

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E46300



THE STUDY AND APPLICATION OF CULTURAL TEXTILE PRODUCT
DESIGN FOR INTERIOR DECORATION:
CASE OF BANYAN TREE RESORTS AND HOTELS

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A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF SCIENCE (DESIGN AND PLANNING)
SCHOOL OF ARCHITECTURE AND DESIGN
KING MONGKUT'S UNIVERSITY OF TECHNOLOGY THONBURI

2011

b00256202

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King Mongkut's University of Technology Thonburi
2011

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Research Title	The Study and Application of Cultural Textile Product Design for Interior Decoration: Case of Banyan Tree Resorts and Hotels
Research Credits	6
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Program	Master of Science
Field of Study	Design and Planning
Faculty	School of Architecture and Design
B.E	2554

ABSTRACT

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Product is material culture which transmits the cultural value to next generations. It is important to transfer the cultural value through product, by design. The value of cultural products consists of two main elements; tangible or visible value is a concrete value of product itself and intangible or invisible value is an abstract value that derives from inner thoughts. The consideration of the both values through product is an important factor to create design tool. Design tool consists of the inner factors such as Function, Emotion, Knowledge, Technology and the outer factors such as Colour, Shape, Form, Pattern and Structure. A case of Banyan Tree Resorts and Hotels, a global brand for cultural tourism, is selected to demonstrate the application of the design tool in designing the soft furnishing decorative products for Banyan Tree in Kyoto, Japan. This suggests that the tool can be applied for designers and raise both cultural and brand values of designed products.

Keywords: Brand Design / Brand Value / Cultural Product Design / Culture Design / Cultural Value / Brand Value

ACKNOWLEDGEMENT

I would like to thank my advisor and the member of committee Lect. Chokeanand Bussracumpakorn, Ph.D., for his valuable advice and full support in conducting my master program research, and Banyan Tree Resorts and Hotels that gave me an opportunity to work with for years and provided me both information and practical experiences in product creation process. Special thanks go to Lect. Nanthana Boon-la-or and Ms. Phanumas Suraluk for their advice and comments of the project.

Moreover, my additional regards go to Lect. Pimpaporn Dechvijankit for English consultancy, and Mr. Sura Charoensuk the academic service officer at School of Architecture and Design, KMUTT, for their helpful guidance and valuable advice to the preparation of this research.

Last, but not least, my special thanks go to my family and friends, for any usefulness obtained from this research could not have happened without all people mentioned above.

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