

Batik Pattern Design and Development Inspired by Flowers in The Story of Phra Abhai Mani, Thai Literature

Chanathinat Chaiyapoo

Faculty of Science and Technology, Phuket Rajabhat University, Thailand

chanathinat.c@pkru.ac.th

Changpum Chutima

Faculty of Science and Technology, Phuket Rajabhat University, Thailand

Abstract

The objective of this research was to design batik patterns using the shapes of flowers in The Story of Phra Abhai Mani, Thai Literature as an inspiration and develop them to batik products utilizing fund from the Research and Development Institute, Phuket Rajabhat University, Phuket province, Thailand. Since batik clothes are famous products from Southern Thailand especially, in Phuket and provinces along the Andaman coastline; therefore, at present, competition in the batik market is very high on both pattern and design. This study was a cultural renaissance through the design of batik pattern corresponding to the four-year-term government policy on promotion, preservation, and advancement of Thai arts and culture in all aspects including local Thai arts, culture, and wisdom. Prototype design principles involved data collection of documents and fieldworks for present-day batik patterns used in Thailand. Shapes of Thai flowers appeared in The Story of Phra Abhai Mani, Thai Literature were examined. Twenty types of flowers were selected according to their distinctive size and form. Pattern design theory employed blossom in front and side of the flowers, buds, and leaves. Three patterns: plain, specific, and edge reviewed by pattern designing experts and batik manufacturers were developed for batik home textile prototypes, then were used in satisfaction assessment of the target group comprising 400 Thai and foreign tourists. Findings from the valuation indicated that 60 appropriate patterns could be applied on the batik products. The producers of batik products could utilize those patterns to further for new designs. This promoted creativity in design by using Thai arts and culture. The results from target group's satisfaction assessment also revealed very high satisfaction on the patterns and product prototypes. Especially for foreigners, they were interested in the researcher's application of natural colors in the batik products instead of chemical colors. In addition, the researcher innovated patterns which obtained from this study on fabric products for apparels by using digital printing technique as well.

Keywords: pattern, motif, batik, flowers in Thai literature

ISBN: 978-989-54263-0-0