



Technical Report

DEVELOPMENT OF CREATIVE AND DESIGN THAI SILK PRODUCTS

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ABSTRACT

A collaborative project on 'Creative and Design Thai Silk Products' was conducted in 2013 in the northeastern province of Thailand aiming to design and develop products to publicize and support the image of Thai silk products in International market and streamline the process pattern development of Thai silk products. The concept of this project was based on the deliberations of a brainstorming event of various experts related to the field of Thai silk products and market. The issues of design brief and market direction were addressed. A survey on farmers from pilot provinces (Nakhon Ratchasima, Buriram, Khonkaen) who make Thai silk products and new Thai silk products entrepreneurs was conducted and a selected few were allowed to participate in the project. The participants were trained in a workshop organized on design and development of Thai silk products from the local wisdom. Finally, participants who proved to possess the best potential were chosen to develop their concept designs and sketch for making the prototype for five new Ikat patterns of Thai silk fabric and one collection of Thai silk bags.