

# A STUDY OF THE TRADITIONAL PATTERNS ON DON KAI DEE BJANARONG PORCELAIN TO DESIGN HANGING WALL ART FOR SOUVENIR PRODUCTS

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## ABSTRACT

A souvenir is a reminder of special moments. In many destinations, the souvenir has played an important role as a medium of cultural and historical representation from the perspective of design. The purposes of this study were to study and analyze the uniqueness of Don Kai Dee Benjarong patterns for designing hanging wall art for souvenirs product. This research focused on the development of hanging wall art for souvenir products. Qualitative research was conducted to describe the result of the analysis, accompanied by a research and development approach.

The results showed that the identity of the traditional patterns is their beautiful colors, and some pieces of Benjarong had a combination of nielloware making techniques incorporated into the pattern painting, making the workpiece stand out as a unique pattern of the Benjarong from Don Kai Dee Village. There were both ancient and applied designs used to create new designs that were unique to specific groups. The design of hanging wall art can be used in the development of souvenir design as a medium between the art and culture of the past and contemporary society. As a result, incorporating these traditional design elements into contemporary design is seen as a way to preserve the heritage.

**Keywords:** Don Kai Dee Benjarong, Hanging wall art, Souvenir design

## INTRODUCTION

Thailand tourism offers world-famous tourist attractions in terms of beauty and various choices of travel destinations, as well as an attractive and unique culture. Thailand's tourism industry is able to majorly generate huge revenue for the country, making tourism and tourism-related businesses one of the important factors for the economic growth of the country and contributing to business investment both directly and indirectly. Investment in tourism brings about the expansion of the tourism economy and employment; enabling people in those areas to earn more income. Major creative industries important to tourists' spending or shopping in

Thailand are the Thai food industry, valued at 270 billion baht (27%), the fashion industry, valued at 180 billion baht (18.38%), design work, valued at 120 billion baht (12%), and artisanal work and handicraft, valued at 90 billion baht (9%) (Tourism Authority of Thailand, 2020).

The United Nations World Tourism Organization (UNWTO) mentioned the tourism industry that "shopping has converted into a determinant factor affecting destination choice, an important component of the overall travel experience, and in some cases the prime travel motivation." It points out the importance of shopping towards domestic tourism industry. Souvenir shoppers or tourists who enjoy spending time buying souvenirs like to shop in their destination country before going back to their original location. The goods that souvenir shoppers pay attention to are goods showing the identity of a country's destination, such as artisanal work, food, dessert, or a country's most popular souvenir (Tourism Authority of Thailand, 2020).

Samut Sakhon is a Thai province having a variety of tourism activities like natural, historical, and cultural tourism activities, especially a provincially outstanding and famous tourist attraction for the knowledge transfer of local wisdom on the production of Benjarong porcelain (Thai porcelain ware with designs in five colors), known as Don Kai Dee Benjarong Village, where a large number of Thai and foreign tourists pay a visit to search for knowledge about the production of Benjarong porcelains. It is located near Bangkok, where tourists can make a one-day trip.

Benjarong porcelains from Don Kai Dee Benjarong Village are beautiful, with unique designs displaying Thai ways of life. They attract and impress people who see them. Besides, they won the 5-Star OTOP award in 2003 (Cultural Information Center, 2017). With a variety of patterns, such as Thai traditional patterns, Chakri pattern, Phum Khao Bin pattern, creeper pattern, Pikul flower pattern, etc. They are sold to tourists as a souvenir.

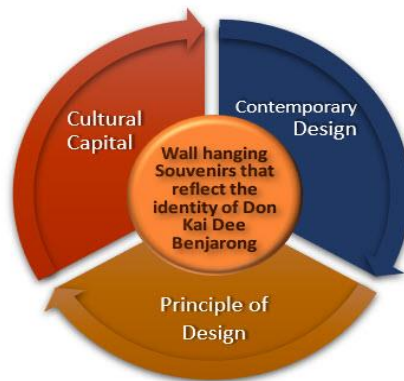
Souvenirs represent tourist attractions and remind visitors or tourists of the memories of the places they used to visit. Souvenir design is actually a process of symbolizing local cultural elements, and design is always inserted in social and, consequently, cultural contexts (Yang, 2020). The image of souvenirs could be used to investigate how tourists perceive destinations (Lund et al., 2018). Furthermore, souvenirs form a complex link between objects, people, places, the economy, culture, and ecology (Decrop & Masset, 2014). Though the Don Kai Dee community currently has an outstanding and well-known souvenir in the form of Benjarong porcelains, due to the large amount of revenue generated by the souvenir, if it can be developed further to be distinguished from others while maintaining the community identity, it will increase its market share and add more value to tourism through the sale of community product in the form of meaningful souvenirs. As a result, bringing cultural capital related to the value of knowledge and local wisdom about traditional patterns of Don Kai Dee Benjarong to apply to the design of souvenirs to create community identity by using contemporary designs consistent with the present era will be options for tourists when purchasing souvenirs and beneficial to the community more and more.

## RESEARCH OBJECTIVES

1. To study and analyze the uniqueness of Don Kai Dee Benjarong porcelain patterns.
2. To design wall-hanging souvenirs by applying the uniqueness of Don Kai Dee Benjarong porcelain patterns to design work.

## RESEARCH CONCEPTUAL FRAMEWORK

A study of the traditional patterns on Don Kai Dee Benjarong porcelain to design hanging wall art for souvenir products is an applied research study to create and develop new things under the scope of forms and patterns that reflect the identity of Don Kai Dee Benjarong, leading to the design and development of souvenirs reflecting locality. The concepts of souvenir design from cultural capital and contemporary design are used as the analysis framework. Through the mechanism of the research process, techniques for designing products are brought to create economic value added.



**Figure 1.** Conceptual framework used in research

## RESEARCH METHODOLOGY

### Research Procedure

This research aims to apply the uniqueness of designs on Don Kai Dee Benjarong porcelain to the design of hanging wall art. It is divided into different parts as follows:

**Part 1:** Data survey and collection using a literature review and a field study. The data obtained are analyzed and summarized. The summarized data were used to establish the conceptual framework for working on the design.

**Part 2:** Design and Development

- 2.1 Determine the conceptual framework for design;
- 2.2 Design and development;
- 2.3 Create a product prototype;
- 2.4 Evaluate the designs for improvement.

This study started with a literature review and field study to obtain the correct data. Data were collected, and qualitative data were analyzed for discussion. It is an applied research study in the form of research and development, which is a method used for producing and verifying

product efficiency. The study was conducted systematically and procedurally, i.e., a primary study (literature review and field study), design planning (determining a conceptual framework and creating forms for designing souvenirs), application (creating a model and production), and evaluation of design, including producing souvenirs by applying patterns of Don Kai Dee Benjarong porcelains.

#### Scope of Research

The scope of the research study is as follows:

1. Scope of content: The study was conducted on the uniqueness of patterns on Benjarong porcelains of Don Kai Dee Village that are created and applied from ancient patterns to be used for designing hanging wall art.
2. Scope of the study area: Ban Don Kai Dee Community, Ban Don Kai Dee Sub-District, Krathumban District, Samut Sakhon Province.
3. Scope of design: Create three pieces of hanging wall art in one set.

#### Data Collection and Data Analysis

Data were collected using data recording, an interview, and a questionnaire, including data obtained on the internet, from a library, videos, articles, and relevant research studies. The obtained results were analyzed for distribution, outstanding characteristics, and uniqueness, and a conclusion was drawn to serve as a guideline for designing wall-hanging souvenirs.

The 5 design experts, who specialize in souvenirs and have knowledge about product design, were selected in order to consult about the design result as well as its resolution, which was in accordance with the objectives and design assessment. An assessment form was used to gather design experts' opinions on the prototype of a souvenir in the following areas: beautiful patterns and colors, be unique to the community, be contemporary and suitable for use. A five-point Likert scale was used for indicating levels of agreement.

### RESEARCH RESULTS

According to the literature reviews and field studies conducted to obtain accurate information, it was found that the patterns of Don Kai Dee Benjarong porcelains were unique based on the five basic colors of the Benjarong porcelains, including white, yellow, black, red, and green. In addition, there was the use of gold color to enhance the beauty and uniqueness of the pattern. The production consisted of many steps in which the workpieces were mainly created by hands. There were both ancient and applied designs used to create new designs that were unique to specific groups. Nowadays, ancient patterns are still preserved, for example, those from the reign of King Rama II, such as the Thep Phanom Rian pattern, the Bua Somdet pattern, the Kurab Nam Thong pattern, the Kang Hee pattern, the Dok Mai Luei pattern, and the Pracham Yam pattern, and those from the reign of King Rama V, such as the Chakri pattern or the King Louis pattern. Regarding the patterns that were later invented to make it more contemporary until it was unique to Ban Don Kai Dee's Benjarong, such as Thep Banthueng patterns and various tradition patterns with Thai culture stories woven into the Benjarong, for example, the floating market pattern, the Songkran pattern, or the drum pattern, smaller and more detailed drawing techniques are used, including the use of additional colors besides the 5


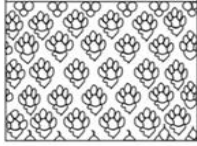
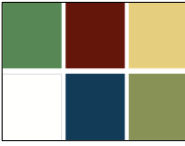
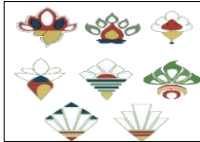

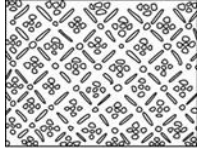



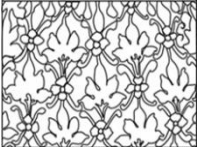


main colors, such as pink, purple, orange, brown, etc., to give the work a soft tone and a sense of modern style. As for color matching in pattern painting, both primary colors, harmonious colors, and complementary colors were used. In addition, some pieces of Benjarong had a combination of nielloware-making techniques incorporated into the pattern painting, making the workpiece stand out as a unique pattern of the Benjarong from Don Kai Dee Village.

Currently, there are 5 main groups of Don Kai Dee Benjarong Village members: 1) Urai Benjarong, 2) Nu Lek Benjarong, 3) Daeng Benjarong, 4) Sangwan Benjarong, and 5) Panrada Benjarong. There were different patterns painted on the pieces of each member group. A needle pen was used to write patterns, which was an invention developed from the syringe to save the golden solution paint and produce finer patterns. Syringes allow the golden solution paint to run out constantly and make painting patterns faster with more consistent lines. There was a traditional way of painting Benjarong patterns. The works were not produced in mass production, and they took many days and many steps. It could be said that every step had been done by hand, making the pattern painted on the benjarong look handmade and clearly conveying the real benjarong.

From all 5 main patterns that Don Kai Dee Village used to write on Benjarong porcelains, it was found that all of them were patterns in the category of flora, or various types of flowers. The charm of the work was the nature of the handmade work with imperfect patterns. When the three most popular patterns to be painted were examined, it was discovered that a wide range of colors were used; for example, a tonality was created in the Pikul Klom pattern. Even if the details on other parts of the workpiece were mixed with other colors, it did not cause the overall color to conflict too much, in which, according to color theory, the tonality could help to create a harmonious and unified image. From the example in the Pikul Klom pattern, the overall color was an orange tone, and there were other details in other colors, but the overall picture of the color that came out was still in orange tones. In addition, in the Pikul Bai Pad pattern, there was a focus on the piece by using contrast colors, i.e., using a cool green background with warm red pollen and blue flowers on a red background to create a color contrast, making the small flower pattern stand out. As for the Chakri pattern, a black background and gold floral pattern were featured, giving it a luxurious, expensive look. The black background made the golden flowers stand out more.

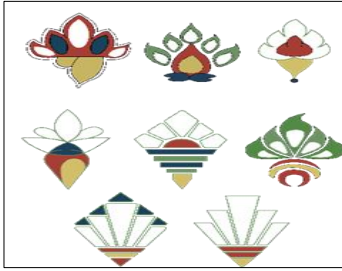
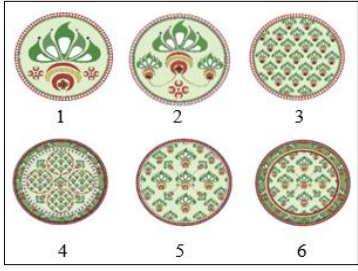
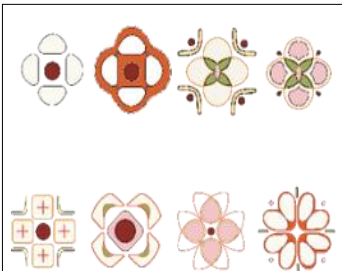
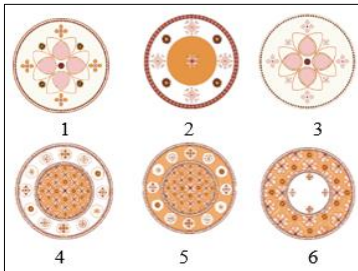

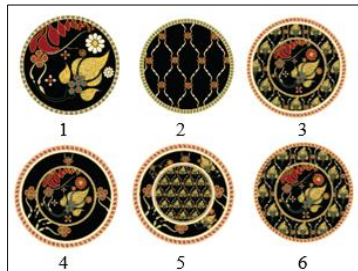
In the design process, the researcher took three of the most popular patterns in Don Kai Dee Village to copy and then applied the designs to create new decorative ornaments. The basic method of contemporary style is to change the proportion of each part of the reference elements and reshapes them with new modern design. (See Table 1)

**Table 1:** Creating new decorative ornaments

Name	Pattern	Reproduction	Color used	New decorative ornaments
Pikul Bai Pad				
Pikul Klom				
Chakri				

As Qiao Yang (2020) claims, the main method to retain the intrinsic value of cultural characteristics through souvenir design is to learn from the current trends and develop design innovations based on styles so that traditional souvenirs emit a new charm. The researcher used these ideas as a guideline to design new patterns. Then, the new decorative ornaments were used to create new pattern designs (see Table 2). All new patterns were brought to five product design experts to be evaluated on the following criteria: beautiful patterns and colors, be unique to the community, be contemporary, and suitable for use. A five-point Likert scale was used to indicate levels of agreement. The results of the new pattern design evaluation are shown in Table 3.

**Table 2:** Creating new pattern designs

Name	New decorative ornaments	New pattern designs
1. Pikul Bai Pad		
2. Pikul Klom		
3. Chakri		

**Table 3:** The evaluation results of five product design experts on the new pattern designs

1. Pikul Bai Pad Pattern	Pattern 1		Pattern 2		Pattern 3		Pattern 4		Pattern 5		Pattern 6	
	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.
Beautiful patterns and colors	4.20	0.75	3.80	0.75	3.80	0.75	4.60	0.49	3.80	0.75	3.40	0.49
Be unique to the community	4.00	0.63	3.40	0.49	3.60	0.49	4.20	0.75	3.80	0.75	3.40	0.80
Be contemporary	3.80	0.75	3.40	0.49	3.80	0.75	4.40	0.49	3.60	0.49	3.60	0.49
Suitable for use	4.00	0.63	3.80	0.40	4.00	0.63	4.20	0.75	3.60	0.49	3.40	0.80
<b>Total</b>	4.00	0.69	3.60	0.53	3.80	0.65	4.35	0.62	3.70	0.62	3.45	0.64
<b>Interpretation</b>	Good		Good		Good		Good		Good		Good	

2. Pikul Klom Pattern	Pattern 1		Pattern 2		Pattern 3		Pattern 4		Pattern 5		Pattern 6	
	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.
Beautiful patterns and colors	4.00	0.63	3.40	0.49	3.60	0.49	4.60	0.49	3.40	0.49	3.80	0.75
Be unique to the community	4.20	0.75	3.60	0.49	4.00	0.00	4.60	0.49	3.60	0.49	4.00	0.63
Be contemporary	4.60	0.49	3.60	0.49	3.60	0.49	4.60	0.49	4.00	0.63	4.20	0.40
Suitable for use	4.60	0.49	3.40	0.49	4.00	0.63	4.40	0.49	3.80	0.40	4.20	0.75
<b>Total</b>	4.35	0.59	3.50	0.49	3.80	0.40	4.55	0.49	3.70	0.50	4.05	0.63
<b>Interpretation</b>	Good		Fair		Good		Excellent		Good		Good	
3. Chakri Pattern	Pattern 1		Pattern 2		Pattern 3		Pattern 4		Pattern 5		Pattern 6	
	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.	$\bar{x}$	S. D.
Beautiful patterns and colors	4.00	0.63	3.60	0.49	4.60	0.49	3.80	0.75	4.00	0.63	3.80	0.75
Be unique to the community	4.00	0.63	3.20	0.75	4.60	0.49	4.20	0.40	3.60	0.49	3.80	0.40
Be contemporary	4.40	0.49	3.40	0.49	4.20	0.75	4.20	0.75	4.00	0.63	4.00	0.63
Suitable for use	4.00	0.63	3.20	0.75	4.20	0.40	4.00	0.63	3.80	0.75	4.20	0.40
<b>Total</b>	4.10	0.60	3.35	0.62	4.40	0.53	4.05	0.63	3.85	0.63	3.95	0.53
<b>Interpretation</b>	Good		Fair		Good		Good		Good		Good	

From Table 3, the results demonstrated that, for the results of the evaluation of the Pikul Bai Pad Pattern design, pattern 4 received the highest score, followed by pattern 1 and pattern 3, respectively. The Pikul Klom Pattern design, pattern 4, received the highest score, followed by pattern 1 and pattern 6, respectively, and the Chakri Pattern design, pattern 3, received the highest score, followed by pattern 1 and pattern 4, respectively.











**Figure 2.** The new pattern designs that were applied for designing wall hanging souvenirs. Based on the evaluation results of the new pattern designs, the researcher used Pikul Bai Pad pattern 4, Pikul Klom pattern 4, and Chakri pattern 3 to design wall hanging souvenirs by sketching according to the design concepts: it had to be a souvenir that was contemporary, with a touch of Benjarong, and had additional functions other than being used as a home decoration. To reach the contemporary design concept, Pornthip Ruangtham (2017) mentioned the characteristics of contemporary design as being simple, not complex. It can be made more beautiful by using decorations from unique eras, such as the Classical era. As for Thai contemporary style, Thai arts and ornaments are combined with modern style. Combining can be done by reducing, using local materials, making good use of space, and using ornaments, patterns, designs, and different meanings. The reason for doing this is to show local identity and culture. In addition, products should be created through product sub-components, namely: 1) form; 2) function; 3) tangible and intangible values; 4) global design trends; and 5) the possibility of production. All or some sub-components can be used so that products can reflect their values (Department of Industrial Promotion, 2022). Moreover, in order to increase the value of the souvenirs, Chandhasa and Pattanapanithipong (2022) pointed out that they must have additional functions besides their main function.

All the sketch designs were taken to product design experts for design evaluation again in these following subjects: beautiful patterns and colors, be unique to the community, beautiful and attractive appearance, be contemporary and suitable for use to obtain wall hanging product design to be produced as a prototype. The results of the sketch design evaluation then illustrated in Table 4 below.

**Table 4:** Five product design experts evaluated the sketch designs of wall hanging souvenirs.

Sketch design	List	Mean	S.D.	Level of satisfaction
	Beautiful patterns and colors	3.20	0.40	Fair
	Be unique to the community	3.00	0.63	Fair
	Be contemporary	3.60	0.49	Good
	Suitable for use	3.60	0.49	Good
	<b>Total</b>	3.35	0.50	Fair

Sketch design	List	Mean	S.D.	Level of satisfaction
<b>Design 2</b> 	Beautiful patterns and colors	3.80	0.75	Good
	Be unique to the community	3.40	0.49	Fair
	Be contemporary	3.60	0.49	Good
	Suitable for use	4.40	0.49	Good
	<b>Total</b>	3.80	0.55	Good
<b>Design 3</b> 	Beautiful patterns and colors	4.40	0.80	Good
	Be unique to the community	3.60	0.49	Good
	Be contemporary	4.00	0.00	Good
	Suitable for use	4.60	0.49	Good
	<b>Total</b>	4.15	0.44	Good
<b>Design 4</b> 	Beautiful patterns and colors	3.80	0.75	Good
	Be unique to the community	3.60	0.49	Good
	Be contemporary	3.40	0.49	Fair
	Suitable for use	3.80	0.40	Good
	<b>Total</b>	3.65	0.53	Good
<b>Design 5</b> 	Beautiful patterns and colors	3.20	0.75	Fair
	Be unique to the community	3.20	0.75	Fair
	Be contemporary	3.60	0.49	Good
	Suitable for use	3.20	0.75	Fair
	<b>Total</b>	3.30	0.68	Fair
<b>Design 6</b> 	Beautiful patterns and colors	4.80	0.40	Excellent
	Be unique to the community	4.40	0.80	Good
	Be contemporary	4.60	0.49	Excellent
	Suitable for use	4.20	0.75	Good
	<b>Total</b>	4.50	0.61	Good

The outcome of the evaluation by five product design experts of the sketch designs of wall hanging souvenirs revealed that Design 6 received the highest score, followed by Design 3 and Design 2, respectively. When considering each aspect of Design 6, it was found that the aspect

of beautiful patterns and colors got the highest score ( $\bar{x} = 4.8$ ), followed by the aspect of be contemporary ( $\bar{x} = 4.6$ ) and the aspect of b unique to the community ( $\bar{x} = 4.4$ ) respectively, Then the researcher selected Design 6 for developing and making a product prototype. (See Figure 3 and 4)



**Figure 3.** The development of wall-hanging souvenirs



**Figure 4.** Wall hanging souvenir prototype

## CONCLUSION

The wall hanging souvenirs above are made by applying research and development methodologies, which means that they have gone through numerous processes before generating fixed designs. The souvenir designs are expected to reflect the identity of the Don Kai Dee Benjarong village community. The research results can be summarized as follows:

From the study of patterns and the use of colors in the production of Benjarong porcelains in Don Kai Dee Village, it was found that the uniqueness of the Don Kai Dee Benjarong pattern is the traditional method of writing Benjarong patterns. The pattern was very small and detailed. In addition, the producers are creative and able to develop Benjarong works by

applying the ancient patterns from the past to the present era perfectly, until they create a unique identity for each group. It was also consistent with the research of Hitchcock and Teague's (2000) study, which indicated that good souvenirs are made by skilled crafters who have revived traditional objects to suit the new market. The use of colors on the Benjarong was determined by the analysis of the main patterns used in Don Kai Dee Village, which found that various colors were mainly used in conjunction with the gold of golden solution paint. There were 5 basic colors that characterized Benjarong, including red, yellow, white, black, green or blue, but some pieces may use more than 5 colors, which can be found in newly created patterns that are unique, such as traditional painting or plant patterns. However, the use of colors was different according to the aptitude and taste of each group of manufacturers. Moreover, there was also an integration of nielloware making techniques into the pattern, making the resulting work beautiful and different from the original pattern. It can be concluded that the cultural characteristics of souvenirs should include both the relative historical designs of the past and the more contemporary designs.

According to the design of wall hanging souvenirs, it was revealed that the design guidelines for souvenirs that retain the identity of the community can be achieved by applying patterns from existing art and culture into the work and by using techniques to change colors, change materials, and bring new applied patterns to traditional arrangements. In terms of using contemporary design concepts in souvenir design, it would be easier to apply the cultural capital of the community to the design because contemporary design concepts were designs that harmonized between old-fashioned and modern design. Hence, discovering and applying new emerging cultural elements in modern times will increase the innovation of local souvenirs.

In summary, the souvenir business provides a way for cultural preservation and development (E. Cohen, 1989). The Don Kai Dee Village Community will benefit from the development of Benjarong in the form of decorative wall products that apply Benjarong patterns to be used in contemporary designs to make Benjarong more widespread among the new generation of consumers. It is a way to create an alternative for tourists to buy souvenirs and have more new products.

### **Recommendations**

Future souvenir product design guidelines must combine innovation, modernity, and design creativity to produce souvenir products that combine novelty, beauty, and uniqueness. In addition, the souvenirs used to decorate the house should have additional functions besides their beauty in order to add value to the souvenirs as well.

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