



Jewellery Design with Thai Wisdom and Thai Identity for Modern Consumers

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Abstract

The objective of this research was to support and enable start-up entrepreneurs to design jewellery with Thai wisdom and Thai identity for modern consumers. Five collections of 20 pieces of jewellery prototypes were created for the jewellery groups in Si Satchanalai, Sukhothai province. The beauty of jewellery designed with silver and gems as materials along with story-telling inspired by flowers and Thai identity. Each collection of jewellery presents the emotions, characters, and the traits of owners in combination with Thai uniqueness. Research procedures involved activities of giving in-depth advice to entrepreneurs, developing prototypes, promoting distribution channels, and evaluating the satisfaction levels on the design works among consumers. Seven collections of 21 pieces of jewellery were created under the concept "Flowers of Love", namely, 1) Marigold, 2) Yellow Star, 3) Queen Sirikit Cattleya, 4) Daffodils, 5) Manee Theva, 6) Crown and Amaranth (Witherless Love), and 7) Roses). The results of the assessment reported a high level of satisfaction.

Keywords: Jewellery design, Thai wisdom, Thai identity, Modern consumers

Rationale

Thailand 4.0 is the development of "New Engines of Growth" by transforming the country's "comparative advantages" in two areas, namely "biodiversity" and "cultural diversity" into a "competitive advantage", especially among creative, culture & high value services. The government has a policy to increase the management efficiency of various projects so that communities are capable of using local resources and wisdom to develop their products. To this end, the government prepares to support community access to modern knowledge and funding sources, and develop their management and marketing capabilities to connect community products to the markets both domestically and internationally (Department of Community Development, 2012). The implementation of the OTOP Product Champion (OPC) is a project following the policy to implement the One Tambon One Product Project aiming at setting up a database of manufacturers and entrepreneurs and the ranking of the products (1- 5 stars) that will lead to future product development. Most of the agriculturalists in Tha Chai Subdistrict of Si Satchanalai District in Sukhothai Province, when free from farm work, will take a "Silverware" job to supplement their income. However, during the past 2 years, many families have turned to silverware making as their main occupation and gathered to set up an "Antique silverware products group of Mueang Si Satchanalai". The group has made numerous styles of silver jewellery for sale, highlighting ancient patterns as the identity of Si Satchanalai people. Today, group members can earn an average of 3,000 baht per month. Si Satchanalai is famous for their replication and manufacture



of ancient jewellery styles, following patterns dating from the distant past. At present, most agriculturalists spend their free time from farming, to work as hired silver jewellery workers. In 2002 they formed the antique silverware products group of Muang Si Satchanalai with support from agricultural cooperatives of Si Satchanalai which helps to strengthen the group.

The antique silverware products of Si Satchanalai are distinctive for their unique patterns for example, like the Kanok and Kruewan patterns. In addition, the group also applied patterns from ancient objects such as columns, walls, and stucco, and did not use silver casting, but instead, press silver pellets into tiny threads and then weave them into Sukhothai silver patterns using silver with a purity of 98%, higher than in other places. Their best sellers are rings, bracelets, necklaces and earrings. Other than selling at the cooperative products distribution centre in Sukhothai, their products are also available at their booths in many events and are bought by customers to sell overseas especially in Malaysia and Singapore where the products are very popular. Today over 30 group members can earn around 3000 baht per month as the orders keep coming. It is projected that members may be able to earn up to 5,000 baht monthly per person.

The weaving of antique silverware is delicate and exquisite work, marking the art and beauty of such handicrafts that date back hundreds of years when people of the Nakhon Si Satchanalai era had created such classic works. We are thus proud to help carry on the intentions and work of our ancestors of Si Satchanalai. In the light of this significance, the researcher and students aimed to develop community products and increase the strength of the community by integrating and equipping the design knowledge to society on several issues such as production, expansion of production factors, environmental preservation, mass production for distribution, product development including product styles over the past year, packaging development, packaging form, participation with the community to make products that reflect the excellence of Thai wisdom with the styles, colours, patterns, beauty, and distinction that meet market needs.

The researcher intends to give advice and academic service to the community in the area of jewellery design with Thai wisdom and Thai identity for the jewellery group of Si Satchanalai District in Sukhothai Province. This is to offer a concept of building the community economy in line with development, according to the philosophy of the sufficiency economy. It also provides a tool to stimulate the community learning process, promote local development processes, and create a strong and self-reliant community, with the use of electronic commerce (e-commerce) i.e. operating a business using electronic media (Electronic Commerce Development Centre, 1999). The nature of business operations focuses on the production, distribution, marketing, selling or transporting of products and services via electronic media (WTO, 1998). It also involves the analysis of entrepreneurial activity, the availability of all types of transactions related to commercial activities both at the corporate and individual levels on the basis of processing and sending digital data in both texts and images as a medium of trade between entrepreneurs and consumers, entrepreneurs and entrepreneurs, consumers and consumers, including communication and the exchange of information among people with similar consumption styles or the exchange of products among themselves.

Objectives

To support and enable start-up entrepreneurs to design jewellery with Thai wisdom and Thai identity for modern consumers of the jewellery group in Si Satchanalai, Sukhothai province. At least 5 collections with 20 pieces of prototype jewellery were expected to create. The focus is on creating the



beauty of jewellery with silver and gems as materials and building stories through the work pieces inspired by flowers and the Thai identity. The jewellery can present the emotions, characters, and traits of owners in combination with Thai uniqueness.

Methodology

Research methodology involved field visits to meet with the entrepreneur of Mai-Ngern shop in Si Satchanalai, Sukhothai province to explore the form, technique and process of silver jewellery production, marketing, and sale promotion, and to provide in-depth advice on jewellery design to meet the needs and demands of consumers. An interview form and questionnaire were used to collect key data used for the developing of jewellery prototypes. Satisfaction assessment was conducted among the target groups.

1. Activity on providing in-depth advice on jewellery design



Figure 1 Providing in-depth advice on jewellery design (Left)

Figure 2 Developing draft jewellery (Right)

2. Activity on developing jewellery prototypes

The researcher, entrepreneurs, and craftsmen worked together to develop draft jewellery and create designs under the concept of “Flowers of Love” which included 7 collections with 20 pieces of jewellery namely: 1. Marigold, 2. Yellow Star, 3. “Queen Sirikit” Cattleya, 4. Daffodil, 5. Manee Thava, 6. Crown and Amaranth (Witherless Love), and 7. Roses. The production process started with melting the silver as the main material, forming by rolling it into strips and sheets, jig sawing to make the desired shapes, rolling it into strips of various sizes in both flat and round shapes, welding together the various parts into shape as designed, retouching the details of the work piece, and polishing and cleaning the piece.

3. Activities to promote the distribution channels should be posted on social media such as Facebook and Line as contact channels.

4. The assessment of consumer satisfaction on the jewellery was carried out using a sample of 100 persons through online media using an assessment form based on the standard criteria of the community products. The assessment list contains general features, patterns, colours, other accompanying materials, and polishing, which are rated on a 4-point scale as follows:



Score	Interpretation
4 = very good	3.50 - 4.00 = very good
3 = good	2.50 - 3.49 = good
2 = fair	1.50 - 2.49 = fair
1 = improvement needed	1.00 - 1.49 = improvement needed

Results

The design work was done under the concept “Flower of Love” comprising 7 collections with a total of 20 pieces of jewellery as shown next.



Figure 3 Marigold Collection with a necklace wt. 128.2 g., a bracelet wt. 45.8 g., and a pair of earrings wt. 14.5 g., a total weight of 101.30 g.

Collection 1 “Marigold” of King Rama IX

Concept: Flower of King Rama IX: H.M. King Bhumibol Adulyadej. Yellow marigold represents “Monday” as the birthday colour of King Rama IX. Yellow colour signifies H.M.’s graceful actions with simplicity and moderation and aiming to benefit the Thai people. H.M.’s kindness and generosity have thus been deeply appreciated and engraved on the hearts of all Thai people for a long time just as the length of time that marigolds bloom. “Marigold” is considered an auspicious plant as it is believed that the flower comes from heaven. Marigolds are native to Mexico and the United States. In the northern part of Thailand, the marigold is known as Kham Pu Ju, and big marigolds are known as Kham Pu Ju Luang. Marigold plants are commonly grown as cut flowers. The African and American marigolds are known as varieties with large flowers. A commercial variety of the marigold in Thailand is the Sovereign. Other new varieties have also been imported such as the Jamaica and a number of other varieties. In Thailand, the main planting areas of Marigolds are Phayao, Lampang, Nonthaburi, Bangkok, Ratchaburi, Samut Sakhon, Suphan Buri and Udon Thani provinces. With its bright yellow petals, marigolds become a symbol of prosperity, progress, and effulgence. Moreover, marigolds are often used as offerings for monks or sacred things according to one’s beliefs.



Figure 4 Yellow Stars Collection with a necklace wt. 174.1 g., a bracelet wt. 87.3 g., and a pair of earrings wt. 16.1 g., a total weight of 277.5 g.

Collection 2 “Yellow Stars” of King Rama X

Concept: The significance of Yellow Stars is that it is considered a precious and noble plant that was to be a plant associated with King Rama X: H.M. King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua Bodindradebayavarangkun. Yellow Stars flowers bloom around the time of King Rama X’s birthday, and its yellow colour is also the colour of H.M.’s birthday. Importantly moreover, King Rama X often planted Yellow Stars trees at different places where he visited to perform royal duties to be bestowed as representing His Majesty and good fortune to the people.



Figure 5 “Queen Sirikit” Cattleya Collection with a necklace wt. 72.30 g., a bracelet wt. 21.50 g., and a pair of earrings wt. 7.40 g., a total weight of 101.30 g.

Collection 3 “Queen Sirikit Cattleya”

Concept: “Queen Sirikit” Cattleya is a plant in Orchidaceae family. It is a hybrid orchid, a cross between Cattleya Bow Bells and Cattleya ‘O’ brieniana var. Alba which was created in 1958 by the English company Black & Flory Ltd. and registered as Cattleya Exquisite referring to “flawless excellence”. After receiving the first prize from The Royal Horticultural Society in the UK, the company asked permission from Her Majesty Queen Sirikit (The mother of the current King Vajiralongkorn: King Rama X) to name the orchid after her as “Queen Sirikit Cattleya”. The royal permission was also received to use Queen Sirikit Cattleya as the symbolic flower for Thai Women’s Day on 1 August each year. For general features, the Queen Sirikit Cattleya plant is 20 – 40 cm tall with cylindrical stems and oblong leaves. It possesses single or inflorescences of 1-4 flowers in an off-white colour, with oval triangular lobes, 5 petals, broadly spreading lobes, wavy petal edges, and a golden yellow dot at the petal centre. The flower grows 12 – 14 cm in diameter when fully bloomed with a sweet scent. The plant has triangular shaped pods and its flowers bloom constantly.



Figure 6 Daffodil Collection with a necklace wt. 55.80 g., a bracelet wt. 25.50 g., and a pair of earrings wt. 12.3 g., a total weight of 93.50 g.

Collection 4 “Daffodil” (Dararat)

Concept: Dararat, the flower of great value. “Dararat” is the Thai name for “Daffodil” in English. It is a winter flowering plant. The Thai name “Dararat” has a hidden profound meaning. “Dara” means stars referring to something staying at the highest level, and “Rat” means “crystal” referring to something valuable. There was a time when Queen Sirikit visited Doi Ang Khang and saw these flowers growing there. She decided that she would like to have those flowers arranged in a vase and placed on the dining table. The courtiers then prepared it according to her wishes. This was prior to Her Majesty telling her royal entourage about her attachment to this kind of flower when she had not yet married. At that time, Queen Sirikit resided in Paris since her father was the Thai ambassador to France, while the King was studying and staying in Switzerland. During his free time, the King would always drive by himself across the border to visit the Queen and every time he offered flowers to her. It is these yellow flowers that the King always brought to the Queen.



Figure 7 Menee Theva Collection with 4 pieces of jewellery including a necklace, a bracelet, and a pair of earrings, as the inspiration from Manee Theva flower in developing the designs and composition shown in the figure, above.

Collection 5 “Manee Theva”

Concept: Manee Theva is the name of flower given by Her Majesty Queen Sirikit. Its local names include Ya Phom-ngog (grey-haired grass), Ya Kradum-ngern (silver button grass), Ya Kradum (button grass), Ya Dok (flowering grass), and Ya Toomhoo (earring grass). It is a seasonal, monocotyledonous plant with slender, elongated, flat leaves clumped at the base. The leaf is 3-6 mm wide, 7-30 cm long, and succulent, with frequent parallel longitudinal lines, slender edge and smooth surface. Small flowers are packed into a spherical bouquet like the white gem setting of a ring. The peduncle is round, small, and slender, and stands 10-20 cm tall. The plant is naturally born in the fields after the harvest season around October-February. It is commonly cultivated as an ornamental plant in a fish tank. The plant is distributed in the eastern and north-eastern regions of Thailand. Naturally, they often grow together to form fields on the talus and wetland or the riverside in the northeast and the areas near the Phu Phan Ratchaniwet Palace in Sakon Nakhon Province. Manee Theva is one of the five types of wild flowers that were named by Her Majesty Queen Sirikit. It is a wild ornamental plant that can be dyed and bound together with other types of dried flowers.



Figure 8 Crown and Amaranth Collection (Ruck Mai Ru Rouy or Witherless Love) with a necklace wt. 110.90 g., a bracelet wt. 57.60 g., and a pair of earrings wt. 28.3 g., a total weight of 192.10 g.



Collection 6 “Crown and Amaranth” (Ruck Mai Ru Rouy or Witherless Love)

Concept: Crown plant in scientific name as *Calotropis gigantea* (Linn.) R.Br.ex Ait belongs to Apocynaceae family and Asclepiadoideae sub family. It is a small shrub with the stem growing to 1.5–3 m. tall. The plant bears white or purple flowers with an appendage like a crown. It is native to Indonesia, Malaysia, the Philippines, Thailand, Sri Lanka, India and China. In Thai tradition, the flowers of this plant, called Dok Ruck (Love), are commonly used to make a garland together with jasmine, marigolds, champa or roses in several propitious events related to love. Since Dok Ruck symbolizes love, in engagement and wedding ceremonies. The flowers are typically included in a tray of gifts as a troth, decorated in a basin for blessed water, twinned as garlands for the bride and groom, and spread over the mattress in the bedding ceremony. The Hawaiian people regard the garland necklace (lei) made from crown flowers as a symbol of kingship. Amaranth (or Baan Mai Ru Rouy in Thai mean “witherless flower”) bears flowers in a spherical cluster at the branch end with little tiny flowers packed together. Each inflorescence contains about 2-3 small flowers in a spherical shape and the same size as a jujube. The flowers are white, dark red, purple or light pink and firm - white Amaranth are used for medicine as white is a pure colour and when making medicine it will not be mixed with any other colours. The petals are small and stacked in layers all over each flower, with the tip of the petal point like rough hairs and 2 bracts or sepals in green. When in full bloom, the flower is about 1.5-2 cm wide in size and its petals do not easily fall off even when it is old or dry, the origin of the name "Amaranth".



Figure 9 Roses Collection with a necklace wt. 116.10 g., a bracelet wt. 6.38 g., and a pair of earrings wt. 11.10 g., a total weight of 191.00 g.

Collection 7 “Roses”

Concept: Roses have been commonly grown for pleasure since ancient times. It is estimated that roses originated over 70 million years ago. Fossils of roses have been discovered in Colorado and Oregon, USA, and evidence suggested that wild roses date back 40 million years, but they did not look like modern roses. Humans have brought wild roses to plant and breed, propagate into many different varieties. Roses are considered a symbol of love and romance. Some legends said that roses symbolize the birth of Venus, the Goddess of Beauty and Love. Venus is known as Aphrodite. According to Greek mythology, Venus's tears dropped and mixed with the blood of her lover Adonis who was killed by a wild boar, and the blood and tears fell to the ground and turned into a deep red rose.

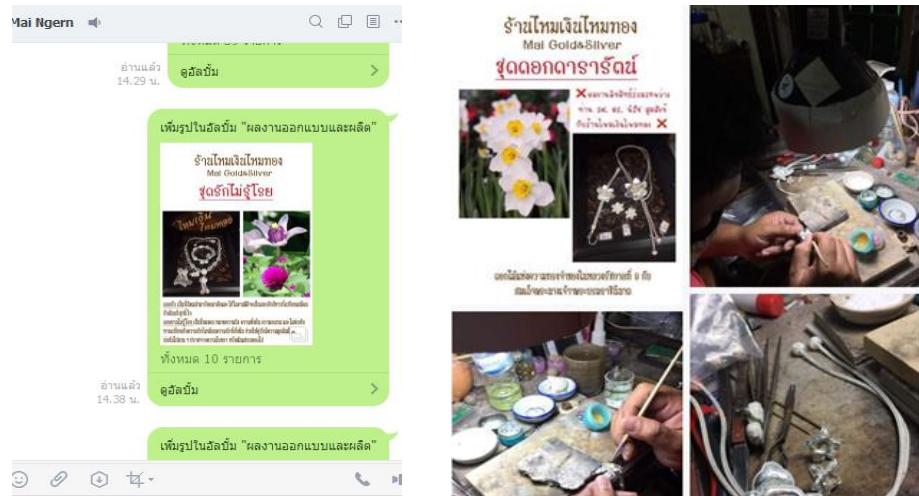


Figure 10 Contact channels: Line ID Mai Ngern

Table 1 Level of satisfaction among the target groups of 100 persons toward the silver jewellery

Lists of features	Set Criteria	Satisfaction Level		
		Mean	S.D.	Interpretation
General features	Form and shape are appropriate, delicate, and beautiful. The piece's cutting or welding must not make obvious seams and reduce strength or it may cause problems in use.	3.88	0.32	Very Good
Pattern	Pattern connections must be harmonious, neat, consistent, and suitable for each function.	3.78	0.41	Very Good
Colour	The colour is uniform with even thickness and without colour breaking and peeling off.	3.76	0.48	Very Good
Other accompanied materials	Exquisite, beautiful, durable, harmonious, and suitable to the piece.	3.36	0.48	Good
Polishing	Uniform shine, no traces of filings or sandpaper known as "swirl marks"	3.58	0.64	Very Good
		Total	3.67	0.18
				Very Good

As Table 1 suggests, consumer satisfaction on the silver jewellery was at a very good level.

Discussion

Jewellery design inspired by the 7 kinds of flowers under the concept "Flowers of Love" comprises 7 collections with a total of 20 pieces of jewellery. These include 1) Marigolds, 2) Yellow Stars, 3) Queen Sirikit Cattleya, 4) Daffodil, 5) Manee Theva, 6) Crown and Amaranth (Ruck Mai Ru Rouy or Witherless Love), and 7) Roses. The research process promoted cooperation with business establishments. The design technique and production are of creative craft industry in contemporary style for modern consumers. It agrees with a study by Podjanapimol P. (2020) suggesting that this concept used the forms and patterns for 4 types of jewellery design, namely jewellery with geometric forms and patterns,



jewellery with natural forms and patterns, jewellery with artistic and free forms and patterns, and jewellery with contemporary forms and patterns. The technique used to make silver jewellery here in Si Satchanalai is similar to the antique jewellery made in Phetchaburi province. In a study by Thaveechai W. et al. (2016) to explore the wisdom of making Phetchaburi gold ornaments, the process of pendant invention, and the method of making the styles and patterns, it was found that the making of Phetchaburi gold ornaments has been relayed from generation to generation and usually within the families rather than to people outside. Most of the shapes, form, patterns, materials and production processes are from nature such as pinecones, Spanish cherry, fish roe, and other things from daily life, or are made to order. Materials include gold, silver, copper alloy, and gems. The process is to press gold into stripes, bend them in different patterns, and make each part manually one piece at a time, with the piece presenting local identity.

At present, there are 2 groups of jewellery in Thailand. 1) Precious Jewellery: The jewellery is made of gold, silver, diamonds, platinum, gemstones, and pearls. This type of product is preferable among consumers with enough purchasing power and consumption on a regular basis to buy from the sale stores mostly traditional jewellery and gems stores, department stores, including the stores selling products directly from factories. 2) Costume Jewellery or Fashion Jewellery: This group of products are inexpensive. Product styles depend on consumers' preference especially among groups of teenagers - early working age (aged 18-35 years), and seasonal fashion over short periods of time. The products can be easily purchased at department stores, flea markets, or online trading in the form of E-Commerce. The target groups of precious jewellery are middle to upper class consumer groups with high purchasing power. They consider the purchase of products based on quality, size, design, pre- and post-services. New generation customers aged 20 years and over want to wear diamond jewellery to enhance their personality, the designs that go with their lifestyle, and affordable starting price. In order to attract the customers through E-Commerce, the key is to offer products and promotions that are different and can motivate purchasing decisions compared to mainstream channels, and present/review products that hit into the heart of each customer group. For teenagers, for example, it should present in the form of videos, nice pictures, demonstration of dressing or mix and match of clothing or educating about the products at the same time. For working and middle age people, the presentation style should provide as much details of the product as possible including size, price, quality and design. It should offer conveniences to order such as having a range of ordering channels, fast and safe delivery, and importantly offering more convenient transaction conditions i.e. between business to business or business to customers directly, to ensure consumers with trading, and easy shopping. Additionally, in case of dissatisfaction, return and refund are possible within time limits and conditions of the store, and the problems should be addressed for customers in a timely manner for their impression. The promotion should cover incentive benefits to draw more customers to use the service through this channel. These include, for instances, offering discounts, benefits for the next shopping, or limited-edition products only on this channel.



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