

"Handmade production"

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Observation

"Holy shit! This fucking shirt costs a lot."
Quoted by Kitikoon Worrasorratorn 2009

"Ahhhhh..."
Quoted by Kitikoon Worrasorratorn 2009

The Beginning

During last year holiday, I had the chance to visit Berlin, Germany where I heard that the city is such coolness. My friends told me that Berlin is filled with art students, film makers, unemployed artists, and a bunch of new generation of designers. Therefore, I expected that going to this fun city, something would inspire me some thesis topic to learn.

Unfortunately, I had no time to consider anything since there were many activities to do. I really started to think on my way back in the train when I saw how many things I bought, all the sale clothes, second-handed things that look more expensive than things in Eindhoven. There were too many till I was anxious of how to transport them back to Thailand and how crazy I was.

The more time it passed, the more I was frustrated. The weather in that day caused the dysfunction of the trains and the routes, therefore, I would have to change the trains many times. With my frustration, I started to unpack and see what it was that made my suitcase very heavy. What I discovered was the sweater that my girlfriend bought from Cos Shop in Berlin in half price. It is the heaviest clothe that could even hurt the shoulders by putting it on. Eventually, I got the thesis topic when I was about to release my anger with this sweater.

In the Cos Shop, when I saw the price of the sweater my girlfriend bought, I was shocked and said *"Holy shit! This fucking shirt costs a lot."*

In general, I am just a foolish clothes consumer who does not truly look at the details of what I purchase. When it is the washing time, I usually mix all the jeans and other clothes together that they all turn blue or shrink when I do not choose which ones could be in the drying machine.

After my girlfriend who is studying MA in Textiles Design heard the swearword I made, she explained to me that this sweater was hand knitted. With this price, it is considered very inexpensive because each of the sweaters was knitted in different patterns. Therefore, this sweater, as she said, very reasonable to be purchased. On the other hand, I was curious about its quality and started to look everywhere on the sweater till I saw the tag with the extremely small fonts that even the teenagers will have to gaze to be able to read.

While I was waiting for my girlfriend shopping and I had to hold on to this sweater, I spent the time exploring this sweater and compared it with other of them on the bar. Every one of them looks really different. Some of them look wider and broader, which would make people who wear them look shorter and overweight. Also, the knots are different and the one I had was more organized. I kept on thinking that how they did it. Hence, I sneaked my fingers to see the weaving structure of a sweater that I did not buy and realized that it was very complicated, confusing, and full of switch and turn.

I took this sweater to compare with others that are not hand knitted and lower prices. Most of them, basically, look alike and the consumers only have to look for the stain or the holes when they will buy them, not like the one I was holding that took quite some time to choose one. After that, I observed the ladies store over there by digging up the clothes in the sale container with loads of German women. I picked something, guessed

their prices, saw if they were hand knitted, pulling them, or feeling them to test the texture before I realized that what I did was strange.

On the train, my girlfriend added more information about this sweater's background, why she had to buy this even though she had this brand near her place, or why she chose this over the others that were cheaper, warmer, and easier to take care of. She then told me things I did not know about how they produced it with such interesting techniques till I really thought that it would take more than a year for me to do it.

"Ahhhhh..."

Now I started to feel along that this sweater is very cool.

Case study

- Many Thai handmade products are not high valued when they appear in Thailand. Contrast to that, when they were exported to the foreign countries or appear in the foreign markets, the prices instantly rise, i.e. the wood crafted elephant that I usually see in the temple fair in the countryside with the price less than one Euro. When the product is placed in Khaosan Road, the price increases to five Euros or ten Euros at maximum. Lastly, once the product is sold in the home product store like Chaiyo, Asselsestraat 124 Apeldoorn, Netherlands, it goes up to twenty Euros.
- Some of the works are really rare to find. The Gilded Black Lacquer' ('Lai Rod Nam'). Lai Rod Nam is made from sheet gold attaching to the wood by natural rubber and only is displayed in the museums or the temples. The craftsmen who can do the work in original pattern are not so many left and are elderly. These people have regular jobs that are not from the excellent skill they have since the wage for this art is low before the works end up with the dealers. Many of Thai people know that 'Lai Rod Nam' is the prestigious Thai art, but not so many realize its remarkable process.
- Mudmee silk is Thai silk hand woven in northeastern Thailand where there are not many people who know the process. In contrast to the present, many villages in history had the main income from selling the Mudmee silk that they made. What have been changed is that the new generation of people discontinues learning how to weave because most of them leave their home and move to work in the industrial areas that provide them stable and more income. Hence, the government needed to give a hand on supporting those skilled people and tries to maintain this missing knowledge.
- In Thailand, when there is the developing in branding in handmade products by public or private sectors, they sometimes are criticized by the conservative group who believe that this approaching will destroy the antique's originality since it would involve with the packaging or changing the design to make it more fresh and up to date, i.e. using Thai fabrics in universal costume.
- In general, the handmade products in nowadays actually depends on the trend. When one trend is coming, the price is rising along and it is just the pattern of many customers who seek not to know about the products' background.
- On the other hand, some handmade products' prices are not reasonable when compared with the product cost.

Hypothesis

“If the background of handmade products is presented in the suitable way; innovative and interesting, this could possibly bring the appreciation in the work to all”

Research

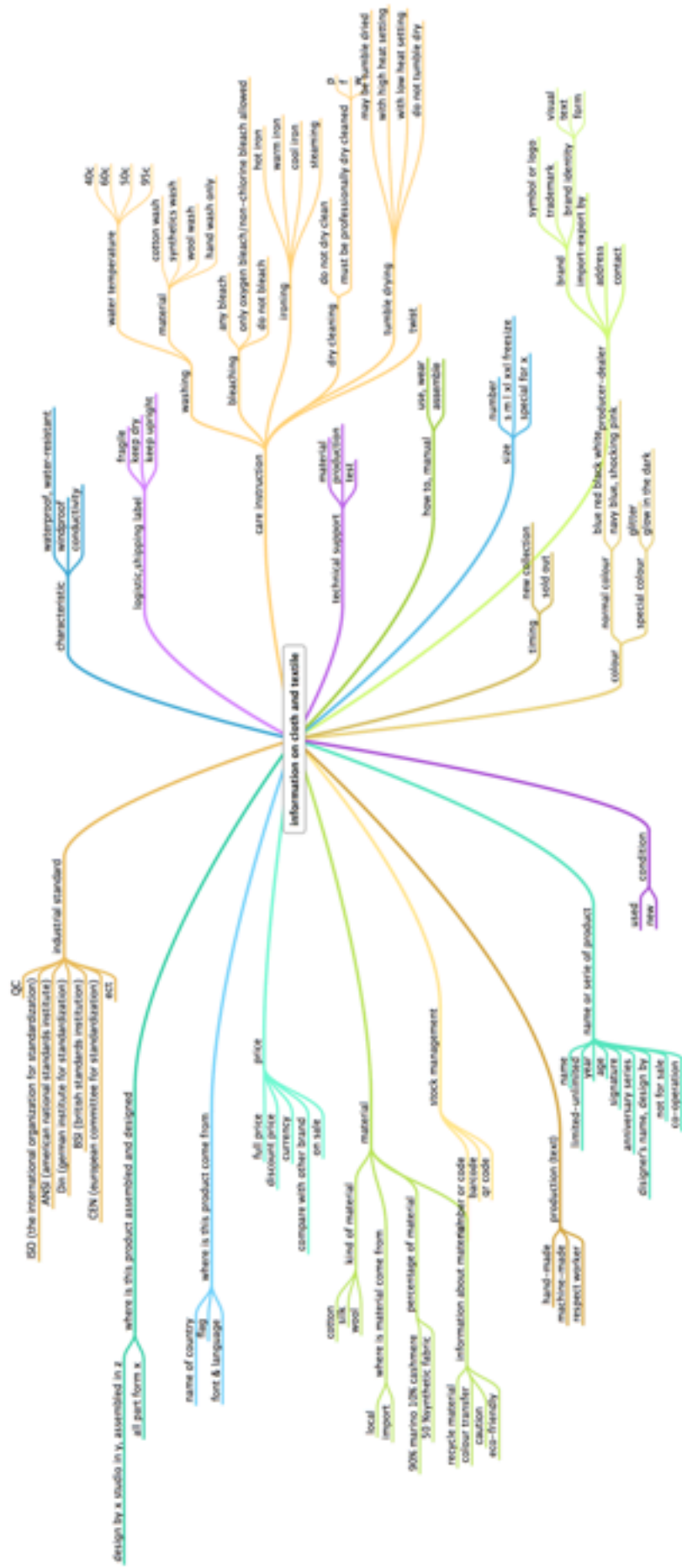
General Information on the Products

Since this project started with my curious on the label of handmade sweater, thus, the research will then begin with this as well.

The tags or the labels on the shirts are usually made from a piece of paper, polymer, cloth, fabric, metal, or many different materials that the manufacturers could use them to contain the texts. In general, the information on the label mostly is brands, manufactured countries, size, or how to take care of the clothes. Besides these products, there are other products that attach the labels also, i.e. bananas; food, milk; food, paracetamol; medicine, sofa; furniture, or iPod; electronic devices.

The labels are one of the first things that people seek for when they are curious about those products. For example, when one reaches for a t-shirt and he would want to know what brand it is, he would try to look for the t-shirt's label which more than 75% would be on the neck of the shirt.

Similarly, when the products are not on the display or the showroom, the labels will perform as the information transferred between the manufacturers and consumers, such as when one finds that an office chair is very comfortable and he wants to know more details, what he could do is looking for the label to find out the brands and where to purchase it.



From the research on tags and labels on the clothes, it can be analyzed that the information on them can be divided in four categories.

1. Production i.e. materials
2. Marketing i.e. brand
3. Usable information for consumers i.e. how to wash the clothes
4. Other usable information i.e. purchasing, retailing, stocking, and logistic such as barcode

The data related to the production is the basic information that is usually conveyed through the short messages like 'Cotton 100%', 'Made in ...', and 'Hand-knitted'. This information affects the attitude of the customers who are likely to be sensitive on what they buy, have purchasing power, or have basic information on the products. Also, some are the big fans of something like fans of 'Cotton 100%'. Others are fans of 'Made in Germany' which cause some people to believe that 'Made in China' products are not good enough for them to purchase.

The fine marketing information will be able to persuade the purchasers to have the positive attitudes towards the products. However, the perception and the understanding on that information could possibly come from other directions including media. Therefore, using the labels might just emphasize that information again. The marketing information will naturally be made through design which will make the consumers easier on memorizing the uniqueness of each product just like logos of different brands. As for the information of the products in other areas such as production, it can be put in the label itself with the reason of marketing as well.

The usable information on the products is the important thing that the consumers should be aware of. Many of the countries have the restrictions on industrial actions such as putting some specific information, e.g., size, and laundry guides which will be in the universal care label symbols.

Other usable information might be important for the retail stores in order to stock or deliver the products. Therefore, this type of information would be in the form of code or visual that contains the data just like barcode, or QR-Code.

When looking at other products besides clothes, the necessity and the reason in having the information are slightly different, probably in the main information and the process of transferring the data. For example, food industry will have to have the information on manufactured date and expired date (Usable information for consumers) and nutrition data (Usable information for consumers) which could be found on the package, not on the labels.

The Pattern of Communicating Information.

In the time before the industrial period, the information is conveyed through the word of mouth as the strategy before the strategies then developed from time to time till they become tangible and more universal in today industries. From the research on the experimental group of clothes, the pattern of communicating information is on the clothes themselves and is tangible, i.e. using fonts, language, writing to tell, and using visual such as symbols, logos, signs, and pictures through typing or weaving on small pieces of cloths and attach them on the shirts.



Handmade Production

By the definition, 'handmade' means something made by an individual, rather than one made by mass production. It need not literally mean that no machine at all is used in making it.

Human started to produce the tools by handmade process even before the history. Then, there is developing in the process to make it quicker, less errors, and is more conscious on the economics principles.

Tools that created by human are gradually developed to become more efficient, which can also mean that the tools would become more complex. From this, the definition mentioned is not entirely right.

In summary, for this project, handmade production will focus on the works that are made mainly by hands. Using the tools or machine is fine but will have to contain such complexity in itself. Still, skills are needed for people who are in control of those equipments.

One thing that can separate the handmade products from the machine made products are the identity in each product that does not look all 100% alike due to the subject of the efficiency over the quality control of the workers or the intention to make each product different and holds its own uniqueness and identity as the craftsmen's artwork.

In my view, it is unlikely to define the perfection of the handmade production since perfection truly depends on different attitudes from different people. One object can be whole lot different from the others see it. Each has the different perception of perfection. However, it is safe to say that qualified handmade product is the advanced craftwork that is filled with the value on culture and details in its production.

In the field of industry, there are many reasons that the products need to be made by hand.

- Cost; hand-making process can reduce the cost of the machines, entrepreneurship, researching, or building the new machines to do in each work.
- Necessity; some details of the works are required handmade production.
- Skill and Quality; many of the brands still hold the belief that handmade production is more valued than using solely the machines. The example is the Ferrari car seats that are handmade in sewing and assembling.
- Marketing and Trend; some cases bring the handmade production to be one of their marketing strategies including using trend in the market to make their products more valuable.
- Conservation and Social Awareness; there are many products that can be made by machines, but still, there is the support in handmade production to maintain the conservative original process in history and that will help maintain the history events, tourism, and more income to the villagers in such areas.
- Alternative Craft with Technology and Innovation; some of the modern product design bring the mixture between the handmade production with the technology to create the new look of the products, such as Godogan table by Niels van Eijk & Miriam van der Lubbe who brought handcraft skill with craft by machine to get the fresh look.

- Eco Sustainable; some still maintain handmade production or return to use it again with the saving environment reason.
- Value Creation; creating more valuable in the work by using craft skills, i.e. handmade jewelry

- Unexpected, experimental and Development; before the products are brought in the assembly line in the industries, many simple prototypes are handmade with the purpose of experimental and development.

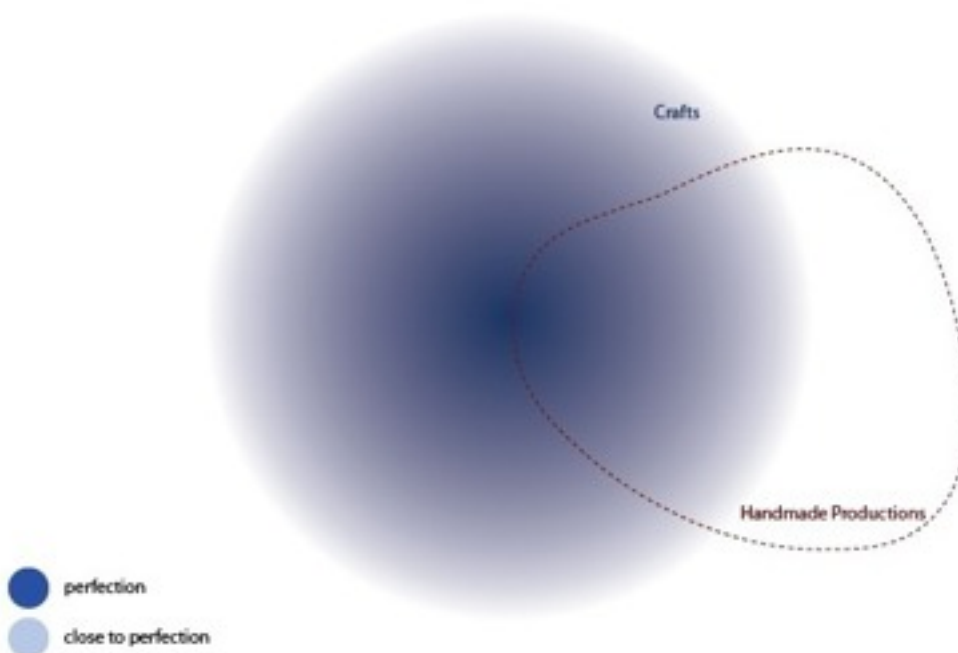
- Emotional; the simple way to look at this case is the occasional cards that are handmade. Those handmade cards are touching and more emotional because it shows the intention and how much details the makers have to do more than just buying the ready-card.

- Spirit, Proud, and Culture Identity; some societies and cultures believe that in order to make some products by hands will bring dignity to the makers. Thus, it could relate to cultures, beliefs, local traditions, or religions.

Crafts

A craft is a skill, especially involving practical arts. It may refer to a trade or particular art. The term is often used as part of a longer word (and also in the plural). For example, a craft-brother is a fellow worker in a particular trade and a craft-guild is, historically, a guild of workers in the same trade. "Ringcraft" is part of a boxer's skill. See some further examples below. The term is often used to describe the family of artistic practices within the decorative arts that traditionally are defined by their relationship to functional or utilitarian products (such as sculptural forms in the vessel tradition) or by their use of such natural media as wood, clay, glass, textiles, and metal. Crafts practiced by independent artists working alone or in small groups are often referred to as studio craft. Studio craft includes studio pottery, metal work, weaving, wood turning and other forms of wood working, glass blowing, and glass art.

Craft, in summary, is the technique use of hands that require skills and expertise which will take long time to practice, repetition in actions to learn from the errors generation to generation. Some of the knowledge are passed on and developed when they are in the new hands. However, some believe in maintain the knowledge in only some group of people to make their works limited.*



Craftworks usually contain the details in every procedure. Many people will have to be trained for developing the skills they have till they are expert in their areas that it can reflect from their complex work that is incapable for others to do.

At this moment, human have brought the technologies; tools and machines to develop the limited ability of human to the unlimited level to make the craftworks exactly as they want them to be. Concisely, the craft is not necessary to be only handmade.

The relationship between handmade product and crafts

- Perfection is the attitude and objective.
- Handmade products are unnecessary to involve with craft.
- Fine quality of handmade products can be compared with the fine craft and seem to get closer to perfection for most people's conscience.
- Crafts can be made by the machine to make it more creative.
- People who work on craft that are handmade will be obliged with much effort, contemplation, and high concentration in working condition.

Today Handmade production

Case 1: A customer buys the handmade product to actual use with the idea that handmade product is likely to have more qualities than manufactured product.

Case 2: A customer buys the handmade product to decorate the house without using its function because he appreciates the value of handmade products that he could tell its story and how they were made to others proudly since the product is worth for collection.

Case 3: A customer buys the handmade product to decorate the house as well, only with the idea that having something rare to find will make him more valuable while he knows nothing about the product except that it makes him feel wealthier, upper class that will collect the high price products.

The individual perspectives on handmade products are totally different. First, the user focuses on the function of the product while second and third user focus on arts and appreciation and the feeling of owning valuable things. However, the second and the third consumers are different that one is feeling with the product while the other is just buying after the trend.

Case 4: A clocksmith learns the process of making watches from his family. He works in craft as he specializes in and his works are well known with high price in the market. His career is doing what he is good at and he lives by making watches.

Case 5: A woman learned the process of weaving from her mother and started to be her mother's assistant since she was young. Today, selling her hand woven cloths are not making enough profits because the price is high when compared with the manufactured products. She reduces the price but still gains inefficiently profits till she has to work in the industry where it provides her more stable income and she makes hand woven cloth in her free time instead.

In second case, the clocksmith is well known in his society where people adore his skill while in the third case is in different position that society ignores and values nothing from her skill till her work started to be less and less appear.

From all the cases above, if focusing on the direction of today crafts, there are many possibilities that each social condition or each culture will have different ability to perceive differently on the handmade products. Therefore, the main subject matter to decide handmade product's situation is varied on the knowledge and understanding of people as consumers.

At the present, many of the machines could replace mostly everything that human could do even craftworks. Many, then, turn to appear in the museums or some high buying power consumers who collect the products that contain different functions over time like it is only for the aesthetics.

On the other hand, some handmade products are considered great craftworks but are not valued as they should get because many of people today do not see the importance of craftworks since they can find newer and cheaper products that are manufactured. By that, they find it redundant to support the craftsmen's career.

What makes people/consumers realize the values of handmade products?



Glenn Adamson (Head of Graduate Studies in the Research Department at the Victoria and Albert Museum) gave interesting point of view on his lecture.

He presented the example of two crushed papers that look alike. First paper is crushed within a very short time. The other one is made by an effort of human who tried to imitate the every details in every corners of the first crushed paper.

Analyze: First thing to value the handmade product is the look of the work. Nevertheless, now, there are machines that are capable of imitating human's ability in making anything that it is very difficult to separate and value all the work

The information that is able to tell a story behind the handmade product can be varied in many forms, i.e. the making process, what the makers have to go through with, or what the makers' paths till they get where they are now.

Furthermore, there are many techniques to tell the information. The easiest one would probably be the word of mouth or by communicating through the media like the documentary film or the articles.

The interview on craftsmen

- *Suzanne Korstijens, aged 52*, owned a bakery shop in small town, Eindhoven. Similar to other dessert or bakery shops, Suzanne invested on the high-technology oven and dough mixer along with others who believed that these equipments in this era will diminish the capital, and more important, would give much time to make the bakery faster.

However, there is still one kind of bakery that Suzanne still molds the flour with her own hands. The texture of the bread would be little rougher but the customers love it and always ask for it, which make her keep continuing making the flour by hands. If she has only one assistant who would help her on controlling on the machines and the oven, she would be able to manage her time on her bakery and decorating the cakes ordered.

Her work time is 3 am.-10 pm. and she has only Saturdays off. Everyday, she will take a nap in the noon when her brother takes his work shift. Her resting time is much different from most of the people, but she now gets used to it and is happy with her life.

The price of this special bread is slightly more expensive than machine-made bakery for twenty cents a loaf. Even though this extraordinary product is popular, no one has ever asked how it was made by hands while her skin on her hands was rougher and thicker than others because she uses them on this bakery for more than twenty years.

- *Kaysorn Dabpolharn, aged 45*, was born in Amphoe Na-kae, Nakornpanom District in Northeast of Thailand. Now she is silk weaver, instructor of local educational institutions, and she also sells street food vendor.

Kaysorn was raised in the farmer family that owned fruit orchards. She was taught the knowledge of weaving from her mother since she was young. Kaysorn told that in her previous generation, i.e. her mother or grandmother, weaving was for domestic use or local trading. People made only a few in a year during the free time before spring.

When she reached the teen time, society and dress style altered to be ignorant on hand weaving clothes anymore. Therefore, she had to change her career from planting fruits and weaving to work in plastic industry in town for about ten years due to the stable income. After she got married, she then moved back to her home, becomes housewife, and sells street food vendor. For all the time that she has, she never stops weaving from her old equipment in her free time. Although her cloths could not be sold, she gave them to others as the presents. After a while, the government had decided to support and sponsor the hand weaving clothes. Kaysorn then joined the local women's group to sell her products in the name of local cooperative group as her second job.

- *Pajon Pakana, aged 36*, is an employee in the woods factory in Bangkok. He was born in Nan District but moved in the city since he was sixteen to find the job. Pajon's family works in agriculture in his hometown where the area is very famous for the abundant jungle and his village is famous for woodcraft. Here, Pajon learnt how to make the toys from the woods from his father. However, industrialization caused the immense change in woods concession and woodcraft. People in Pajon's village then turned to employ for cutting trees that provided them good money all year. In that time, Pajon expected more money in the city like Bangkok. Everyday of his work, he would take some of the unused pieces of woods back home and craft it in shape of animals, flowers, and sell

them to the decorative object wholesalers in Jatujak Market as his second job. Pajon has continued using his skill that he has since childhood for more than ten years now.

Conclusion

Valuable handmade product = skill + tool + soul

Valuable handmade product is made from skilled people who use the developed and suitable tools and full of soul and passion in their works.

+skill = + experience by repetition // + learn // + tool // + soul : history

Skill development comes from the experience, experiment, repetition, and learning from the errors made. This process could happen with the learning in previous generation's wisdom as an inspiration as well.

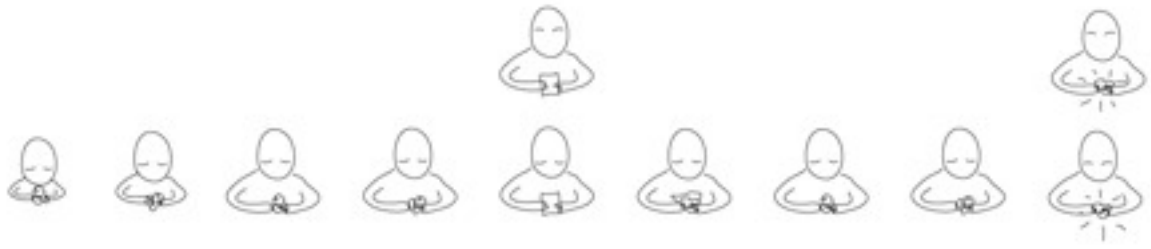
+tool & workplace = + wisdom // + technology // + skill // + soul : hand skill, machine controlling skill

Tools and workplace development are from the previous generation wisdom, experimental, and understanding from long time experience.

+Soul = + experience // + love // + emotional // +culture : effort, concentration, intention

Soul is the passion with the love of work and everything that attaches to it. This could happen by faith, love, surviving, or pushing from others.

In this case, soul is the representation of the philosophy and lifestyle of craftsmen that reflect the local culture and work performance which is deeply rooted as culture.



"The value of the handmade product is not merely related to the aesthetic of outer characteristics that we perceive, but it somehow involves with the story that implies aspects of philosophy, history culture, and craftsmen lifestyles."

Experimental

Experimental 01

Usually, the information that tells the consumers whether the products are handmade is in small size in the label which is small area compared to the product. Therefore, what would happen if the size of the information was made bigger and smaller?







In this experimental, I have tried it with a scarf which contains the label that says “crafted by hand, brand name, material used, usage instruction, and manufacturing place.

I tried to reduce the size of the label 10% each time and adjust the size of the font 50% larger of the original one displayed.

The consequence is that the difference of the sizes of the fonts really catch the customers' eyes to look at the scarf the most. However, the visual of the label tend to attract people more than the product itself. Also, the oversize of the label sometimes could cause the feeling of sarcasm since people will likely to overlook the product and interest more on the label.



Experimental 02

Washing		
	Cotton Wash (No Bar)	A wash tub without a bar indicates that normal (maximum) washing conditions may be used at the appropriate temperature.
	Synthetics Wash (Single Bar)	A single bar beneath the was tub indicates reduced (medium) washing conditions at the appropriate temperature.
	Wool Wash (Double Underline)	A double underline beneath the wash tub indicates much reduced (minimum) washing conditions, and is designed specifically for machine washable wool products.
	Hand Wash Only	Wash by hand

The number in the wash tub shows the most effective wash temperature.

On the general garment, there are symbols of usage, textile care symbols such as washing, bleaching, ironing, dry cleaning, tumble drying. These symbols are universal and many countries set law on this issue to protect the consumers.

What would happen if there was symbol of handcraft on the product?

This experimental is experiencing on the graphic which contains the message of telling people that the product is handmade by using the alphabets and sterotype picture to inform people. The example mentioned is the scarf that was hand weaved. After the graphic is made, it would be laid out on the product as extra tag and extra symbol. Then, the survey on the next group of experimental will be made.



After experimenting with the symbol that signals handcraft product, the observation is that the symbol is not yet universal and does not cover all the different techniques that have been made on each product. Therefore, I tried to design the symbols that convey not only handcraft scarf but could be applied to other different handcraft works by using the percent symbol to show how much percents the products are made by hands, e.g., 100% handmade bread, 20% handmade finishing on stereo.



Experimental 03

What would happen if the tag of handmade product informs the message of;

- Product maker
- Tools used
- Method
- Processing time

When people perceive these messages, they will understand that the products are handmade and appreciate about the relationship between varied information.

The item that is used in this experimental is a charcoal pencil souvenir made from pencil shaped wood that was burned on top to create the charcoal. The method was to use paper cutting knife to form the shape and light the top until it turns to be the charcoal. Time processed was between 2-4 hours per one item. Time will be calculated in each step and then will be put on each product step by step.



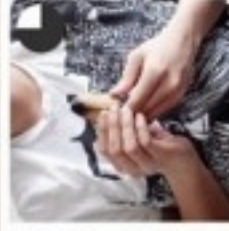
Charcoal pencil by Kittikorn
Kittikorn is a immigrant labor from Thailand, live in Enschede in The Netherlands. All the money from every pencils sold will be used as his tuition fee.



Back to the origin with charcoal pencil
Made with paper knife, cut and burned with lighter.



Hand made Charcoal Pencil
A piece of Charcoal wood was cut into a pencil with a toy scale and burned some parts to turn it into a charcoal by a lighter.



Pre-history pencil
During the early years of human history, Charcoal was used for drawings. It took 3 hours to craft the great starting point of the history and art.

Experimental 04



product : vase 01
Information : "Who" by signature



product : vase 02
Information : Tool by product texture and put tool in design



product : vase 03

Information : "How to" by show the production process step by step in one form.



product : vase 04

Information : "Time to craft" by product and graphic on product

Experimental 05

“People never know how hard the craftwork is, they have to craft it themselves”

This experimental based on the tagline above from the concept “craft it yourself”.

However, the result was not strong enough since the product only share the method but not the story behind it and the philosophy of crafts.

First example is to create the handbook and new pattern of product with the guideline on the product for the purchasers to try craft it themselves so that they will know how difficult it will be.

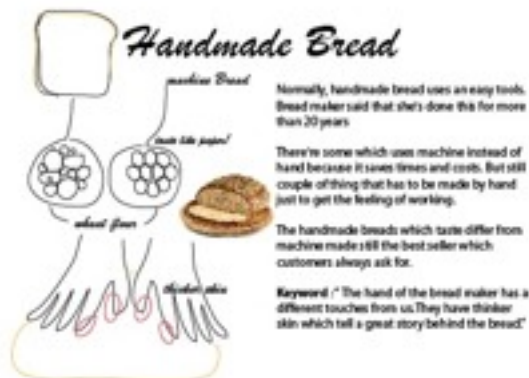


Second example is the unfinished product that allows the purchasers to finish crafting themselves from the guideline.



Experimental 06

This experimental is about gathering all the information and research about the product and make it in publishing product.



Experimental 07

This trial is to generate all the information about craftwork to be in the code such as QR Code. QR Code, which has higher quality than barcode, will be displayed as the label and will be able to store 250 words with small pictures.

Users will be able to receive the passage through their devices by scanning the code. The software will read the code and process the information like the method of this product, where it was made, or the beginning age of the product.

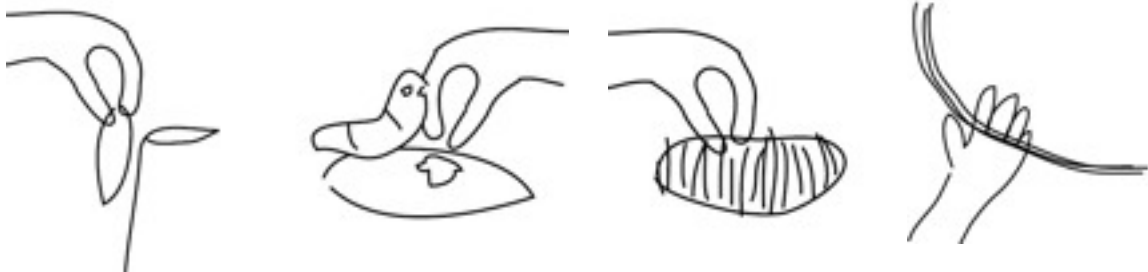


Experimental 08

This experiment is making animation film that is put in the tag on the silk. The animation will tell the background and how it was made.



screen shot from animation



Experimental 09

Hand book is the collection of hands of craftsmen in many careers. It started with the physical appearance of their hands affect by hardworking on their hands. The characteristics of different craftsmen will be varied, e.g., people who mold the dough, wood craftsmen, people who weave the scarves in the industries. Even the mirror cleaning man would have moldy soft hands. They are not craftsmen, but it takes a lot of skill to do so either. People who mold the dough by their hands that I interviewed usually have bigger thumb and index fingers with rougher skin while wood craftsmen have rough paw with the scars from the tools.



Experimental 10

If the stories behind the products are significant that will make people more understanding on the products. What would happen if those stories were put on the tag by using the skills of the craftsmen? This pattern is believed to attract more people since it would be something new and far from the consciousness.

This experimental is brought from a woman whose career is to weave the patterns on the fabric as ordered. In this case, I asked her to weave the story of her life, how she started her career, who taught her, and how she does her craft.

This work of her is handmade and she was informed to use the same technique and equipment on the text as she used on other patterns. The length of the text attracts the viewers really well, hence, I did not remove any part of it. The visual of the text is contradict from usual perception of tag. From this experimental, the viewers could realize the significance between the work and the story behind it.



Design Direction

Design Direction

1. When people look at handmade products, they usually look only at the surface, but they do not spend some time with them, imagining how much work was involved to make them. The aim of my design is to get people's attention, create a larger awareness about the design and craft work and understand all the details. **In the box** I chose to let all the handmade details appear on the inside of the box. The perfectly made, anonymous box reveals its secret only when opened. Only a small part of the handwork, visible on the edges of the outside surface, seduces people to experience the real beauty of the craftwork on the inside.
2. The second idea is based on my research of the meaning of the Label on a handcrafted product. Nowadays, the fact that a product is made by hand can only be understood if people read the information on the tiny tag or label, which is attached to the product. However, the story of the craftsman, which lies behind the handmade product, is as important as the look of the product. The real value of the handmade product is not only its appearance but it is the story that gives meaning to the product. My design: to transform the story of the craftsman into the design itself and to use his skills to make the object.

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