

TITLE        Prototype of cultural products. : The design to the Local Identity from  
                 Thai mural painting  
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### **Abstract**

Mural paintings that can be learnt about the culture must be clear about the social's culture of the central and northern (Lanna) of Thailand, They should be able express lifestyles, popularity and society of that generation. The researching of prototype of cultural products. : The design for Local Identity from Thai mural painting , It aims to study the Mural paintings that show the unique identity of central and northern of Thailand to spread the knowledge about culture to public by a prototype of product for designing cultural product that has a simulation or the stories of painting to draw on product ,and to create a prototype of contemporary cultural products. Data were collected from the group of key informants, the group of casual informants, and the group of involved people and the group of Thai Mural paintings. The sampling was 1 designer, 2 teachers in the University , 5 Thai painting artists, and 40 Consumers. Thai mural painting in Wat Phumin and Wat Suwannaram have a way to purposive way of choosing. Tools that have been used in this research are observation, group interview, satisfaction testing, and products sketch design.

The results showed that Thai Murals paintings in the north and regions are a method to learn about cultures from the expression of lifestyle, popularity, society and environment of the past, and it is an identity of each region by creating a contemporary product from combination tools. Designing a cultural products that have a simulation or drawing a story of Thai mural painting on products, These things must be able to be used in real life, be seen clearly, and they must shows lifestyle of people that can be expressed easily with Thai mural painting that shows the identity of central and northern of Thailand by clothes and lifestyles.