

A STUDY OF ARTS AND COMMUNITY LIFE IN PHRANAKORN DISTRICT, BANGKOK FOR TEXTILE DESIGN

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ABSTRACT

The objectives of this research are: 1) To study on art works and the way of life of Tha Tien Community in Phra Nakhon District; and 2) To create printed fabric pattern design from art works and the way of life of Tha Tien Community in Phra Nakhon District for promoting tourism. From the guidelines on development of patterns of art works, architectural works, and the way of life of community in creative form, it could be applied to design printed fabric patterns that could reflect image and add economic value of tourism of Tha Tien Community and surrounding areas. In addition, such printed fabric patterns were also able to be developed for creating other commercial products in the future in order to strengthen economy of Thai Tien Community with uniqueness, recognition, and sustainability.

INTRODUCTION

According to National Strategy and National Economic and Social Development, Thai government has some policies and plans to promote historical and cultural tourism, ecotourism, and health tourism. Historical and cultural tourism is also included in Bangkok areas that are the important and well-known center of tourism. Products and tourism are carried forward to restore and develop tourist attractions for value adding, public relation, and promotion. From the aforementioned polices, it could be seen that there were the guidelines for developing economy for communities in Bangkok. Therefore, “Plan for Adding Creative Value to Local Wisdom for Inheriting Cultural Works, Art Works, and Handcrafts” was established with the concept on Thai innovative crafts for enhancing grassroots economy leading to self-reliance and competition in national and international levels. This plan would develop cultural products to be modern and systematic with the lead of agencies that wanted to develop art and cultural works including provincial art and cultural groups wanting to conserve arts and culture of Rattanakosin. This plan would also develop cultural products in various dimensions for developing local wisdom, doing public relation as knowledge, and increasing sales volume. It could reflect identity and add value with the concept on creative economy.

Rattanakosin island is located on the eastern side of Chao Phraya River. It is the land surrounded by river water in the manner of island with the approximate area of 2,588.75 rai. When it is administrated by district system and all areas are under Phra Nakhon District. Rattanakosin island is divided into 2 areas including:

1. Inner area that is the area that is surrounded by Chao Phraya River and Khu Muang Doem Canal (Lord Canal) with the approximate area of 1,125 rai and located in the area of Phra Borom Maha Rajawang Sub-District;

2. Outer city that is the area surrounded by Khu Muang Doem Canal (Lord Canal), northern Chao Phraya River, Rob Krung Canal, and southern Chao Phraya River with the approximate area of 1,438 rai. It is located in the areas of Chanasongkram Sub-District, Bowon Niwet Sub-District, Samran Rat Sub-District, San Chaopho Suea Sub-District, Sao Chingcha Sub-District, Wat Ratchabophit Sub-District, Talat Yot Sub-District, and Burapha Phirom Sub-District.

When Rattanakosin Kingdom was established by King Buddha Yot Fa Chulalongkorn The Great (King Rama I) in 1782, this area has become the center of Siam since then. The areas inside Rattanakosin island are called “Phra Nakhon” that is the hub of prosperity. The areas outside the wall of Phra Nakhon are considered as outer areas of Phra Nakhon. In the pasts, these outer areas were overgrown forests that were full of wild animals. Subsequently, in the reign of King Chulalongkorn the Great (King Rama V, western civilization came to Siam including technology, lifestyle, economy and trading. Many European-styled commercial buildings, stores, and roads were built. The areas inside Phra Nakhon became civilized in the highest level yielding many Thai-western arts and architecture. Several years later, civilization was expanded to outer areas thoroughly therefore the roles of Rattanakosin island were reduced until it becomes a tourist attraction of cultural tourism as seen at present time (Painaidii.com, November 23rd, 2014).

“Tha Tien” has been one of important trading areas of Bangkok from the past up till now. It is located in the inner area of Rattanakosin consisted of Chao Phraya River, temples, palaces, and towns. Surrounding areas are full of art and architectural works with diversity and beauty of early Rattanakosin period. When King Rama 1 ascended the throne, he relocated the Grand Palace from Thonburi located on the western side of Chao Phraya River to be the eastern side that is the current location of the royal palace. In such period of time, the eastern area of Chao Phraya River consisted of “Tha Tien Community” that was the center of Chinese and Vietnamese people. When new city (Phra Nakhon) was built, the wall of Thonburi’s side was demolished and government offices were relocated to Phra Nakhon side. New canal was canalized. New wall and fortress were also built. In early Rattanakosin, “Tha Tien” was considered as the most important trading community located along Chao Phraya riverside because it was the center of all types of products from all cities and products imported from China via junks. In addition, “Tha Tien” is also the origin of the first university of Siam. In the reign of King Rama III, he pleased to inscribe all

subjects, pharmacopoeias, and science of traditional massage that were reserved as the family’s secret on the pavilion’s wall of Wat Pho for transferring knowledge on massaging and reflexology to general people. In addition, he also pleased to paint murals and sculpt the sculptures of the hermit’s art of contorting at Wat Pho as well as inscribe chiology on marble plates for showing important spots on human’s body (Thairat, October 11th, 2014). Moreover, Tha Tien also consists of many landmarks, for example, Wat Pho, Temple of the Emerald Buddha (Wat Phra Kaew), Grand Palace, Tha Tien Market, Flower Market (Pak Khlong Talat), and Queen Sirikit Museum of Textiles. In addition, the surrounding areas also consist of old European-styled buildings and architecture that were built in the reign of King Rama V. This

kind of architecture is called colonial architectures. Consequently, surrounding areas of Tha Tien community are considered as the center of art works and architectures of Rattanakosin period with diversity and interesting designs. As a result, the researcher was interested in finding the guidelines for applying patterns obtained from art works, architecture, and lifestyle of communities on Rattanakosin island to develop creative model leading to pattern design of printed fabric and textile that could reflect identity and added value based on the concept of creative economy for Tha Tien Community and surrounding areas. In addition, these patterns and textile would be developed further to create pother products in order to promote tourism of Tha Tien Community in the future while strengthening economy of Tha Tien Community.

RESEARCH OBJECTIVE

- 1) To Study on art works and the way of life of Tha Tien Community in Phra Nakhon District.
- 2) To Create printed fabric pattern design from art works and the way of life of Tha Tien Community in Phra Nakhon District for promoting tourism.

RESEARCH METHODOLOGY

This research was conducted in the form of creative research to study on data obtained from documents and photos of works for building knowledge on pattern design of printed fabric from art works on Rattanakosin Island: case study of Tha Tien area to obtain pattern design of printed fabric and textile that could reflect identity and added value based on the concept of creative economy. It was conducted by applying data obtained from studying and surveying to design contemporary works and patterns of printed fabric appropriately and attractively. The researcher collected data from documentary study, survey in Tha Tien area located in Phra Nakhon District, Bangkok, and listening to opinions from some experts and local people. The obtained data were applied as the guidelines for developing creation of printed fabric patterns for promoting and conserving arts, culture, and tourism of the community. In addition, the obtained data were also applied as the guidelines for disseminating new thinking process and design methods of patterns of printed fabric and textile. This helped to build outstanding uniqueness and integrate patterns of printed fabric from the concept of pattern design of textile reflecting uniqueness of Tha Tien Community in the past and at present time. It could be applied to develop creation of pattern design of printed fabric from technology that was appropriate for modern time leading to contemporary work. This was also another guideline for creating interesting works of textile and apparel design industry of Thailand and international industry



Figure 1. Conceptual Framework, created by Suwit Sadsunk

RESEARCH RESULTS

From importance and attractiveness of Tha Tien Community, Bangkok, that is the unique area with many interesting dimensions plus with the study on patterns from art works on Rattanakosin island (case study of Tha Tien area) with diversity on models, structure, patters, techniques, and colors, the researcher conducted more studies and researches in order to find the point of view to direct the direction of this research, especially, the use of colors and inspiration from art works on Rattanakosin island (case study of Tha Tien area) in order to find the guidelines for designing appropriate patterns of printed fabric and textile that could clearly build uniqueness on beauty of art works on Rattanakosin island (case study of Tha Tien area). The researcher developed characteristics and emotion of colors used in art works and the concepts of art works to design patterns of printed fabric and textile that could reflect identity and add value under the concept of creative economy properly.

1. Design and Creation of Patterns of Printed Fabric and Textile from Studying on Art Works and Lifestyle of Tha Tien Area in Phra Nakhon District

Design and creation of patterns of printed fabric was performed by applying elements of art works on Rattanakosin island in the area of Tha Tien Community with uniqueness for remembering including buildings, architectures, stucco, temples, lifestyle, atmosphere, Flower Market, pagodas, glazed tiles, Wat Pho's giant, art of massage, and museums, etc. These elements were applied to determine inspiration and direction of pattern creation of printed fabric and textile that could reflect uniqueness of Tha Tien Community.

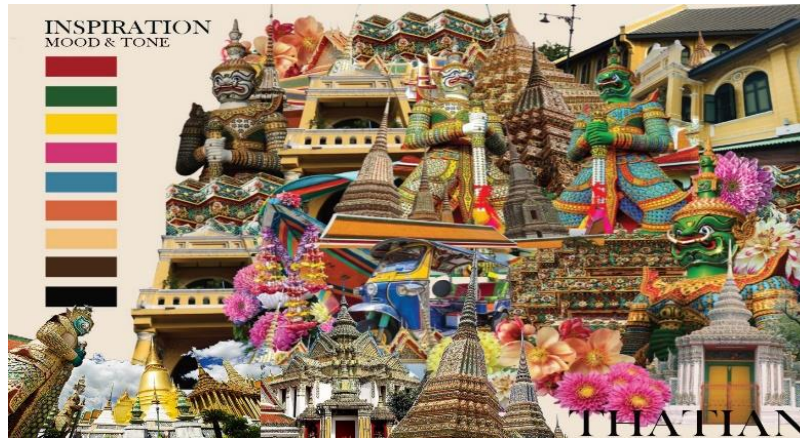


Figure 2 : Inspiration and Colors from Art Works on Rattanakosin Island in Tha Tien Area, created by Suwit Sadsunk

Besides color groups obtained from inspiration, atmosphere, and architectural works around Tha Tien area, colors used in creating patterns of printed fabric and textile were also obtained from color groups of textile design of fashion trend, i.e., Spring/Summer 2023 (THAI TEXTILES TREND BOOK : EXPRESSIVE EXOTIC, the Direction of Thai Fashion in the Beginning of New Eclectic Era through Individual Models on Fashion Consumption) designed by Her Royal Highness Princess Sirivannavari Nariratana Rajakanya that were integrated to design patterns of printed fabric and textile. These color tones could express uniqueness, beauty and beauty and they were also classified into Thai color tones that have been preferred by Thai and international textile design industries. Color groups from EXPRESSIVE EXOTIC SS 2023 trend had the story that was consistent with the guidelines for presenting creative works of this research by telling the story of culture with diversity, exquisite tiles, building identity of local people through culture through a journey of time. Color groups obtained from this trend to be integrated in designing patterns of printed fabric and textile consisted of colors from gold leaf, chrysoberyl yellow, living coral color, red lime color, lotus petal color, indigo, enameled blue, light jade color, and lime green color. The researcher integrated those colors from such trend with the story of Tha Tien based on design process to obtain color blending that was attractive for designing patterns of printed fabric and textile



Figure 3 : Trend Spring/Summer 2023(Thai textiles trend book : Expressive exotic)

This design of patterns of printed fabric and textile of the researcher applied art composition on line, shape, structure, balance, highlight, and repeating as well as color theory for design to develop design elements. Design guidelines of 3 patterns could be explained as follows:

Pattern of the first printed fabric was created by using inspiration, structure, colors, shape, and pattern from facial structure of Wat Pho's giant, Thai patterns, and pagoda's tile patterns inside Wat Pho. These were another well-known uniqueness on art works and sculpture that were applied to design. The design principles were pattern stitching with net structure and one-way pattern arrangement, i.e., patterns would be directed to the same direction, and pattern repetition by using space, i.e., each pattern was placed without arrangement but surrounded by other fabric elements. (Figure 4.1)

Pattern of the second printed fabric was created and designed by using inspiration, structure, colors, shape, and pattern from tiles of Wat Pho's pagodas and shapes of flowers from Flower Market. The design principles were pattern stitching with diamond structure, four-way pattern arrangement, i.e., patterns were placed in reversible direction from upper side to lower side and from left side to right side leading to design balance, and pattern repetition by using touching, i.e., repetition of patterns with connected elements throughout the fabric. (Figure 4.2)

Pattern of the third printed fabric was created and designed by using inspiration, structure, colors, shape, and pattern from postures of the hermit's art of contorting and structure of Tuk Tuk, a kind of vehicle that has been preferred by Thai people and foreigners around Tha Tien area and become the uniqueness of this area. The design principles were pattern stitching with diamond structure, tow-way pattern arrangement, i.e., patterns were placed in reversible direction from one side to another side, and pattern repetition by using touching Dovetail (Top & Bottom), i.e., repetition of upper and lower elements of fabric patterns. (Figure 4.3)

Patterns of these 3 pieces of printed fabric and textile directed pattern arrangement to obtain symmetrical and asymmetrical balance based on the principle of pattern design through the fabric. This would cause attractiveness and became a part of working to direct the appropriate and interesting direction of pattern design process of printed fabric and textile developing to identity of lifestyle products that could be developed further as community products for promoting tourism and commercial trading under National Strategy in various dimensions, for example, bags, clothes, hats, neckties, shoes, shawls, masks, etc.



Figure 4 : Pattern design and creation of printed fabric and textile from studying on art works and lifestyle of Tha Tien Community in Bangkok. 4.1. First pattern of Tha Tien printed fabric; 4.2. Second pattern of Tha Tien printed fabric; 4.3. Third pattern of Tha Tien printed fabric.

2. Models and Guidelines For Designing and Creating Lifestyle and Fashion Products from Patterns of Printed Fabric and Textile obtained from the Study on Art Works and Lifestyle of Tha Tien Community in Phra Nakhon District that could Reflect Identity and Add Value under the Concept of Creative Economy for Promoting Tourism

This design builds the guidelines for presenting the point of view of creative design works that could be further developed. Diversity of design works could be applied to develop commercial lifestyle products for promoting tourism and community stores around Tha Tien area. From this research the direction of application of patterns of printed and textile to develop and create lifestyle products for adding value and developing to commercial design could be seen. The model of this lifestyle product design consisted of design of cotton t-shirt with printed patterns, design of sphere handbag, and design of square clutch, etc. Materials that could be used in production including cotton, thick canvas fabric, leather, and hand woven cotton. These kinds of fabric could be used for printing patterns designed from inspiration obtained from Tha Tien in the forms of screening, transfer, and digital printing. The sketches of those works could be used as the guidelines for developing industrial craft products for commercial purpose in order to promote tourism and generate incomes of Tha Tien Community sustainably.



Figure 5 : Design and Creation of Lifestyle and Fashion Products from Patterns of Printed Fabric and Textile obtained from Studying on Art Works and Lifestyle of Tha Tien Community based on the Concept of Creative Economy for Promoting Tourism

RESEARCH CONCLUSION

This research was conducted to design patterns of printed fabric from studying on art works and lifestyle of Tha Tien Community in Bangkok. The researcher conducted this research from documentary research and field study in order to acknowledge and obtain data of Tha Tien for finding uniqueness or attractiveness of this community as the elements to develop and design printed fabric patterns and the models of lifestyle products. The researcher acknowledged on characteristics of surrounding areas of the community, attractiveness of lifestyle, beauty of art, architecture, stories, and elements of living creatures and non-living creatures that could be applied to express the story through design works reflecting uniqueness of Tha Tien Community shown on patterns of printed fabric and textile. The researcher created 3 patterns of printed fabric that could be developed as lifestyle products, i.e., cotton t-shirt with printed patterns, sphere handbag, and square clutch, to present design guidelines and guidelines for developing printed fabric patterns as commercial products that could build uniqueness of community, and shops around Tha Tien Community.

Chnoknart Mayusoh. 2020., *The Art of Contemporary Embroidery Designs*, by the study of pattern Gingerbread Studios in Vimanmak Mansion, Lecturer of fashion design department, Faculty of Fine and Applied Arts at Suan Sunandha Rajabhat University. mentioned on the consistent issue regarding to design development of textile techniques based on historical and cultural studies . As a result, the researcher further developed and applied such idea to find elements that could build additional design guidelines for obtaining perfect works and developing to commercial design for promoting economy and generating income of community sustainably.

Recommendation

In this research, the researcher created patterns from studying on art works and lifestyle of Tha Tien Community in Bangkok to design patterns of printed fabric and textile that could reflect identity and add value under the concept of creative economy. The format of the study on uniqueness or inspiration obtained from Tha Tien area for design and creation was only a

part that could be applied to pattern design and creation. There were various manners of community's uniqueness, for example, belief, architecture, groups of people, stores, and lifestyle, etc., with various stories that could be developed and applied to creation and design in various dimensions depending on interest of the future researchers. This huge number of remaining uniqueness would be beneficial for building knowledge and developing Tha Tien Community in Phra Nakhonj District sustainably.

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