. The detail is in the middle of the pattern and the pattern can be repeated over and over again when used to create a fabric pattern. The colors used will use the tone that represents Thailand and the Thai tone that is beautiful. resulting in a beautiful and unique pattern design The main color tones in the 1 st pattern design consist of yellow, green, gray and blue tones.</p>

Inspiration	Applied pattern	Applied pattern
<p>appropriately contemporary</p>  <p>3 Inspired by crab-patterned local woven fabrics That has been supported in the knowledge of weaving patterns and patterns that have been woven continuously for many years It is the identity of Khiri Wongkot local weaving fabric. The researcher has defined a target group who cares about the environment and loves nature. By the nature and behavior of this clear target group Therefore, it is a guideline for designing fabric patterns from unraveling the original patterns. and to be suitable for use in contemporary costume design</p> 		

Inspiration	Applied pattern	Applied pattern
	<p>Pattern 2 : Creative design of patterns from the identity of promoting tourism and local wisdom. (Case study area: Khiri Wongkot) to textile design that can reflect identity and create added value with the concept of sufficiency economy philosophy.</p> 	<p>pattern creation with design techniques based on artistic elements from lines, shapes and shapes inspired by Characteristics of residential architecture and everyday objects, using structures, lines, and various shapes to create patterns that can be woven and are beautiful There is a dimension in the design of the pattern. Use creative characteristics to design patterns. The detail is in the middle of the pattern and the pattern can be repeated over and over again when used to create a fabric pattern. The colors used will use the tone that represents Thailand and the Thai tone that is beautiful. resulting in a beautiful and unique pattern design The main color tones in the second pattern design consist of yellow, green, gray and blue tones.</p>
	<p>Pattern 3 The design creates a pattern from unraveling the original pattern to meet Target groups that care about the environment and love nature (case study area: Khiri Wongkot) to design textiles that can reflect their identity and create added value with the concept of sufficiency economy</p>	<p>pattern creation with design techniques based on artistic elements from lines, shapes and shapes inspired by unraveling the crab pattern which is a traditional pattern Use the structure of the pattern and design details to create beauty and dimension in the design of the pattern. Use creative characteristics to design patterns. The detail is the creation of a pattern distribution and can repeat the pattern</p>

Inspiration	Applied pattern	Applied pattern
	<p>philosophy.</p> 	<p>repeatedly when making a fabric pattern. The colors used will use the tone that represents Thainess and the Thai tone that is beautiful and unique in Thailand. resulting in a beautiful and interesting pattern design The main color scheme in the 3rd pattern design consists of green, yellow, blue, gray and blue tones.</p>
	<p>Pattern 4 The design creates a pattern from unraveling the original pattern to meet Target groups that care about the environment and love nature (case study area: Khiri Wongkot) to design textiles that can reflect their identity and create added value with the concept of sufficiency economy philosophy.</p> 	<p>pattern creation with design techniques based on artistic elements from lines, shapes and shapes inspired by unraveling the crab pattern which is a traditional pattern Use the structure of the pattern and design details to create beauty and dimension in the design of the pattern. Use creative characteristics to design patterns. The detail is the creation of a pattern distribution and can repeat the pattern repeatedly when making a fabric pattern. The colors used will use the tone that represents Thainess and the Thai tone that is beautiful and unique in Thailand. resulting in a beautiful and interesting pattern design The main tones in the design of the 4th pattern consist of green, yellow, blue, gray and blue tones.</p>

Inspiration	Applied pattern	Applied pattern
	<p>Pattern 5 The design creates a pattern from unraveling the original pattern to meet Target groups that care about the environment and love nature (case study area: Khiri Wongkot) to design textiles that can reflect their identity and create added value with the concept of sufficiency economy philosophy.</p> 	<p>pattern creation with design techniques based on artistic elements from lines, shapes and shapes inspired by unraveling the crab pattern which is a traditional pattern Use the structure of the pattern and design details to create beauty and dimension in the design of the pattern. Use creative characteristics to design patterns. The detail is the creation of a pattern distribution and can repeat the pattern repeatedly when making a fabric pattern. The colors used will use the tone that represents Thainess and the Thai tone that is beautiful and unique in Thailand. resulting in a beautiful and interesting pattern design The main tones in the 5 th pattern design consist of green, yellow, blue, gray and blue tones.</p>

Application of textiles to design contemporary clothing that can reflect identity and create added value through the concept of sufficiency economy philosophy. and promoting tourism

Innovative design, creation of woven fabric patterns from the cultural capital "Kiri Wongkot way of life" into contemporary clothing prototypes. under the sufficiency economy philosophy (Case study area: Khiri Wongkot) to contemporary textile and clothing designs that can reflect identity and create added value through the concept of sufficiency economy philosophy. and promoting tourism



Figure 1: Contemporary costume design sketches from woven fabric patterns from the cultural capital “Traditional Way of Khiri Wongkot” (Case Study Area: Khiri Wongkot)

Source : Chanoknart Mayusoh

Expected Benefits

1 .Get a body of knowledge about the history culture art Traditions and images of communities in Khiri Wongkot Village Udon Thani Province under the concept of "Kiri Wongkot way of life" to raise the strength of the cultural community.

2 .Gain knowledge about patterns, types, materials and production processes of local textiles in Khiri Wongkot Village. Udon Thani Province

3 . Acquire knowledge about identity, local wisdom and traditional textiles in Khiri Wongkot Village Udon Thani Province to apply in creating guidelines for the design of contemporary fabric patterns and costumes.

4. Be able to develop and create contemporary costumes to raise the community's income

Summary and discussion of research results

The results showed that Patterns from local woven fabrics (case study area: Khiri Wongkot) that have unique characteristics of weaving and patterns. The researcher therefore conducted a study. and analyzing patterns to design color combinations suitable for application in contemporary clothing design by studying and analyzing the personality of the target group To be a guideline for the design of indigenous weaving patterns appropriately.

Group 1 : from the identity of the tourism presentation in Khiri Wongkot area that emphasizes simplicity touch the way of nature inspired to unravel the pattern to be simple but

probably conveys the wisdom of local weaving The details are colorful and unique. Which can be developed for use in furthering the pattern design and creating contemporary costumes. in various ways interesting variety A set of color schemes that can meet the needs of consumers who want brightness. appropriately contemporary

Group 2: Inspiration from local woven cloth with Pu pattern That has been supported in the knowledge of weaving patterns and patterns that have been woven continuously for many years It is the identity of Khiri Wongkot local weaving fabric. The researcher has defined a target group who cares about the environment and loves nature. By the nature and behavior of this clear target group Therefore, it is a guideline for designing fabric patterns from unraveling the original patterns. and to be suitable for use in contemporary costume design

Designing and creating textile patterns Can bring various elements Used to set the direction and create textile patterns that can reflect the identity of the Kree Labyrinth locality. Bringing the main elements of art Color theory helps in the development of design elements as another part of the work that helps the process of designing textile patterns in an appropriate and interesting direction to develop into Creation of clothing identity fashion products and products that can be further developed It is a community product to promote tourism and trade in various fields. with a variety of dimensions pattern creation with design techniques based on artistic elements from lines, shapes and shapes inspired by Characteristics of residential architecture and everyday objects, using structures, lines, and various shapes to create patterns that can be woven and are beautiful There is a dimension in the design of the pattern. Use creative characteristics to design patterns. The detail is in the middle of the pattern and the pattern can be repeated over and over again when used to create a fabric pattern. The colors used will use the tone that represents Thailand and the Thai tone that is beautiful. The resulting in a beautiful and unique pattern design The main color tones in the 1st pattern design consist of yellow, green, gray, blue, etc. Can be used to design and develop a variety of apparel and products such as bags, hats, ties, etc.

Innovation in creating woven fabric patterns from the cultural capital "Kiriwongkot way of life" to contemporary clothing prototypes. under the sufficiency economy philosophy (Case study area: Khiri Wongkot) to contemporary textile and clothing designs that can reflect identity and create added value through the concept of sufficiency economy philosophy. That takes into account the beauty and style of use that corresponds to the daily lifestyle of the GEN Y group of consumers who focus on beauty and the search for uniqueness in wearing for themselves Taking into account the use of opportunities in the form of work wear, casual wear and party wear. to create a variety of interesting wearing styles Structural design principles focus on forms that are easy to wear and streamlined. Focusing on patterns and colors to be beautiful and attractive to wear. according to fashion design principles. This is consistent with the research results of Khanin Phriwanrat that the combination of Sisaket's original unique pattern with a contemporary design. This may make it possible to attract more buyers from various groups, especially middle-aged and young consumers.(Khanin Phriwanrat, Permsak Suwannatat; Boonyanuch Nakha. 2023)

ACKNOWLEDGMENT

Report on the research project on the innovation of creating woven fabric patterns from the cultural capital "Kiriwongkot way of life" to prototype contemporary clothing. under the sufficiency economy philosophy Since many people have kindly helped to provide feedback. advice, advice, opinions, and encouragement

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