

Heritage Inspired Costumes for Thai Traditional Massage Business

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The European Conference on Art & Humanities 2020
Official Conference Proceedings

Abstract

Thai traditional massage has been recently formally added to the intangible cultural heritage list of UNESCO. This health service business has a reputation as top 5 of the world. But the uniforms of masseuse are normally ready-made which had been bought in the market, which has less story communication to raise cultural awareness. Printed textile design can be an option in designing attractive uniform and reflect the cultural heritage without adding too much cost. The aim of this study is to explore how Sukhothai's heritage can inspire Thai traditional massage costumes through printed textiles on apparel. Methods: This participatory observation study started by a field visit to get information on the local culture. Qualitative data and inputs were used for producing the idea sketches. Then, some patterns were selected for designing the print position on apparels based on the three rhythm theories (repetition, radiation, gradation) and scaling. Results : 4 printed textile designs has been put on uniforms in 3 different ways of rhythm theory (repetition, radiation, gradation) to make 12 masseuse uniforms. Conclusion : Sukhothai's historical heritages can be interpreted into the creative printed design which can be used on simple Thai traditional masseuse's uniforms. Not only to create a different mood and tone of apparel but also represent its cultural heritage.

Keywords: Heritage, Masseuse's Uniforms, Printed Textiles

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Introduction

Thai massage ('Nuat Thai') has been inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity for 2019.

Nuad Thai, traditional Thai massage is regarded as part of the art, science and culture of traditional Thai healthcare. As a non-medicinal remedy and manual therapy, it involves bodily manipulation in which the practitioner helps rebalance the patient's body, energy and structure to treat illnesses believed to be caused by the obstruction of energy flow along 'sen', lines understood to crisscross the human body. This manipulation is intended to normalize the four body elements: earth, water, wind and fire. To open up blocked routes, Nuad Thai therapists perform a combination of manipulations using their hands, elbows, knees and feet, together with herbal hot compresses to reduce inflammation. Presently, Nuad Thai is classified into two main types: Nuad Thai therapy and Nuad Thai for health promotion. Nuad Thai has its roots in self-care in Thai peasant society of the past; every village had massage healers whom villagers would turn to when they had muscle aches from working in the field. Over time, these experiences have evolved into a formal system of knowledge, and Nuad Thai is now an income-generating occupation. In 1985, the Project for the Revitalization of Thai Massage was launched to revitalize and maximize knowledge of Nuad Thai, and an initiative has also been taken to form an alliance of Nuad Thai practitioners who come together annually.



Figure 1: Thai massage ('Nuat Thai')

www.legend.travel/thailand-legend-beach-10-days-vacation

According to a survey of uniforms of masseuse in the market, most have a similar design.

The uniforms of masseuse are normally ready-made, which had been bought into the market, and do not communicate to raise cultural awareness.

The Thai fabric used to make uniforms of masseuse in the market is a ready-made fabric that cannot tell the story and values of the local.

Printed textile design can be an option in designing attractive uniform and *this design* reflects the cultural heritage without adding too much cost on production.



Figure 2: Uniforms of masseuse in the market
www.ilovespa.net/shop/ilovespashop/

Objective

Explore how Sukhothai's heritage can inspire Thai traditional massage uniforms through printed textiles on apparel.

Design a fabric print pattern that reflects the story of Sukhothai identity, used to tailor the masseuse uniform.

Methodology

- This participatory observation study started by a field visit to get information on the local culture.
- Qualitative data and inputs were used for producing the idea sketches.
- Then some patterns were selected for designing the print position on apparels based on the three rhythm theories (repetition, radiation, gradation)

Observation Study

This study selected Sukhothai as it used to be the capital of Thailand and its ancient history. It is also rich in cultural resources such as architecture, arts and crafts, handicrafts, weaving and gold jewelry making. It will bring information that will be used to develop a pattern for the masseuse uniform. It will also be able to show an important identity of Sukhothai.

Sukhothai Historical Park is located in Northern Thailand, in the city Sukhothai, the once great capital of the first truly independent Kingdom of Thailand. The Park is declared as a World Heritage Site by UNESCO and covers the impressive ancient ruins of the old city Sukhothai. The Sukhothai Historical Park is approximately 70 square kilometers big and is divided into five zones. The central zone is the most

popular zone; here you will find the most tourists. Next to the central zone the park also consists of North, East, South and West zones.

In the year 1238 Sukhothai was founded. Sukhothai was the first truly independent Thai Kingdom. Under the lead of King Ramkhamhaeng the Kingdom enjoyed a golden age and its capital became a very important center regarding politics and religion. King Ramkhamhaeng was Thailand's first great king, some of his great deeds were the creation of the Thai alphabet and the establishment of Theravada Buddhism as the nation religion. Unfortunately the golden age lasted until the 15th century, because after that time the rising city of Ayutthaya became Thailand's capital.

Sukhothai province has always given its importance to the development of national politics and local communities. The policy would focus on solving problems and improving the life quality of every Thai by engaging all participants. This is achieved by integrating with Thailand's 4.0 policy aiming in restructuring the national economic structure in order to upgrade and raise the country to become a creative and innovative producer. In doing so, the available and existing knowledges and local wisdoms are effectively utilized to generate revenues and at the same time to develop and improve the skills of local people towards prosperity and sustainability.

Thematic analysis through workshop discussion to find the essence of Sukhothai cultural capital found four (4) points which are:

- Happiness; Sufficiency, pride of Cultural Heritage,
- Meticulousness; skillfully artisans, quality materials
- Local wisdom; Unique identity + new vision
- Community lifestyle; design blend with culture

The essence of Sukhothai discussed above led the research team to select four (4) different categories of heritage which are the stucco from architecture, textile weaving, craftsmanship and fine arts and adding creativity to build four (4) key characteristics to inspire the modern printed textile for commercial.

The first category of heritage is the stucco from architecture (Ancient Ruins of Si Satchanalai National Park)

Si Satchanalai National Park: The park is maintained by the Fine Arts Department of Thailand with help from UNESCO, which has declared it a World Heritage Site. This park attracts thousands of visitors each year, who marvel at the ancient Buddha figures, palace buildings and ruined temples.

Nang Phaya Temple or Wat Nang Phaya is located on the main axis of Si Satchanalai. It should be an important temple during ancient times, but it does not appear on any historical chronicles.

The designs shown below are inspired by the floral pattern of the stucco wall in Nang Phaya Temple. The complex floral design on the wall are simplified and new colours are utilized to convey romance and love.

HERITAGE

ANCIENT RUINS OF SRISATCHANALAI
NATIONAL PARK

KEY CHARACTERISTIC 1

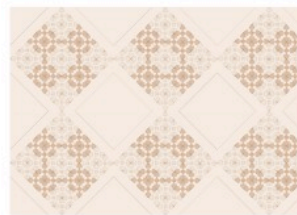
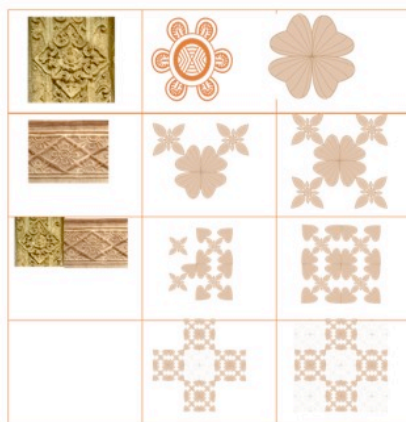


Figure 3: The first category of heritage is the stucco from architecture develop design

The second category of heritage is ancient textile

Si Satchanalai, Sukhothai has the local people called "Tai Phuan". Though time **has** passed, Tai Phuan people still inherited culture, language, tradition, festivals and ways of life in the forms of cloth weaving, blacksmith and ordination on elephant (Sakon K.,2014). The unique identity of Tai Phuan in Si Satchanalai's textile is called "Jok 9 Lai" which means the 9 patterns of textile weaving.

The designs shown below are inspired by Tai Phuan textile called Jok 9 Lai. The geometric patterns innate in these textiles are rearranged. Lively colours are added for a more modern looking design.

KEY CHARACTERISTIC 2

HERITAGE ANCIENT TEXTILE

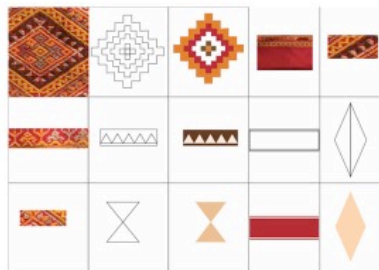


Figure 4: The second category of heritage is ancient textile develop design

The third category of heritage is golden jewelry

Si Satchanalai golden jewelry Sukhothai is one of the major production area of traditional gold jewelry products of Thailand, (Asean Gem&Jewelry review issue2/2018). In the past there was a Chinese goldsmith who bestowed his craftsmanship on local artisans, enabling them to inherit and continue the master goldsmith's expertise in Thailand. (luxurysocietyasia.com). The beauty of Sukhothai ancient gold ornaments has been passed on from one generation to another. The identity of the ancient Sukhothai jewelry still retains the artistic and ancient style of Sukhothai as shown by the pattern which are found to be similar to the local temples, chinaware and other natural design patterns.

These designs are derived from the gold jewelry of Si Satchanalai. The design concept comes from the intricate Oriental patterns of gold jewelry but simplified for a more contemporary approach using yellow as base colour with shades of blue, green and red.

KEY CHARACTERISTIC 3

HERITAGE GOLDEN JEWELRY (SI SATCHANALAI)

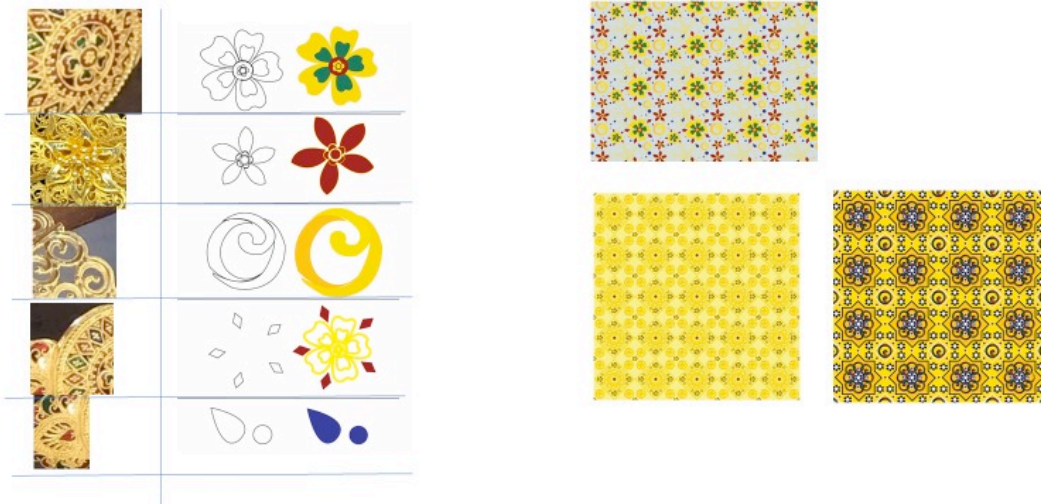


Figure 5: The third category of heritage is golden jewelry develop design

The fourth category of heritage is Wat Sri Chum (Sri Chum Temple)

Sri Chum temple in Sukhothai is an important archeological site of Thailand and one of the symbols of Sukhothai historical park. The tunnel has been found inside of the Mandapa (the temple's central building) and has significant historical and cultural values in many aspects. (C. Busayarat , P. Lopkerd and M.L. V. Suksawaddi, 2014)

Bringing the uniqueness of Wat Si Chum's walls that are unique by itself, the designs below in order to express artistry have the appearance of free hand drawings of religion figures and incorporating a worn-out texture of colours on the fabric

KEY CHARACTERISTIC 4

HERITAGE WAT SRICHUM (WALL'S ENGRAVING)



Figure 6: The fourth category of heritage is Wat Sri Chum develop design

Theory apparel design

In the development of printed fabric patterns for the masseuse uniform, three (3) design theories were chosen to create different and exotic patterns in the development as a masseur uniform.

Repetition

Repeating the same element at a set interval. For example, repeating a certain shape or a colour at a regular interval counts as repetition in design.

Gradation

Visual technique of gradually transitioning from one colour hue to another, or from one shade to another, or one texture to another. Space, distance, atmosphere, volume, and curved or rounded forms are some of the visual effects created with this technique.

Radiation

Created when lines, shapes or designs emerging from a central point resulting in the design being an equal distance from that point.

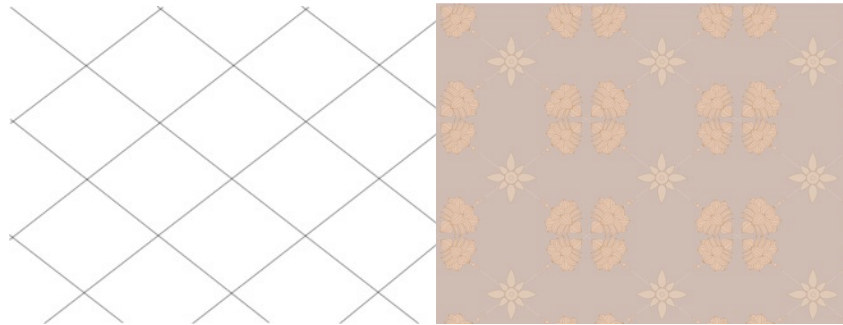
Design Process

After receiving the patterns from the four (4) key characteristics, then developing the designs with the three (3) design principles.

The development of the pattern begins with the drawing of the pattern from the three principles, then for repetition, the pattern is placed and then repeated close to the original pattern. For gradation, the size of the pattern is changed from small to large in a vertical position. And for radiation, the implementation of the distribution of patterns from the center outwards or towards the outside.

Characteristic 1 Heritage stucco from Ancient Ruins of Si Satchanalai National Park

Repetition



Gradation



Radiation

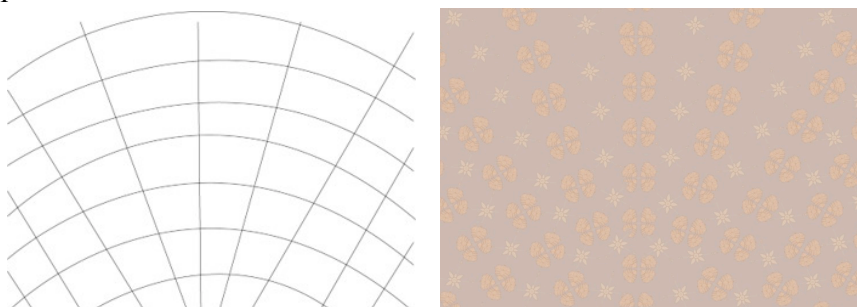
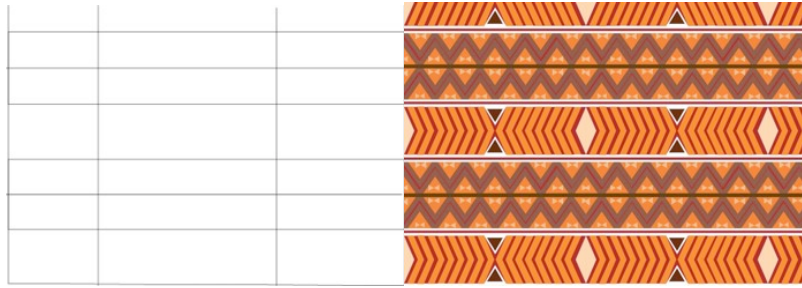


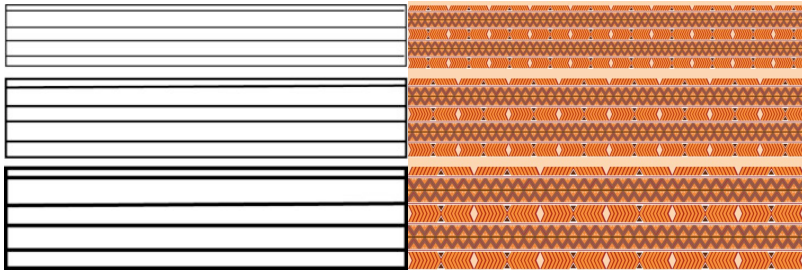
Figure 7: How repetition, gradation and radiation are used in the pattern design

Characteristic 2 Heritage ancient textile

Repetition



Gradation



Radiation

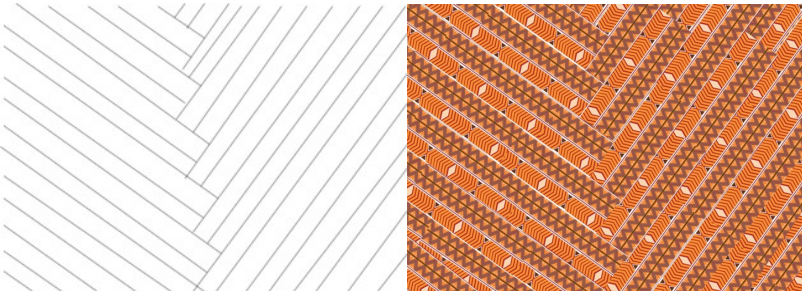
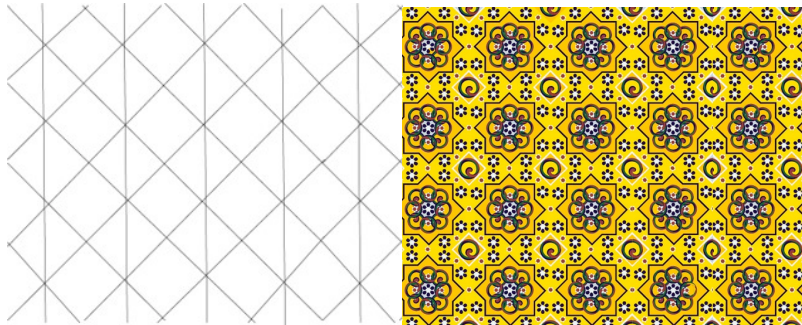


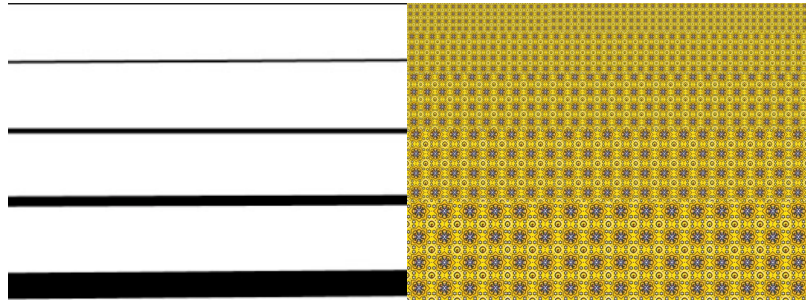
Figure 8: How repetition, gradation and radiation are used in the pattern design.

Characteristic 3 Heritage golden jewelry Si Satchanalai

Repetition



Gradation



Radiation

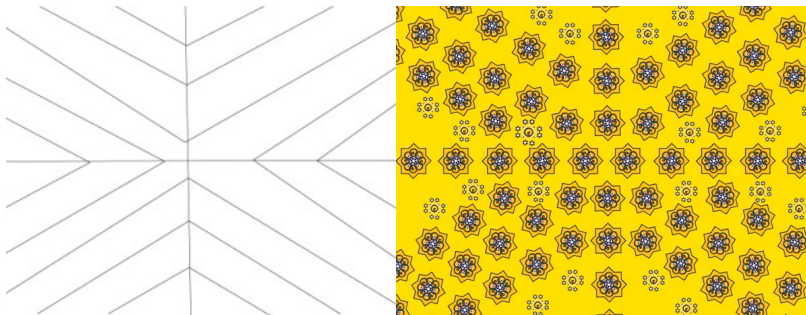


Figure 9: How repetition, gradation and radiation are used in the pattern design.

Characteristic 4 Heritage Wat Sri Chum

Repetition



Gradation



Radiation

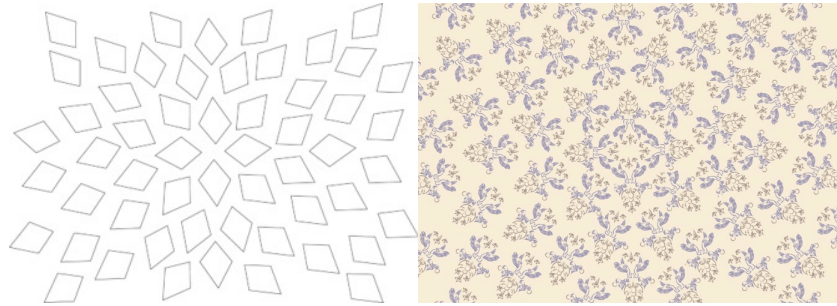


Figure 10: How repetition, gradation and radiation are used in the pattern design.

Results

Results from the study brings to four (4) key characteristics in three (3) different ways of theory apparel design (repetition, radiation, gradation) to make twelve (12) patterns, as shown below.

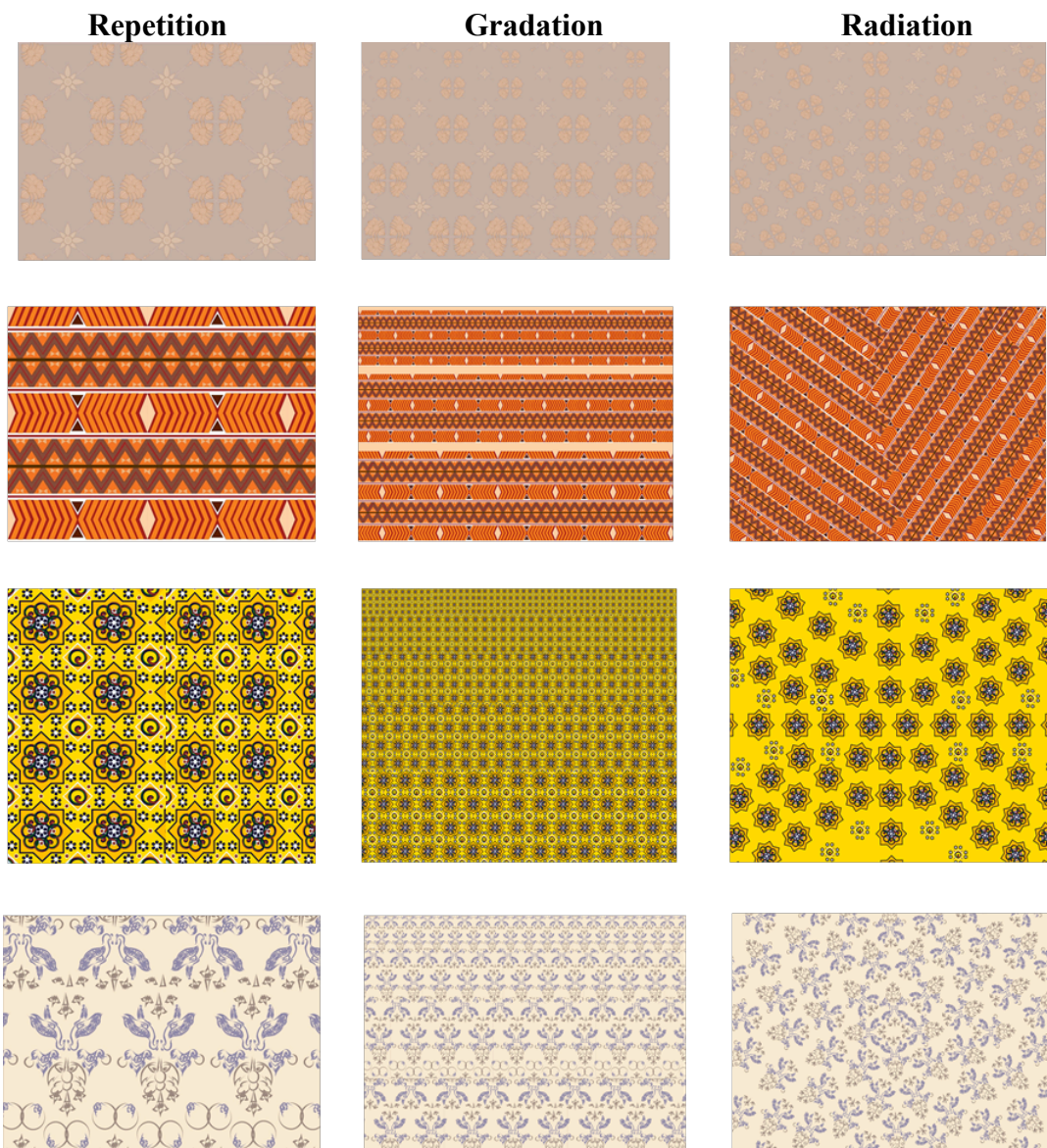


Figure 11: Twelve print textile Pattern three different ways of theory apparel design

Conclusion

Sukhothai's historical heritages can be interpreted into the creative printed design which can be used on simple Thai traditional masseuse's uniforms. Not only to create a different mood and tone of apparel but also represent its cultural heritage.

CHARACTERISTIC 1

ANCIENT RUINS OF SRISATCHANALAI
NATIONAL PARK



Figure 12: How repetition, gradation and radiation are used in the uniform design.

CHARACTERISTIC 2

ANCIENT TEXTILE



Figure 13: How repetition, gradation and radiation are used in the uniform design.

CHARACTERISTIC 3

GOLDEN JEWELRY
(SI SATCHANALAI)



Figure 14: How repetition, gradation and radiation are used in the uniform design.

CHARACTERISTIC 4

WAT SRICHUM
(WALL'S ENGRAVING)



Figure 15: How repetition, gradation and radiation are used in the uniform design.

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