

# WISDOM DEVELOPMENT "PHETCHABURI PAINTING TECHNIQUES" TO DESIGN PATTERNS AND CONTEMPORARY CLOTHING

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## ABSTRACT

This research has studied the creative designs of contemporary fabrics and costume from wisdom. "Sakul Chang Phetchaburi" a case study of the mural paintings at Wat Yai Suwannaram Worawihan Phetchaburi, is applied in the design of fabric and clothing patterns to create awareness and to reach among modern consumers and tourists who are interested in products from cultural capital in contemporary forms. The researcher has studied the murals in the temple which are outstanding in motto, story and art composition with remarkable patterns in lines, colors and unique patterns. There also is unique composition, and special characteristics, with 3 stories, the angels, the guardians and the doormans, From the result of data analysis, it found that 30 motifs, divine patterns, plant pattern and other natural patterns. The research is conducted an to lay out the design of motif fabric pattern motif for using two design techniques, firstly the pattern design using standard design theory with repetitions in different rhythms and with traditional mural pattern design. Secondly, fabric pattern designs using contemporary design inspiration and theory. The research has also selected the works by Mu Manus Warrior, a collage artist, which has an interesting blend of Thai painting and international art has its and it has come out as 2 fabric pattern designs. The last step, the research has studied the design trends of Spring / Summer 2021 by WGSN and the beautiful men's and women's collection to be the result of contemporary wear design from wisdom. To make the work interesting "Sakul Chang Phetchaburi" consists of 2 works, one men's wear, 1 work and one women's clothing, which combine various patterns together, Thank you to Suan Sunandha Rajabhat University. for giving support in doing this research until it was completed very well.

**Keywords :** Wisdom, Phetchaburi techniques, Costume designer

## INTRODUCTION

The Ministry of Industry has a strategy for the development of Thai Industry 4.0 for 20 years (2017 - 2036) by specifying the fashion industry group (Textiles, Clothing, Leather shoes, Gems and Jewelry) is a creative industry with high-value, culture and service. This needs to be transformed into a creative industry. The first strategy is transforming Thai Industrial Sector to Intelligence-Driven Industry. From Strategy No. 1, section 5 Building the Growth of Creative and Cultural Enterprises (Cultural & Creative) to introduce cultural and economic capital. Value in the economy by promoting design research and development is for creating and applying knowledge from culture and wisdom together with supporting the development of creative industries and entrepreneurs. It can be seen that these strategies consistent with the work of Wiboon Leesuwat; art and culture which has given the concept of the continuation and existence of art and culture that any local can bring local identity to promote as a product, Therefore equivalent to inherit the restoration of craftsmanship. Importantly, it can be added value to local resources which are, however, they are not been fully utilized. It also is creating jobs for local workers Which are unemployed in the harvest season.

Phetchaburi Or Diamond City Known is as a city with prosperity from the past And outstanding in arts and culture Especially the art and craftsmanship of the ten In addition to being beautiful, it is also recognized by the teachers, artisans, artists and scholars in the country that Unique work of Muang Phet craftsmen Different and have their own art style unlike other local art until it has been dubbed. "Sakul Chang Muang Phet" by a famous mural work in Phetchaburi province. It is said to be the paintings of the late Ayutthaya period and the early Rattanakosin period that are very beautiful, such as the murals at Wat Yai Suwannaram Worawihan. The murals at the Ubosot and the Sermon Hall of Wat Yai Suwannaram are the oldest in Phetchaburi Province. It is an Ayutthaya art and it is assumed that it is a currency of Phetchaburi. And full of paintings Is a history of Thep Chumnum images of various patterns And the image of the guardian Most of the colored structures are red (Ancient City, 1984). The temple has been recognized as a learning center for various arts since ancient times. Especially in the arts Including architecture, painting and sculpture from the craftsmanship of the late Ayutthaya period over 400 years old, it can be said that it is a valuable and well-known art collection of Phetchaburi Province that is worth studying

Chanoknart Mayusoh (2015: 1472-1480) People today do not accept the transfer on the emotional level, feel pride, or the desire to inherit this form of art from their ancestors. This has been attributed to the civilization of the West in the early period of western imitation in Thailand where Thai people see anything Western as modern. As long as globalization continues, valuable local knowledge.



**Figure 1** : Atmosphere of the visit to Phetchaburi Province

**Source** : Taechit Cheuypoung

Teerayut Murleng (2010: 30-34) explains the meaning of fashion (Fashion) means a form of art. The expressive beauty is known as a style that is mainly expressed or expressed through clothing and costumes. That has been accepted or has gained the attention of consumers over a period of time. Which society decides Because fashion is a matter of psychology and society. Where fashion is determined by product quality and price

The researcher realizes the importance of inheriting Thai cultural capital. In addition, the fashion industry has not yet applied much of the Thai cultural capital to the design of fashion products. This research therefore chooses to use a picture of mural paintings. Wat Yai Suwannaram Worawihan Phetchaburi Come to study and find ways to apply fashion products in the fashion of apparel to create awareness and reach among modern consumers and tourists who are interested in products from contemporary cultural capital.

## **OBJECTIVE**

1. To study the wisdom of "Sakul Chang Phetchaburi" for applying in creative design
2. To develop the wisdom of "Sakul Chang Phetchaburi" for creating contemporary dress design

## **PROJECT SCOPE**

The Wisdom Development Project "Sakul Chang Phetchaburi" is the contemporary design of wear products. The scope of research is as follows.

1. Area boundary  
Phetchaburi Province
2. Scope of research variables  
The independent variables are apparel products.  
The dependent variables are the wisdom and culture experts at Phetchaburi Province and tourists in Phetchaburi Province
3. Design  
2 costume prototypes

## **METHOD TO DESIGN**

To design for contemporary apparel product design for both male and female tourists who are interested in travelling in the country and / or in Phetchaburi province.

1.1. To collect the information of "Sokluch Chang Phetchaburi" painting especially the murals of Wat Yai Suwannaram Worawihan in Phetchaburi province. It is also to study of secondary information from the National Library, the office of academic resources of Chulalongkorn University, Silpakorn University and related agencies

1.2. To collect the data with interviews. It is also collect painting evidence, art and culture at Wat Yai Suwannaram Worawihan Phetchaburi province

1.3. To explore the trends of international design and apparel products. It also is study the market feasibility and guidelines for their design application.

2. Publish section
  - 2.1. Two sets of costumes
  - 2.2. One article in national journal
  - 2.3. Two patents

## **RESEARCH RESULTS**

This research is the creative designs of contemporary fabrics and wear from wisdom. "Sakul Chang Phetchaburi" a case study of the mural paintings Wat Yai Suwannaram Worawihan Phetchaburi province. It has studied the murals in the temple which are outstanding in both motto, stories and art elements with interesting themes is included 3 stories, including the deities



**Figure 2** : Picture of Thep Chumchum, Wat Yai Suwannaram. Phetchaburi Province  
**Source** :Taechit Cheuypoung

From the study of the mural of Wat Yai Suwannaram. The researcher has taken the key elements of the painting. Which are used as a design element for creative works as follows;

1. Benjarong color; the original color, used by the craftsmen in rare painting is only white, black and red. Later, the colors in painting are used colors more. Benjarong color consists of 5 colors; yellow, indigo, red, white and black.

2. Green, it is often used with red as scarlet or reddish pink.





3. Gold leaf, it has to be covered in various parts of thai painting. It look realistic by using in cutting lines in ornaments

4. The story of Thep Chumnum It is a story that represents the uniqueness of the mural of Wat Yai Suwannaram. The story of Thep Chumnum shows the emotions of dignified dignity and believing








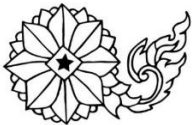



























5. Salamira lines, they are straight lines written in parallel with the zigzag lines. It creates a feeling of elegance and stability

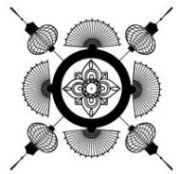



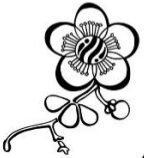















The applied motif design is a combination of the remaining murals. And the new novelty adaption by bringing faintly visible elements to be imagining them into shapes Without emphasizing the same with the original Under the benjarong color scheme, contrasting with green Which is also the original color combination of the master murals Rather, it uses a design program in the computer to create a new, more sophisticated painting technique. The gold trimming technique has remained the same by converting the computer method as well. Has come out as a motif for a total of 30 motifs consisting of deity patterns Plant pattern And other natural patterns as follows

**Table 1:** All 30 applied patterns by Taechit Cheuypoung

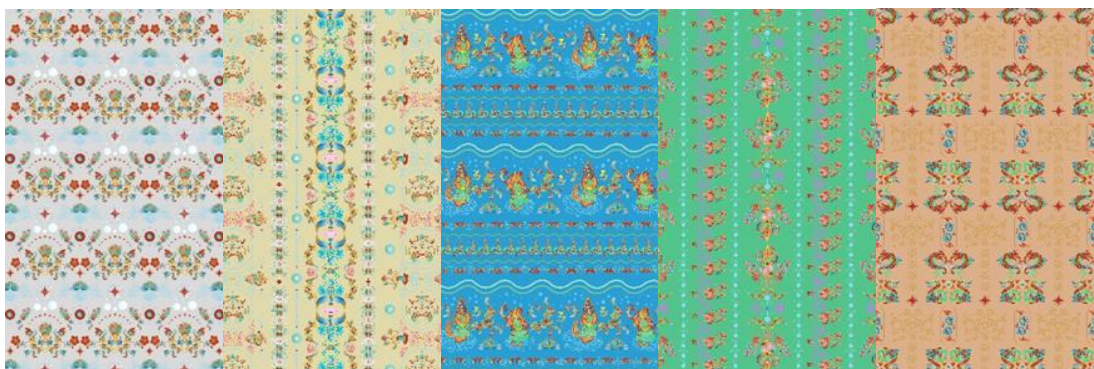
Sequene	Black and white motif	Colored motif	Sequene	Black and white motif	Colored motif
1			2		



Sequence	Black and white motif	Colored motif	Sequence	Black and white motif	Colored motif
3			4		
5			6		
7			8		
9			10		
11			12		
13			14		
15			16		
17			18		
19			20		

Sequence	Black and white motif	Colored motif	Sequence	Black and white motif	Colored motif
21			22		
23			24		
25			26		
27			28		
29			30		

The research has conducted to lay out motifs to design a fabric pattern using two design techniques, standard design theory. Exmple rhythm repetition, both vertically and horizontally and using the story Thep Chumnum as the main concept of the pattern Inserted by using Saliva lines as a separator for the same pattern has come out as a work of 5 fabric patterns as follows



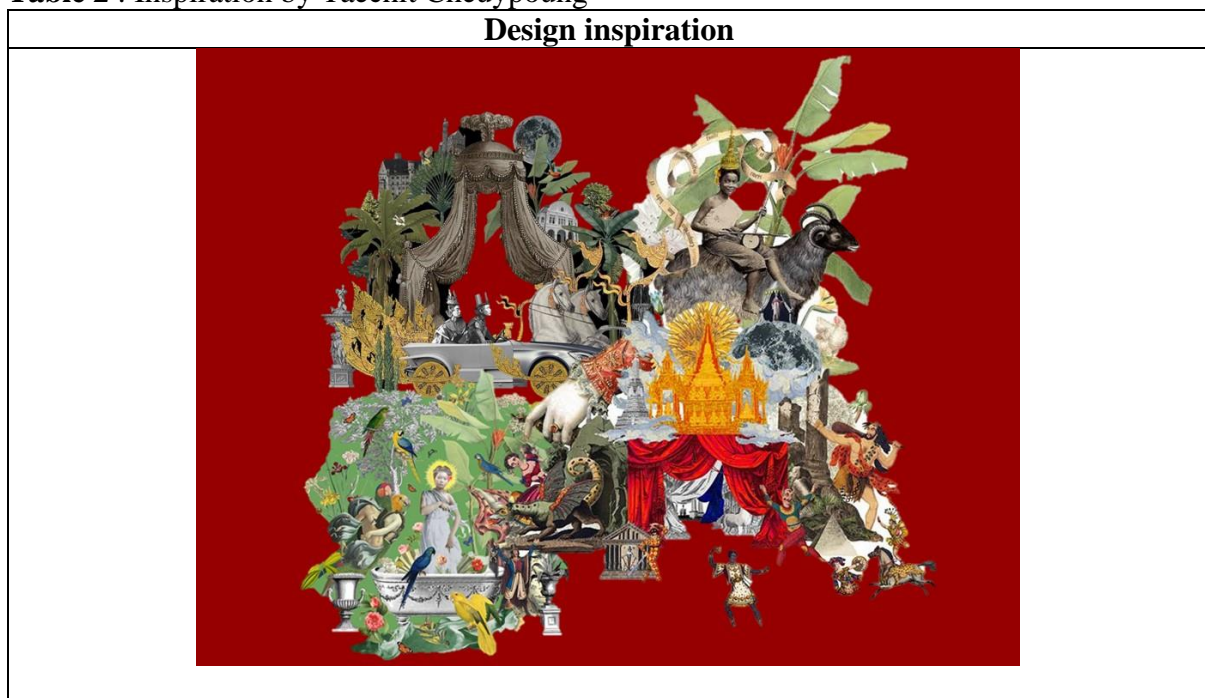
**Figure 3 :** The work of designing fabric patterns from applied patterns  
By designing and arranging patterns using standard design theory

**Source :** Taechit Cheuypoung



The researchers found that the method did not produce variety or interest of the work. This is because the theory is very close to traditional murals. Making even the workpiece remains its original beauty But lacking new and contemporary The research designed the fabric pattern using inspiration and contemporary design theory. By selecting the works of Warriors Munmanus, a collage artist, which is an interesting blend of Thai painting and international art as their design inspiration has come out as a design work of 2 fabric patterns, inspired by a combination of multicultural designs And the complexity of collage work. Some details that have been arranged together create a hidden story that invites interpretations. Is one of the charms of the warrior collage work Manus, which is similar to the murals in the past. Inserting morality, The teachings of Buddhism are written without writing in letters.

**Table 2 :** Inspiration by Taechit Cheuypoung



**Table 3 :** Fabric pattern design from applied motifs. Using inspiration and contemporary design theory by Taechit Cheuypoung



Pattern design using a collage technique that emphasizes alternating between color, black and white images. Choose to give different styles of gods are outstanding in line with the prototype murals about the image of Thep Chumnum Num The motif is placed in alternating with an animal or plant with different distances and distances Cause depth to make the work interesting The background color of the image was chosen from 2 shades of red and 1 shade of

yellow to create a choice of colors to connect with the interior color tone, the benjarong murals are in line with most of the colors of the mural painting.

The last step The researcher studied the design trends of spring / summer 2021 by WGSN for the design of the work, the following four trends are used as creative design elements.

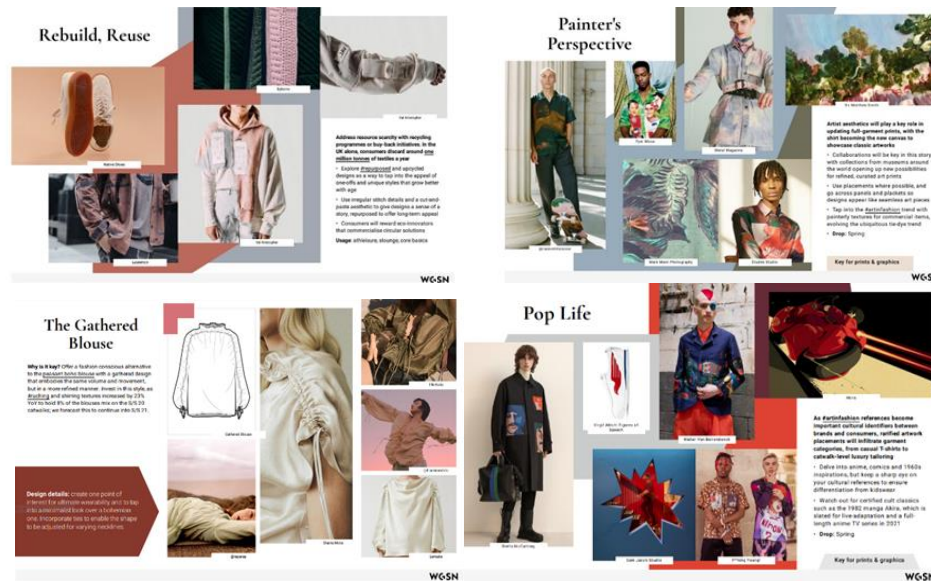


Figure 4 : Design trends. Spring/Summer 2021

Source : WGSN

1. Techniques of cutting, sewing and trimming that reflect for new purposes in use of materials or mixing materials to create something new. This technique gives the design a story that overlaps in many dimensions.

2. Printing of art pattern to show the story of art as in a museum

3. Rope technique gives a bohemian design. It makes the shirt inflate, light and move around or used to emphasize the shape.

4. Focus on art in fashion design It's a new mainstream culture that can be used from t-shirts to expensive suits.

The design work consists of 1 men's clothing and 1 women's clothing which combines various patterns together. Details of the work are as follows.





**Figure 5 : Men's clothing design work**  
**Source : Taechit Cheuypoung**

Men wear, A wide-necked shirt with deep buttons, two pockets on chest. Printed motif inspired by the art of Manus Warrior with drawstring pants. Submerge the waistband to show off the cutting effect of the colored fabric inside. Printed with the same pattern as the shirt. Focus on wearing harmoniously.



**Figure 6 : Women's clothing design work**  
**Source : Taechit Cheuypoung**

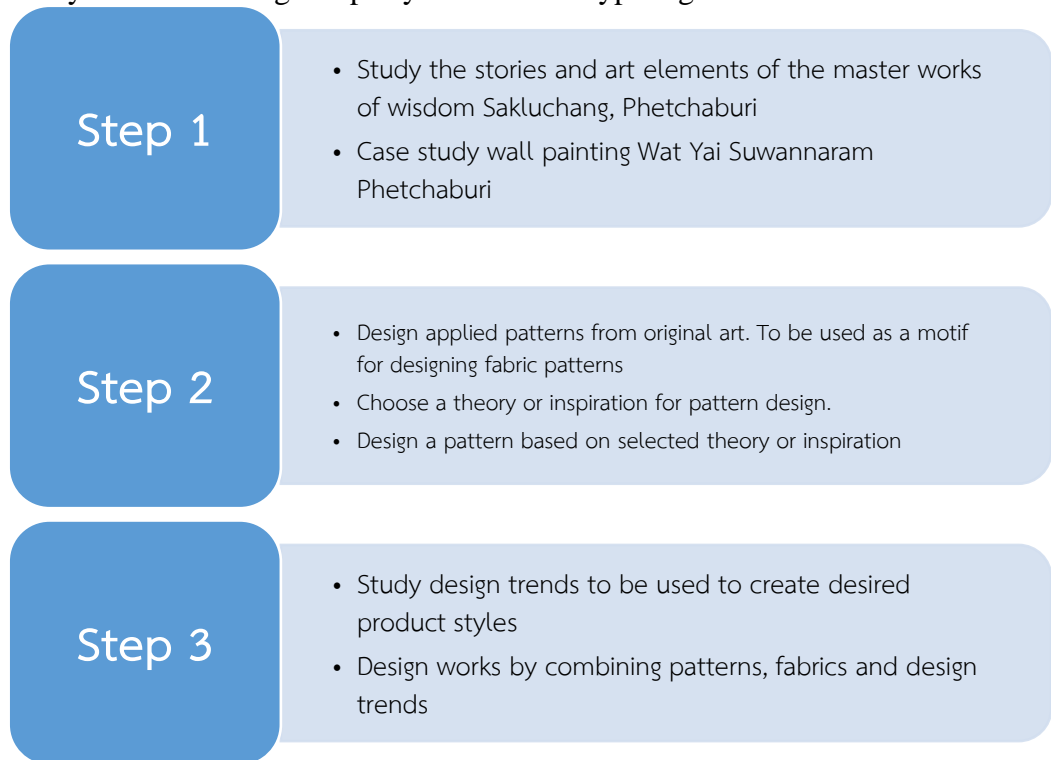
Women's wear, Shirt collar was decorated by swiping around the seams to loose blister. The shirt has long sleeves with lace on the wrist. Print motifs inspired by Manus Warrior art, yellow background. Wear with straight pants. Printed with a same pattern from the same

inspiration in a bright red background to emphasize the wearing of the distinctive. Both patterns differ slightly but still gives a harmonious feeling

### DESIGN OVERVIEW

From the experiments on the design of contemporary patterns and costumes The researcher can summarize the design process as a diagram as follows.

**Table 4 :** Summary of overall design steps by Taechit Cheuypoung



### SUGGESTION

In this research The researcher has designed works from case studies, wall painting at Wat Yai Suwannaram Worawihan Phetchaburi province. It is incorporated into a contemporary design inspired by a unique artist. Resulting in a work that is unique In the next study, the researcher can choose a case study of other works such as a sculpture. Architectural work or other handicrafts to combine different design techniques with original case studies to get more out of the way.

### ACKNOWLEDGMENT

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