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APPENDIX

APPENDIX 1: Cultural Design

Since researcher have an opportunity to participate in academic exchange program in Japan during August 23rd – September 18th 2009, granted by Kyoto Institute of Technology (KIT) in corporation with King Mongkut's University of Technology Thonburi, "Balancing between Conservation of Historical Heritage and Modern Living for the Establishment of Management Strategy in Kingdom of Thailand from Japan Society".

The interview is done with four Japanese craftsmen, and two cultural conservationists, with the following topics:

1. What is the main reason why you still conserve the traditional form and production process?
2. Is there any change in traditional way of life and working to fit with the present ones?
3. In order to harmonize the difference mode of thinking between past and present, how can the cultural design of the past be applied into the modern design?
4. What is he conceptual idea for designing the products?

APPENDIX 2: Questionnaire with Banyan Tree Design team

As Banyan Tree employee, the researcher has the interview with Banyan Tree product designer, interior designer including the freelance designer who working in the area of soft furnishing for interior decoration.

The main topics of interviewing are as follows:

1. The design process from the beginning until the design presentation, who and which department get involved in each process.
2. The Design framework, what is the design framework of each type of designer.
3. Cultural Design Conceptualization to create the concept and direction of culture artifacts, what is the working process and procedure.
4. To have the local and cultural design, what are the main elements of consideration?
5. To design under Brand, what are the main elements of consideration?

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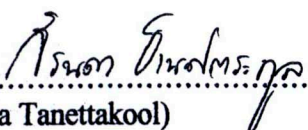
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