

THE STUDY RATTANAKOSIN ART TOWARDS ORNAMENT DESIGN FROM LOCAL MATERIALS

Chanoknart Mayusoh^{*}, Supawadee Juysukha^{**}, Siracha Samleetong^{***}

Program in Fashion Design, Faculty of Fine and Applied Arts,

Suan Sunandha Rajabhat University

E-Mail: chanoknart.ma@ssru.ac.th^{}, supawadee.ju@ssru.ac.th^{**}, siracha.sa@ssru.ac.th^{***}*

ABSTRACT

The objective of this research is to examine cultural arts around Rattanakosin Islands with community participation in creating a set of knowledge on the identity of cultural arts around this captioned area for extension of cultural capital to globalized value creation and contemporary ornament design. To define a conceptual framework to create a collection of globalized contemporary ornament design by applying “cultural capital around Rattanakosin Island” for innovative thinking and new design process.

This research on the extension of cultural capital around Rattanakosin Island to globalized value creation and jewelry design was conducted with recognition that cultural capital and wisdom are ones of the social capital elements that are considerably significant for national development and cultural tourism. Due to Thailand’s remarkableness and cultural diversity with local wisdom expertise all over the country, should such a capital be developed and fully utilized, it will lead to value added creation towards Thailand economy. Additionally, as per the concept of “New Way of Thai Innovative Crafts” aiming to present a connection between traditional way of arts & crafts works and innovative thinking & new working process, this creates trading opportunities, promotes stronger development of crafts works as well as being a platform for new generation of craft entrepreneurs to show their skills and potentials in crafts works and enhancing trading opportunities as well.” (Thairath Online, 2016). Due to the aforementioned reasons, the researcher is therefore of interest to explore the value of art knowledge around Rattanakosin Island for value creation and ornament design in order to promote Rattanakosin Island community tourism in the future as well as creating an online income generation model for communities so as to enhance sustainably creative economic value based on cultural capital and resources.

The satisfaction on contemporary ornament design was evaluated through satisfaction survey evaluation forms as the research instrument of the quantitative data collection to examine the efficiency of contemporary ornament design works. 5 master models of contemporary ornament works were studied consisting of necklace, earring, bracelet, brooch and ring that were designed under the structural concept emphasizing on easy-to-wear and flexibility basis and made of proper recycled materials such as coconut shell, water hyacinth rope, plastic sapphire, etc., with exquisite pattern and colors according to principles of ornament design that can convey ideas of utilizing materials and respond to consumer needs properly.

Keywords: 1. Ornament 2. Rattanakosin 3. Cultural Capital

INTRODUCTION

The areas around Rattanakosin Island are the significant historic city of Bangkok and Thailand. Presently, there are plenty of existing great numbers of places of national historical significance such as palaces, temples, religious places, bridges, canals, all kinds of architectures, etc. especially temples. This captioned island is located to the eastern of Chao Phraya River surrounded by water as an island with approximate area of 2,588.75 rai. As per the district administration, it is in Phra Nakhon District with its territory divided into 2 parts as follows:

1. The inner Rattanakosin is surrounded by Chao Phraya River and Lot canal with approximate area of 1,125 rai in Grand Palace Subdistrict.
2. The outer Rattanakosin is surrounded by Lot canal, Chao Phraya River to the north and surrounding canals to the south of Chao Phraya River with approximate area of 1,438 rai in the following subdistricts; Chana Songkhram, Boworn Niwet, Samran Rat, San Chaopho Suea, Sao Chingcha, Wat Ratchaphit, Talad Yod and Burapha Phirom, respectively (Painaidii, November 23, 2014).

The abovementioned places are deemed as the cultural capital and wisdom, one of the social capital elements that are considerably significant for national development and cultural tourism. Due to Thailand's remarkableness and cultural diversity with local wisdom expertise all over the country, should such a capital be developed and fully utilized, it will lead to value added creation towards Thailand economy. Additionally, as per the concept of "New Way of Thai Innovative Crafts" aiming to present a connection between traditional way of arts & crafts works and innovative thinking & new working process, this creates trading opportunities, promotes stronger development of crafts as well as being a platform for new generation of craft entrepreneurs to show their skills and potentials in crafts works and enhancing trading opportunities as well." (Thairath Online, 2016). The attractive history of temples, palaces and architectures around Rattanakosin Island that are the factors drawing attention of tourists can be deemed as the considerably valuable culture capital.

The researcher is of interest to decode the value of art knowledge around Rattanakosin Island for value creation and ornament design since ornament plays a vital role in both female and male grooming regardless of youth or elder whereas the ornament elegance has been globally accepted. The ornament has many diversified designs and styles to be selected for wearing. Not only due to its elegance but the ornament is also a symbol of social status of a wearing person. The ornament is small sculptures on human body that help enhance good-looking personality and sometimes an indicator representing emotion of a wearing person as well. The concept of extending cultural capital around Rattanakosin Island and sharing innovative thinking and new working process for communities in this captioned island such as Bang Lam Phu area and nearby including further reproducing of ornament master models to become more creative products to promote Rattanakosin Island community tourism in the future as well as creating an online income generation model for community so as to enhance sustainably creative economic value based on cultural capital and resources.

OBJECTIVES

1. To examine cultural arts around Rattanakosin Islands with community participation in creating a set of knowledge on the identity of cultural arts around this captioned area for extension of cultural capital to globalized value creation and contemporary ornament design.

2. To define a conceptual framework to create a collection of globalized contemporary ornament design by applying “cultural capital around Rattanakosin Island” for innovative thinking and new design process.

METHODOLOGY

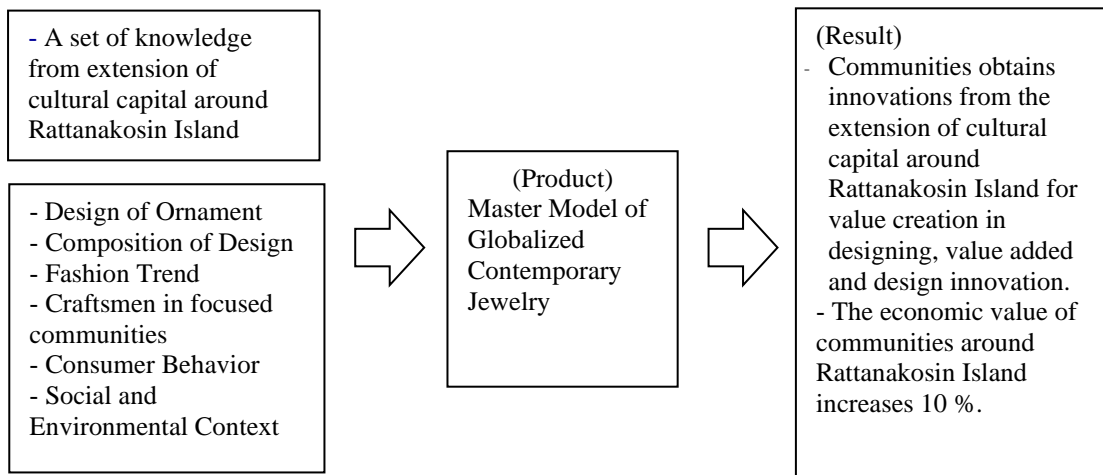
Step 1 Research Design

The mix research method was applied between the qualitative and quantitative ones by exploring knowledge on the cultural capital of Rattanakosin arts to be as an inspiration for ornament design. The qualitative term was used to analyze an identity of Rattanakosin extension of cultural capital and value creation for design innovation whereas the quantitative one was applied for data collection and evaluation on the sample group’s satisfaction in order to produce master models of globalized contemporary ornament including sharing knowledge with communities and creating a digital marketing model for more distribution channel by deploying technology and online social media to generate income for communities.

The conceptual framework was carried out based on the main concepts of

- 1) production process, technique and style
- 2) physics and aesthetics
- 3) craft works analysis
- 4) creative economy

The contemporary ornament design was proceeded under the following concepts :



Step 2 - Research Area

- 1) The research area comprised the area around the inner and outer Rattanakosin Island i.e. Bang Lam Phu and nearby areas.



Figure 1: Wat Phra Chetuphon Wimon Mangkhalaram Rajwaramahawihan (Wat Pho) in Rattanakosin Island

Wat Pho On The Way

Wat Pho On The Way is one of the historic sites in Bangkok best-known among tourists as one of the top attractions. The outstanding activity of this temple is Thai traditional massage popular among tourists as a relaxing activity.

Within Wat Pho area, it comprises Phra Viharn, Phra Ubosot, Phra Rabiang, Phra Maha Chedi Si Rajakarn and other buildings.

The design was inspired by Phra Maha Chedi Si Rajakarn; Phra Maha Chedi Sri Sanpetch Dayarn, Phra Maha Chedi Diloktham Kaloknitharn, Phra Maha Chedi Muneebud Borikharn and Phra Maha Chedi Song Phra Sri Suriyothai. The building structure of each Chadi was modified in various compositions with imitation of ceramic layout and bas-relief technique in order to make the products more attractive.

The method for creative collection of works was applied based on ceramic layout and bas-relief technique by using Khon Kaen Erie silk to be sewed under the patchwork technique; 2 pieces of Erie silk in different colors were alternately sewed with the raffle technique of 2 centimeter of cut strips before placing on the required pattern and sewing to bind the center between them.



Figure 2 : Inspiration from Wat Arun Ratchawararam Ratchawaramahawihan (Wat Arun) and Wat Phra Chetuphon Wimon Mangkhalaram Rajwaramahawihan (Wat Pho) in Rattanakosin Island

- 2) Expanded and studied areas comprised universities of design, design private companies, communities and private sector in Bang Lam Phu and nearby areas around the inner – outer Rattanakosin Island, Bangkok.

Step 3 – Population and Sample Group

- 1) The Population was communities around the inner (Lot canal) and outer Rattanakosin Island (Bang Lam Phu and Ong Ang canals) Chao Phraya River and areas in Phra Nakhon District at a number of not less than 3 groups such as Bang Lam Phu and nearby areas.
- 2) The sample group comprised a group of students in design field of Suan Sunandha Rajabhat University and/or independent designer group, private sector and/or tourists in Bang Lam Phu and nearby areas around Rattanakosin Island at least 100 persons.

Step 4 – Research Instrument

The research instrument was questionnaires on satisfaction evaluation.

Step 5 – Data Collection

- 1) The process and method for data collection was conducted to decode knowledge from academic documents related to Rattanakosin cultural arts existing around Rattanakosin Island such as books or textbooks, research works or thesis, journals, literatures and documents presented in academic meetings or seminars on expansion of cultural capital.
- 2) Data collection was conducted through a field survey and interview to gain data from communities around the inner – outer Rattanakosin Island on focused group basis and co-creation of working with communities and expertise.

Step 6 - Process and Method for Data Processing, Evaluation and Analysis

Step 7 - Design and Evaluation

- 1) The creative pattern design of Rattanakosin Island fine arts was applied to ornament design reflecting an identity and creating value added under creative economy concept

with application of the components of Rattanakosin Island fine arts since the captioned area was plenty of identity and remarkableness especially in Tha Tian area where there were buildings, architectures, stucco sculptures, lifestyle, atmosphere, shops, residents, community shops, restaurants, café, Pak Klong flower market and museums, etc.

Pattern 1: It was a creation of pattern design applied from Rattanakosin fine arts to the ornament design reflecting an identity and creating value added on creative economy concept.

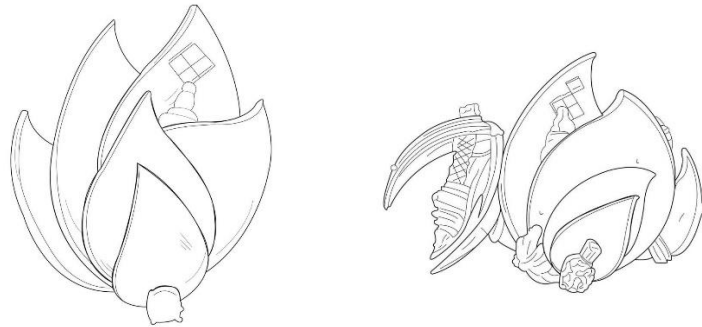


Figure 3: Pattern 1-2

The pattern was created based on the design technique of art composition principle from line, shape and form inspired by characteristics of lotus structure and architectural motifs through design process to be elegant with dimension pattern. The creative design was represented by placing details at the center of an item in colors reflecting Thai uniqueness and Thai tones showing elegance and proper use of recycled and natural materials such as coconut shell, brass, silverware, plastic sapphire, Russian sapphire, water hyacinth rope, etc. from which the design of works were elegant with identity. The main colors used in this Pattern 1 consisted of green, blue, orange, brown and pink, etc. This can be further developed to be diversified products such as brooch on dress, keychain, brooch on hat, etc.

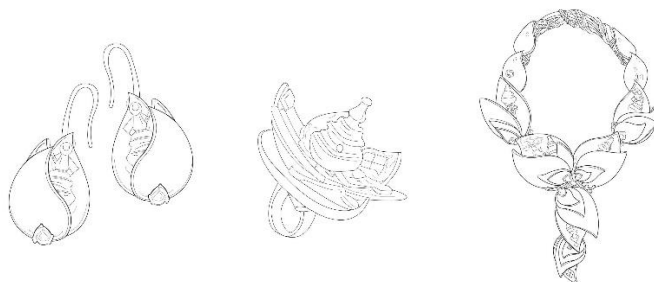


Figure 4: Pattern 3 - 5

The pattern was created based on the design technique of art composition principle from line, shape and form inspired by characteristics of architectural motifs on architectures in Rattanakosin Island through an application of pattern structure and details to be elegant with

dimension pattern. The creative design was based on distribution of motifs proper for ornament production process and purpose of use with natural and pastel color tones representing Thai uniqueness with elegance enhancing the artistic and attractive design of pattern. The main colors used were green, cream, brown, pink, etc. that can be further developed to be diversified products such as brooch on dress, keychain, brooch on hat, etc.



Figure 5: Sketches of an ornament set inspired by fine arts in Rattanakosin Island



Figure 4.6: Master Models of Contemporary Ornament Collection

Step 8 – Conclusion and Presentation

The problems arisen in this research could be separated into 3 stages as follows:

1. Problems in data collection process
2. Problems in design process
3. Problems in master model creation process of contemporary ornament

1. Problems in data collection process

- a. The big problems arisen 2 times during field data collection was the COVID-19 pandemic causing the researcher could not travel across provinces for data collection affecting research undertaking behind the previous schedule.
- b. Due to COVID-19 pandemic, some historic sites were closed causing photo taking of real sites were impossible.
- c. Some prepared workshops were cancelled due to COVID-19 social distancing requirement.

2. Problems in design process

The design process was required to be conducted carefully to avoid any impact maybe incurred to the identity of artisans. Designed sketches were therefore brought to attention of the expertise and this affected time spending for designing longer than the previous schedule.

3. Problems in master model creation process of contemporary ornament

At the first stage of master model shaping process, diamond could not be attached to coconut shell causing damage of materials.

Recommendations

The recommendations furthered from the study on “Extension of Cultural Capital around Rattanakosin Island to Globalized Value Creation and Jewelry Design” were as follows:

1. Spared time for risk of unexpected circumstance should be provided such as COVID-19 pandemic.
2. Additional time for designing process was recommended in order that the designed works could be reviewed by expertise in design for appropriateness and correctness to be not against Rattanakosin' s art identity.
3. An experiment for process of shaping an ornament master models should be conducted by completely using fresh cement with gold works prior to designing otherwise damage to such master models maybe incurred.

Recommendations for Future Research

The recommendations for future research were as follows:

1. Other artisan' s fields should be extended for contemporary ornament design.
2. Research should be further participated and presented in any competition at international level.

Focused Group and Associated Agencies

Focused Group: communities around Rattanakosin Island/tourists

Stakeholder: communities/shops around Rattanakosin Island, Bangkok

EXPECTED ADVANTAGES

1. To gain knowledge of cultural arts around Rattanakosin Island through community participation to enhance a set of knowledge of cultural art identity around Rattanakosin Island for extension of cultural capital to globalized value creation and contemporary jewelry design.
2. To be capable of defining a conceptual framework for designing a collection of globalized contemporary jewelry inspired by cultural capital around Rattanakosin Island” for innovative thinking and design process.
3. To be capable of creating valuable master models of globalized contemporary jewelry products inspired by cultural capital of Rattanakosin arts to creation of digital marketing model to generate more income and for self-reliance of communities around Rattanakosin Island.

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