

Abstract

The study of “Made in Chiang Rai” Creative Connection Management from Commodities to Cultural Capital. Aims to trace the value of cultural capital in the form of "packages of products". Synthetic forms of cultural capital. "The Chiang Rai " and to establish a link between creative culture in the capital. Studies have shown that Identify the cultural capital of Chiang Rai. Is agriculture. And art. The cause was traced. From agriculture to a spatial art. The sustainable management of cultural capital.

Keyword : Chiang Rai Cultural Capital