

Research Title : The study of the unique identity of Ban-Chiang pattern to apply with Batik painted textile and develop into the handicraft souvenir of the province of Udon Thani

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Abstract

The study of the unique identity of Ban-Chiang pattern to apply with Batik painted textile and develop into the handicraft souvenir of the province of Udon Thani has the following objectives. 1.)To analyse the unique identity of Ban-Chiang pattern in order to apply to the batik painted textile.2.)To design and develop 3 handicrafts products made of Udon Thani batik painted textile. These products must be aesthetic and harmoniously suit Ban-Chiang pattern.3.)To assess the prototype of 3 designed handicraft products for development into production

The samplings of this research are 100 Udon Thani residents who have been interviewed for their opinions of the most suitable Ban-Chiang pattern for Batik painted textile. Three local community product manufacturers and three product design specialists evaluated the applicability of the pattern with the designed products. The prototype was created to obtain the opinion of the potential customers.

The research reveals the followings: 1.)The pattern which best reflects the unique identify of Ban-Chiang is 'laai kod gon hoi' (ลายขดก้นหอย). The most wanted Ban-Chiang Batik painted textile handicraft souvenir of Udon Thani are bed sheet set follow by furniture, chair and decorative lamp respectively.2.)On the design and product development, product design specialists gave the highest score for the practicality of usage, suitability with the material and production process, aesthetic and uniqueness of the pattern for the bed sheet set, chair and decorative lamp.3.)Potential customers gave the highest satisfaction to chair followed by bed sheet set and decorative lamp respective.