Research Title	The Commercial Developing of Bai Sri Patterns to Enhance and Conserve the Wisdom of People in Bangkok and Vicinity
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The proposes of this research are (1) to study Bai Sri patterns from wisdom people (2) to study the trend in the commercial developing of Bai Sri (3) to design the commercial developing of Bai Sri from local wisdom (4) to update Bai Sri prototype and (5) to transfer knowledge of the commercial developing of Bai Sri patterns to Bai Sri makers, university students, people and consumers.

This is a development studies research. The sampling are 10 participants from wisdom teacher, Bai Sri maker and Bai Sri proprietor; 30 Bai Sri users; 10 Bai Sri makers which have learned from the prototype, 60 Bai Sri trainees and 100 consumers. Tools used for data collection are interviews: patterns and steps in Bai Sri producing, types and materials used, the expert's assessment toward Bai Sri outline in order to commercial development, the satisfaction assessment in the guarantee of experts in Bai Sri made from 3 materials, the trainees' satisfaction assessment toward transferring Bai Sri making process from Thai fabric to community and the consumers' satisfaction assessment toward developed Bai Sri. All questionnaires are examined with a content validity from the expert. The research data is analyzed using mean, standard deviation and One-Way ANOVA

The research results are (1) the study of Bai Sri patterns from wisdom people shows that in the past there were 2 kinds of Bai Sri – Bai Sri Luang and Bai Sri used in ceremonies which first four sold are Bai Sri Pak Cham, Bai Sri Thep Phanoom, Bai Sri Brahma and Bai Sri Tor Kluai. The decorated flowers are crown flower, cape jasmine, marigold (2) the trend in the commercial developing of Bai Sri reveals that consumes choose Bai Sri Pak Cham the most, 23.33%, the second is Bai Sri Thep Phanoom, Bai Sri Brahma and Bai Sri Tor Kluai at 20%. The appropriate materials to produce Bai Sri are polyester, organza, Thai-pattern fabric, and Thai clay, 20% (3) the design of the commercial developing of Bai Sri from local wisdom finds that the design of 4 Bai Sri: Bai Sri Pak Cham is chosen type 1 with the most satisfaction at 4.8%, Bai Sri Thep

Phanoom is chosen type 3 with the most satisfaction at 4.94%, Bai Sri Brahma is chosen type 3 with the most satisfaction at 5.00% and Bai Sri Tor Kluai is chosen type 1 with the most satisfaction at 5.00% (4) the update in Bai Sri prototype presents that Bai Sri Pak Cham made from polyester and organza receives the most satisfaction, 4,90%. Bai Sri Thep Phanoom which is created from polyester, organza and Thai clay has the most satisfaction at 4.96 equally. Bai Sri Brahma is produced from polyester, organza, and Thai-pattern fabric gets with the most satisfaction at 4.96 similarly (5) the transferring knowledge of the commercial developing of Bai Sri patterns to Bai Sri makers, university students, people and consumers finds out that the satisfy evaluation in every aspect from Bai Sri makers has different perception at 0.05 significant level ($p \leq 0.05$). Bai Sri Product made from Thai-pattern fabric receives the most satisfaction in every aspect. Bai Sri made from organza and polyester and Bai Sri made from Thai clay have the most satisfaction respectively.

The evaluation from university students and people regarding work shop finds out the level of satisfaction is 4.85%. The satisfaction from consumers toward Bai Sri product for 3 materials reveals it does not differ statistically significant at the 0.5 level ($p > 0.05$) with the most satisfaction. The satisfaction from consumers toward Bai Sri Thep Phanoom for 3 materials shows it does not differ statistically significant at the 0.5 level ($p > 0.05$) with the most satisfaction. The satisfaction from consumers toward Bai Sri Brahma for 3 materials shows it does not differ statistically significant at the 0.5 level ($p > 0.05$) with the most satisfaction and the satisfaction from consumers toward Bai Sri Tor Kluai for 3 materials shows it does not differ statistically significant at the 0.5 level ($p > 0.05$) with the most satisfaction.

Therefore, this research indicates the development in Bai Sri Product by using fabric instead of using banana leaves, but it has to keep local wisdom patterns and can be used in commercial purposes to sell in Bangkok and vicinity. The data reflects beliefs in taking Bai Sri used in traditions and rites inherited until present.