

Abstract

Research Project: Development of Woven Cloth Handicraft Designs
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The objective of this research was the development of the design of woven cloth handicraft products of Koh Yor and Krasae Sin to create utility in coherence with modern lifestyle, to add value in term of the beauty and to maintain the original unique identity of the products.

The instrument used in the study included a structured interview schedule, photographs and a satisfaction evaluation form. Utilizing the 5-rating scale, the form examine respondents' satisfaction with the 25 developed woven cloth products in terms of design, utility and marketing.

Interviews with 60 users of woven cloth products, i.e. producers, producers and sellers, sellers and interested individuals/users, reveal a high level of satisfaction.

The design of woven cloth products under this research project utilizes full pieces or partially cut pieces of woven cloth. The products are mainly sewn with a combination of the embroidery of "cock" style, which is derived from the one used in the clay-fired pottery work of Sathing Mor. This work of art is a truly integration of local folk wisdoms in arts, thus creating a uniqueness for this research.

