



The Development of Pottery Souvenir Product to Value Creation at Koh Kret, Nonthaburi

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Abstract

The development of pottery souvenir product to value creation at Koh Kret, Nonthaburi is part of The development of pottery souvenir product to contemporary for promote tourism at Koh Kret, Nonthaburi research, The objective was to implement the strategy logo design and pottery products. In shape and functional pottery with the integration of the contemporary urban society context into the need of Thai and foreigner tourists also evaluate production performance and evaluation of the satisfaction of both Thai and foreigner tourists.

The data from the study of production process showed that the clay used in the molding came from PathumThani province, which resulted in the color orange, red, gray, and black after burning. The higher calcination temperature resulted in the darker color, respectively. Hand molding production, using the wheel throwing and pattern carving with delicate details and unique local style, is also another feature of Koh Kret pottery. The product is a true handicraft, of natural clay texture without any coating, which induce the cool and therapeutic touch. However, the production is limited with small amount of production in each batch, for which is necessary for the delicacy of the product. Moreover, there are very few artisans available, while the large kiln is used. Therefore, it could take long time to fill the kiln in each batch, but it cannot be avoided due to energy conservation matter. Seasonal change is also another threat to the production, which cannot survive the harsh rain and flood. The product itself also lacks the simple form and available only with the higher-end form, which is not necessary for regular use.

The prototype design yielded two logo types, which developed from the shape of Vijit pot and the shape of the Tilted Pagoda, the two iconic image of Koh Kret. The forms were simplified into silhouette and clean structural form, which will enable more interactions between the user and the product's cool surface. The functional use is concentrated on the decorations and the table-top use, such as on dining table, coffee table, and office desk. There were three approaches in designing the product forms. First concept was inspired by the growth of plants. Second concept was inspired by the leaves, especially the fern's leaf, which is suitable as a holder for pen, name card, toothbrush, or soap. It can also hold the glass tube and serve as a small vase as well. The last concept was inspired by the simplified pattern and structural line of the original Vijit Pot into a tiny Vijit Pot which could served as a clock, a paperweight, or a key holder, according to the user's adaptation.

The study of the tourists' behavior indicated that they mostly bought the pottery as gift, souvenir, and decoration. Thus, Thai contemporary styles are more preferable, especially those which are inspired by nature, unique in design, and functional.

The resulted both Thai tourists and foreigners are thought to correspond to be selected form of the unique and well-known Vijit Pot. The most of foreign tourists select the form that reflects on Koh Kret identity. The secondary was inspired by the open form of the fern leaves. The last form which they were satisfied was inspired by the natural form of the growing plant.

The resulted prototype could be produced with reduced cost and more appealing functions. This approach could serve as a case study where conservation and creativity comes together, in consistent with the creative economic policy of the government.

Key words: pottery, souvenir design, contemporary, Koh Kret tourism promotion

Introduction

Pottery is one of the most ancient cultural heritages of Thailand, which has its own distinctive feature well known among foreigners. The production know-how was passed along many generations and continually developed since the pre-history era, which still left the evidence of pottery from over ten thousand years old at the Ghost Cave and Pung Hook Cave in Mae Hong Son province. Examples of famous pottery from Thailand could be founded since the famous “Ban Chiang Pottery” which is well-known for its beautiful pattern, the “Chinaware” from the kilns of Sukhothai, and the popular “Benjarong Porcelain”. Therefore, it is evident that pottery is one of the most important cultural features for the Thais’ lifestyle throughout the times. “Koh Kret Pottery” is another famous pottery in Thailand from Koh Kret, an important destination for Mon cultural tourisms located within the short distance from Bangkok, the capital city of the country.

“**Koh Kret**” was originated from the digging of the shortcut moat at a cape in Chao Phraya River during the period of the King Tay Sa of Ayudhya Kingdom in 2265 BC. The moat was called “Klong Lad Kret Noy”, and later expanded by the erosion of the river, resulted in a small island where the cape used to be. Its special physical characteristics, combining with the cultural prosperity since the Ayudhya period and the relocation of the Mon during the period of King Taksin have given Koh Kret its unique art and culture and thus became one of the most important tourism destinations of Nonthaburi province in the modern time. And pottery became one of its most famous products since Ayudhya period, and especially afterwards when the Mon were allowed by King Taksin to settled themselves in Pak Kret. The Mon were traditionally pottery artisans even before their relocation to Thailand. And Koh Kret’s clay condition which is suitable for pottery has enable them to remain pottery artisans. The Mon created all kinds of pottery such as the earthen jar, sink, pot, mortar, bottle,

and betel jar and Koh Kret community has developed their own special feature of uncoated pottery with high porosity, which is famous for its ability to keep the drinking water cool. As a pot for plant, it could also keep the clay cool and help the plant grow better. Some of the Koh Kret pottery, such as drinking water pot, holy-water pot, and engraved earthen jar were also created as gifts for important people. The Viji Pot’s unique cultural value was recognized by the government and thus became the logo of Nonthaburi province nowadays. And the tourists as well as other admirers still visit Koh Kret for the reason of purchasing pottery, especially the pottery from the local villagers in Tambon 1,5,6 and 7 of Koh Kret, which is called “Kwan A Man” in Mon language, meaning the potter’s village. Currently, over ten potters still lives here, as a resulted of conservation by the villagers and the supports from the government and private organizations which allows stable maintenance of the charms.

According to the stage interview on June 16th, 2010, (Interview, 2010) at OTOP center, the group of pottery craft Moo1 Koh Kret, joined by Mrs. Preeyapon Tunturanon, Mr. Surat Buahirun, and Mr. Chusawat Tunturanon, had talked about the community’s problem and the pottery products of Koh Kret. The group membered told the interviewer the history and the activity of the group in brief, that the group was founded in 1997 by Mrs. Yupin Junhomkul, the head of the village, with initially 21 members. The objective of the group was to encourage handicraft as an occupation for the members, so that they can create pottery and continually develop their skills and the product quality, according to the self-reliance community policy. The group became a learning center, production center, and distribution center, where the fair priced is controlled for both of the buyers and the artisans. Afterwards, the group has continually developed their products with the good supports and encouragement from the government. In 2001, the group’s pottery product was chosen as OTOP prod-

uct of Nonthaburi province and in 2003, the product line was unexpectedly expanded into the lamp after it was broken and the light bulb was put in. The finished lamp was awarded with 4-star OTOP prize eventually. The black Vijit pot was also developed by firing at medium temperature in 2004, and went on to received 5-star OTOP prize while the village itself was promoted as a model village of the central region. Currently the group's activity still gains the attention from the tourists as well as the media.

According to the field discussion with Mr. Surat Buahiran (Interview with Mr. Surat Buahiran, 2010), the secretary of the OTOP Baan Mon Model, on June 16th, 2010, the problem of the local product is the current economic limitations which forced the group to adapt by becoming OEM (Original Equipment Manufacturer) for Japanese customers with the preference in a more contemporary style, while the academics and government opinion did not support the change of the style, even if such beautiful and unique handicraft could no longer generate enough sales to earn a living for the artisans. Therefore, less and less successors emerge, and the skill level also tends to decline, mainly because of the lack of incentive revenue from the community product. The products from other province were also imported by some villagers, resulted in the decline of market share in local products, and the lack of cultural management within the area.

Therefore, the researcher is interested in the study of the contemporary souvenir pottery product development to promote tourism of Koh Kret, Nonthaburi, in order to meet the customers' preference. The product will be more suitable for the contemporary society and the international decoration styles within the urban residential or office buildings. As a result, the tourism promotion and the market expansion of Koh Kret pottery is expected. The researcher will create an identity design suitable for the development of Original Brand Manufacturer of the

pottery product, in which the handicraft will be transformed into a craft-industry with reduced production cost. The new product development will expand the existing product line, strengthen the local economy, and promote the tourism among the new generation, while conserving the local wisdom, as a part of the creative economy.

Objectives

1. To study the tourists' demand in order to develop a functional design of Koh Kret pottery with the integration of the contemporary urban society
2. To create the identity design for the developed product, from the logo to the product functional design, in one harmonious theme
3. To create the prototypes of Koh Kret pottery products which will reduce production cost and time, while also increase the production capacity.

Methodology

The population of this research was the group of tourists who visit Koh Kret.

There were two types of variables involved in this research,

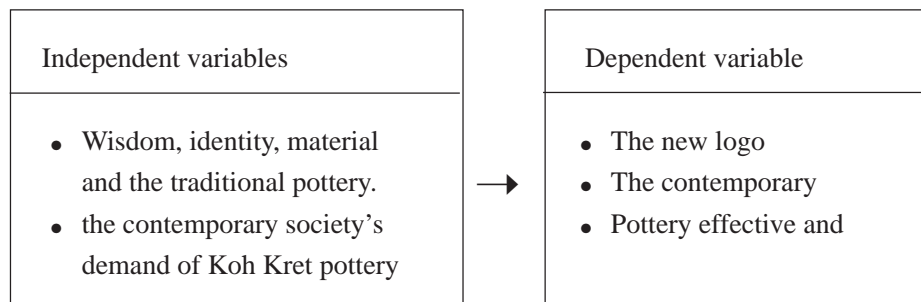
1. Independent variables: the contemporary society's demand of Koh Kret pottery
2. Dependent variable: a logo, three sets of contemporary pottery (each set contains at least two pieces of pottery)

The research was conducted during April 2554 - March 2555.

Underlying theory, hypotheses, and the conceptual framework of a research project

The developed pottery products, with the integration of the contemporary urban society context into the identity design, will increase the sale of the products.

Step 1; the study of preferred function and form



of Koh Kret Pottery

1) Collecting preliminary data about Koh Kret tourist's attractions and the pottery from the document

2) Collecting fieldwork data about the functions and forms of the existing pottery products, by direct observation of the pattern and the production process. The evidences were photographed, and the artisans were interviewed informally by the researcher. The tourists who visit Koh Kret were questioned using open-ended and close-ended questionnaires.

3) Conducting the analysis of the collected data about the forms and functions of the existing products, the needs and problems of the community, and the preference of the tourists, to answer the question on how the Koh Kret pottery could be woven into the contemporary urban society, which will be used as a starting base during the design process.

Step 2 To create the identity design for the developed product, from the logo to the product design, in one harmonious theme suitable for the contemporary social context

1) Designing logo and product utilizing the data from the study of existing products, the interview with the local artisans, and the marketing information from the questionnaire.

2) Creating two work drawings of the logo with 2-D computer graphic application

3) Selecting a final logo to be put on the prototype products, by asking the tourists to select just one logo from two.

4) Designing Koh Kret Pottery, with the design workshop led by product design students in their 2nd

year, which was enrolling in the Thai Wisdom to Innovative Product Design. The research and product development includes:

4.1 Brainstorming

4.2 Finding Identity

4.3 Finding Inspiration

4.4 Concept Sketch

4.5 Presentation Sketch

4.6 Technical Drawing

5) Creating the final work drawing in order to sign the patent for the contemporary souvenir pottery products, seven pieces of three sets, in order to distribute internationally.

Step 3 To create the prototypes of Koh Kret pottery products which will reduce production cost and time, while also increase the production capacity.

1) Creating seven pieces, or three sets of Koh Kret pottery by reducing production cost and production time, while increasing the new function which is suitable for urban lifestyle.

2) Evaluating the design of Koh Kret pottery on the basis of urban society context and international context. Two parts of evaluation includes the comparative study of the level of satisfaction between the existing products and the developed products, as well as the comparative study of the level of satisfaction in the form and function between the three sets of new Koh Kret pottery prototypes. The study was conducted in both Thai and English questionnaires with the Thais and foreigners who visited Koh Kret.

Results and Discussion

Utilizing the data from the study of existing products, the interview with the local artisans, and the marketing information from the questionnaire, the researcher had designed two features, which are the logo and the structural form of the pottery according to the followings.

1. Logo Design

Two logo were designed using simplification technique to reduce the form into just the silhouette of the well-known symbol of Koh Kret.

1.1) The first logo was inspired by the shape of Vijit Pot, one type of Koh Kret pottery which was promoted as a symbol of Nonthaburi province.

1.2) The second logo was inspired by the shape of the Tilted Pagoda of Poramaiyikavad Temple.

1.3) There were two ways of imprinting the logo onto the product;

- Using a combustion stickers on the products .
- Using a metal mold to emboss press for deep and traces on the product.



Fig. 1 Final logos of both approaches

2. Product structural form design

The analysis of the existing products' forms revealed that most of them are enclosed forms, which convey heavy feeling, and the patterns were intricate. Therefore, the researcher had utilize the design theory and the further study in the production and marketing demand, and drew the main inspiration from the natural form of the plants, and the man-made form of the unique and well-known Vajit Pot. The researcher

also focused on the design which will enable most interactions with the users by using uncoated clay which feels cool when touch and thus could also help them relax. The size was controlled to be quite small to ensure convenient in buying as souvenirs or decoration items. The function of the products was aimed to be used in table-top circumstances such as over the office desk, the dining table, or coffee table. The original pattern from existing products were also simplified and carved onto the developed product by the famous and skillful local artisans, in order to integrate the local identity, emphasizing the focal point, and embed the international image into the product. During the creation of the pottery product, three concepts were employed as followings. First concept was inspired by the natural form of the growing plant. Second concept was inspired by the open form of the fern leaves. And the third concept was inspired by the Vajit pot which is the iconic symbol of Koh Kret. All products are in orange, which is the color of the natural uncoated clay. The size and proportion were controlled mainly with the criteria of mass production. The smallest product size, of the tiny Vajit pot paperweight, is 6 cm × 6 cm × 11cm. And the largest product size, of the clock, is 12.5 cm × 12.5 cm × 15 cm. According to the comments from the tourists, the experimental decoration confirms that the products are suitable for the actual uses, their forms followed their functions well, and their images are suitable with the contemporary lifestyles and decorations. In conclusion, the final products are desirable for both Thais and foreigners who visited Koh Kret.

3. Performance appraisals of production.

During participatory observations a conversation with the prototype process. The researcher observed that Koh Kret pottery molding products will have two steps that are molding structure and carved. This process takes the most exquisitely. The new molding structure of shape can mold more easily than traditional all of local forms, The concept and in mold-

ing process are easiest was form of contemporary Vijit pot. The second one was inspired by the natural form and the last of easy form was inspired by the fern leaves. Then forward to carver for carving. The form that without carvings was fern leaves form. Carving a point of interest or secondary was the growth of plants and finally the contemporary Vijit pot form has been most reduce patterns. Therefore carver can make more pieces. Production cost per piece is reduced to no cost in this section.

4. Summary of the evaluation of a product by tourists.

The researcher used questionnaires to ask 400 Thai and foreigner tourists. The results showed that Thai tourists were satisfied in the new product with 65 percent. They were choosing a unique style that reflects on Koh Kret identity by 41.25 percent. That concept was inspired by the simplified pattern and structural line of the original Vijit Pot 34.25 percent. For concept was inspired by the leaves, especially the fern's leaf 24 percent and Thai tourists were satisfied 43.5 percent with functional use concept was inspired

by the growth of plants. and the last of easy form was inspired by the fern leaves.

Foreign tourists were satisfied with the new products 60 percent. The form which foreign tourists most satisfied was the contemporary Vijit pot form by 45 percent. The second one was inspired by the leaves, especially the fern's leaf form they were satisfied with 45 percent. And form was inspired by the growth of plants they were satisfied with 15 percent and foreign tourists were satisfied 50 percent with functional use concept was inspired by the fern leaves. That concept was inspired by the simplified pattern and structural line of the original Vijit Pot 35 percent and The form was inspired by growth of plants 15 percent.

It can be seen that both Thai tourists and foreigners are thought to correspond to be selected form of the unique and well-known Vijit Pot. The most of foreign tourists select the form that reflects on Koh Kret identity. The secondary was inspired by the open form of the fern leaves. The last form which they were satisfied was inspired by the natural form of the growing plant.

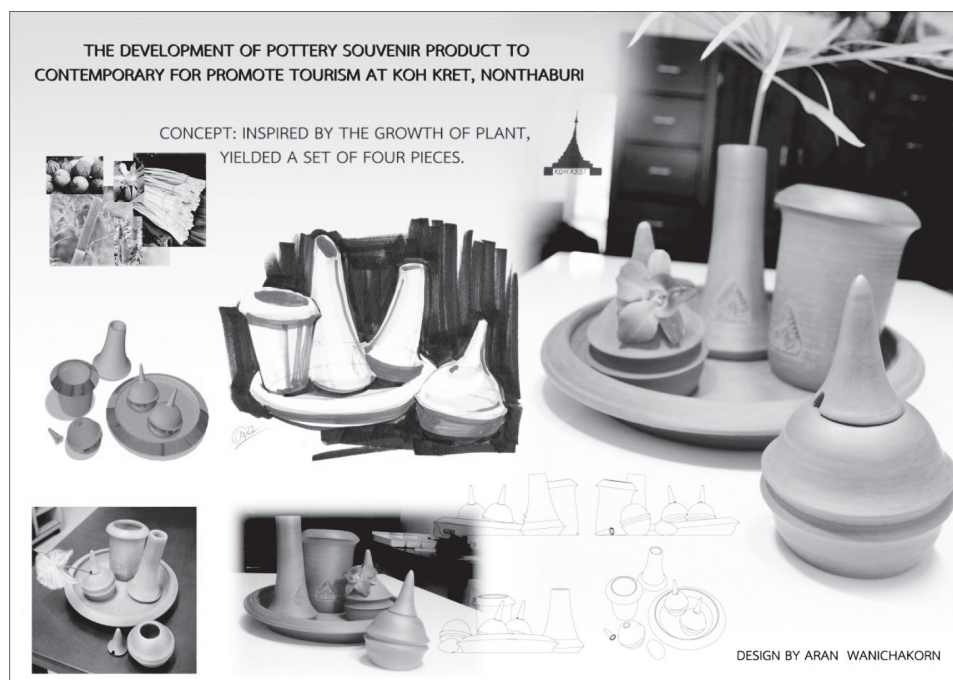


Fig. 2 The contemporary souvenir pottery product development to promote tourism of Koh Kret, Nonthaburi, first concept




Fig. 3 The contemporary souvenir pottery product development to promote tourism of KohKret, Nonthaburi, second concept.



Fig. 4 The contemporary souvenir pottery product development to promote tourism of Koh Kret, Nonthaburi, third concept.

Summary of the product structural form development process

		Product structural form development process		
Concept & Development process		Concept1 Inspired by the growth of plant, yielded a set of four pieces	Concept2 Inspired by fern leaves, yielded a set of two pieces.	Concept3 Inspired by Vijit pot, yielded a set of two pieces.
1.	Concept & Inspiration			
2.	Thinking Sketch			
3.	Presentation Sketch			
4.	3D Presentation			
5.	Drawing for Production & Patent			
6.	Prototype			

Product structural form development process

The existing product.	The developed products
	
<p>Shape : enclosed form, Thai Vjijt Pattern, representing Thai stories or Himmapan Animals.</p>	<p>Shape: simplified form, open form inspired by natural form, more international and functional focused.</p>
<p>Manufacturing: skillful artisans required, high production cost, long production time.</p>	<p>Manufacturing: faster production with less detail, lower production cost.</p>
<p>Suggested decoration: suitable for traditional Thai style decorations, such as those in resorts or traditional Thai house or other traditional Thai architecture.</p>	<p>Suggested decoration: suitable for places decorated in both Thai and modern style, such as office, residential home, condominium.</p>

Recommendations

1. Technology transfer of the clay molding in other form by the wheel tolling method will be useful in expanding the possibility of form variations.

2. The integrations of materials and productions from other communities will also help expanding the possibility of form variations.

3. Experimental in texture creation should be conducted, such as firing at medium temperature experiment in various temperatures which will resulted in color variations, or coating which will promotes

even more variations in form and materials.

4. The suggestions from the foreign tourists should be welcomed, in order to promote more exports within the Asian Economic Community.

5. Packaging design in narrative sets will also gives further value to the products.

6. Production process of the actual products or prototype product should not be in September, when Koh Kret is mostly pruned to the flood.

7. The incense burner is popular with Japanese tourists who use it daily, and therefore could be fur-

ther developed into various styles of products.

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In the interview, 16 June 2010 at 11.00 am at the OTOP Center Moo 1 Koh Kret pottery craft group members talk with Mrs. Preeyaporn Tanturanon Secretary, Mr. Surut Bouhiran Secretary and Mr. Soosawad Tanturanon (Potter), to talk about community issues and Ko Kret pottery products. The group's history and activities of the group briefly in 2540 the group founded by Mrs Gul Yupin Chanhom the headman. There were 21 members.

Surut Bouhiran Ideal Home Secretary OTOP groups Mon On 16 June 2010 interview.