

Design Styles and Factors Affecting Mudmee Silk Design of Community-Based Enterprises in Isan

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Abstract: This research aims to study analyzed pattern affected to Mudmee silk design of community-based enterprise in Isan area. The qualitative research was used collecting tools from primary data and filed study with survey, observation and interview with target consisted of 6 community-based enterprises of Mudmee silk in 5 provinces of Northeastern in Thailand. These communities were rewarded as the best OTOP (One Tambon, One Product) of Thailand in 2016 for 5 stars product and outstanding design, the communities are located in Burirum, Surin, Maha Sarakham, Chaiyaphum and Khon Kaen Province. The study result indicated that the designs of Mudmee silk were categorized into 2 designs; Traditional design and contemporary design. Affecting factor of design was divided into 2 main factors; internal factor and external factor internal factors were community existing or community resources which were villager, wisdom and resources. External factors were what community receiving from outside which were knowledge, experience from outside such as government support, marketing and social trends

Key words: Design, affecting factors of design, Mudmee silk, Isan community-based enterprises, traditional, external factors

INTRODUCTION

Mudmee silk is designed textile by create pattern before pass through to dyeing and weaving, the knotted part are not colored as it was tied and become pattern (Prangwatanakun and Naenna, 1993). This silk is the traditional wisdom of Thai in Northeastern Region or Isan which considered as the heritage of traditional dress for a long time. Mudmee silk is flavored made in Tai-Lao in Northeastern, assumed that it was received pattern from India through trade route in Indonesia and Cambodia (or Khmer). Central Northeastern is notable as the Mudmee silk textile community, the most produced fabric was "Mudmee Lao Pushing thread" and Southern Isan mostly produces "Mudmee Khmer Pushing thread" (Naenna and Phanichphant, 1993). In the past, Ikat or Mudmee silk was used in household, now a days when community was extended, the demand of using it was raised and brought to commercial trade. To served that demand, the villager in community turn to local community-based enterprises with promoted by governmental department to develop quality and production include designing skill from local wisdom, for example, Queen Sirikit's Silapacheep Foundation established on July 21, 1976, One Tambon,

One Product (OTOP) was proceed, since, 2001, Thailand creative economic in 1979 was assigned in 10th National Economic and Development plan (Office of National Economic and Social Development Board, 2009).

Mudmee silk pattern was changed by the governmental promotion and community-based enterprises to correspond market needs and present lifestyle. Therefore, this is interesting issue to study and question in research that "How many pattern in Mudmee silk which entrepreneur keep produce until the present?" and "How many factors affect to Mudmee silk?". So, there was a reason that the researcher conducted the research with title named "Design styles and factors affecting Mudmee silk design of community-based enterprises in Isan" the scope of this research is the community-based enterprises in Isan or Northeastern of Thailand to study scope of design style of Mudmee silk consisted of material, method, pattern, color, skin texture, fabric decoration and application. Affecting factors of design styles are internal factors and external factors in order to understand in designing style of present Mudmee silk and affecting factor to design style of Mudmee silk community-based enterprises in Isan. All of this knowledge will be useful knowledge for designer, other

communities and organizations to be guidance of development and apply to creative design of Mudmee silk for country economic development in the future (Anonymous, 2016a-c).

Objective: To analyze design style of Mudmee silk and affecting factors for design style in community-based enterprise in Northeastern.

MATERIALS AND METHODS

This research was descriptive research with collecting qualitative data from survey, observation and interview selected community-based enterprises of Mudmee silk in Isan. The target group was the community-based enterprises of Mudmee silk in Isan or Northeastern in Thailand. The selection criteria considered from One Tumbon, One product (OTOP Product Champion; OPC) in 5 star-level only in Isan as follows; strong brand to export capacity, product consistency and stable quality, standard reliable and customer satisfaction, product story and background (Anonymus, 2016a-c). Therefore, the target was community-based enterprise in 5 provinces which most rewarded 5-star by considered from reputation and outstanding of Mudmee silk and high quality from the list of database in Silk Conservation Center, The Queen Sirikit Department of Sericulture and Geographical Indicator (GI). The selected provinces were Burirum, Surin, Maha Sarakham, Chaiyaphum and Khon Kaen, after that selected community-based enterprises from 5 provinces only 1-2 group from outstanding design styles of Mudmee silk, the famous community or rewarded prize from field study at the first, considered related literature review or interview an expert. Next, surveyed and selected Mudmee silks from the first round and reconsidered in both traditional styles and contemporary styles; design, pattern, outstanding technique, e.g., the best-selling product, the most produced product, the latest design or got rewarded, etc. and then selected 5-6 Mudmee silk from each community which covered type and style in each area in order to analyze. Research data collecting tools were:

- Survey from entrepreneur
- Observation for styles and patterns of Mudmee silk in Isan
- Non-structured interview for key informant, i.e., scholar, designer, village philosopher

Governmental officer and casual information which was separated into 3 types as follow; chief, weaver, designer

RESULTS AND DISCUSSION

Design styles in Mudmee silk of community-based enterprises in Isan: As analyzed design styles of Mudmee silk in community-based enterprises in Isan, we able to categorize the design styles as follows:

Traditional Mudmee design is conservation of traditional component or made few changes, however, overall design still close to traditional design in both of dyeing and weaving processes e.g., “Weft Mudmee” use 2 spools or 3 heddles, mainly design are antique and applied from antique; motif was favored to weave as virtue-geometry and small-medium by using formal structure to arrange motif equally, arrange patterns with repeat or switch. The composition of motif is like antique Tai-Lao sinh; consisted of sinh (body sarong) and sinh foot (bottom of sarong), Thai-Khmer, also has Mudmee weaving called “Pum fabric” comprises of “Na nang” (Front fabric), Cheng (Rim of fabric), Thong (Main Fabric), dye with natural or chemical color under traditional color scheme and original texture. The usage of pum fabric was mainly produced to sinh (sarong) for people who favor antique style. This traditional design was found in Dan Charoen village which weave Tai-Khmer style with pum fabric, Kut Rang village which remake antique patterns namely “Soi Dok Mak” to weave as identity of Maha Sarakham Province, Khwao Pattana 1 village which favor to weave antique patterns and contemporary patterns (Table 1).

Contemporary or modern design is combination between traditional and modern design (or use new component) to be modern design in order to create new design. The modern design methods are consisted of material; from both factory or artificial, production process was applied or used new technique in dyeing or weaving. The modern patterns were applied from antique and create new pattern which mean it was made without the pattern from the past, the main motif was woven as geometry-abstract design; large size and used informal structure and semi-formal structure design; some part was woven orderly and some part was woven with free-style. The composition of pattern was woven with repetitive, alternative, flowing, progressive rhythm with full-frontal, dye with chemical color, few natural color, new color-structure and also, decorated with gold-written and produced as scarf and shawl for who favor contemporary style, modern or international. This design was found in Nong Ya Plong village; woven antique pattern from “Eri silk” as new material to textile combination, Hua Fai village; initiated new-technique style namely “Taem Mee silk” which painted color on the silk instead of binding and Tum Thong fabric also used new-technique to in both dyeing and weaving with traditional process, e.g., Mudmee silk in both pushing thread and vertical thread (Table 1).

Table 1: Collection of Mudmee silk in each village arranged from traditional style, contemporary styles to modern style (left to right)

Traditional		Contemporary		Modern	
Dan Charoen village	Kut Fang village	Khwao Pattana 1 village	Nong Ya Plong village	Hua Fai village	Tum Thong fabric

Factor affecting fabric design of community-based enterprises in Isan: As analyzed 6 case studies, the result were found that affecting factors of Mudmee silk design style comprised of internal factor and external factor as follow:

Internal factors: Community existing or community budget as follow villager i.e., leader or chief, designer, skilled weaver, community member, authority officer and related filed person. The characteristic of people which the most important and effect to Mudmee silk design, namely, great vision, use experiment, learn and adjust, apply to further knowledge, close-relationship with relative, able to pass through knowledge to community, able to communicate and present identity, story and design of Mudmee silk.

Local wisdom of Mudmee silk is the basis of design which can be considered as the awareness of traditional wisdom value, deep understanding until being an expert, knowledgeable of identity, able to tell story as straight point in design, able to taken knowledge through generation to preserve traditional Mudmee silk, revive missing traditional pattern or method and applied to further creative new product line or new design.

Resources for instance, natural resource, raw material, product in community which able to affect Mudmee silk design, namely, production network, the combination of resources in community and improve resource for development.

External factors: The community gained from outside and affected to Mudmee silk design as follow community i.e., organization, education institute, specialist, student, designer to pass knowledge in order to pass through experience, concept and technology to develop community Mudmee silk design.

Governmental promotion under policy to direct each projects to support community-based enterprises to design Mudmee silk such as the product development for global export and define provincial Mudmee silk identity.

Marketing and trend, the marketing knowledge for selling product was created the corresponding product with customer needs. The trend and change of society brought to product designing to respond customer needs and target of the society trend in each period (Fig 1). Analysis result shown differences of affecting factors in Mudmee silk design of community-based

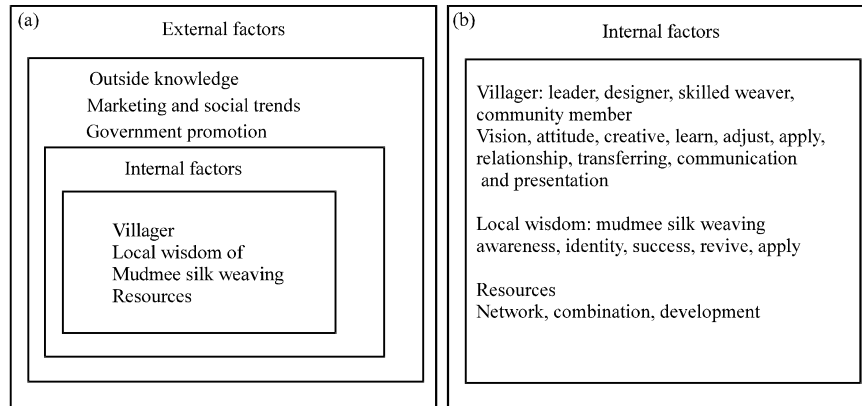


Fig. 1a, b: Factor affecting to Mudmee silk design of community-based enterprises in Isan or Northeastern (Left) and external factor (Right)

enterprise between antique weaver and contemporary or modern weaver as a case in point: the antique weaver has internal factor stronger than external factor e.g., skilled weaver be taken skill from local wisdom and old-generation or even revive the antique pattern with close-relationship of member in community for passing the wisdom to next generation include resources; Mulberry Plantation and silkworm feeding to apply in production processes which can be found in Dan Charoen, Kut Rang and Khwao Pattana 1 village community.

Contemporary and modern weaver have stronger external factors toward community as the result of they was gained additional knowledge from governmental support and the awareness of market need and social trend. And internal factors are consisted of progressive vision, good attitude in time changing, learn to adapt with changes, apply knowledge with experiment and creative and able to apply local wisdom and use resources in community can be found in Nong Ya Plong, Hua Fai and Pa Tum Thong community.

CONCLUSION

Design styles in Mudmee silk of community-based enterprises categorized into 2 main patterns; traditional design and contemporary design or modern design by analyzed with designing principle which affected by external and internal factors as follow:

External factors affecting to Mudmee silk design, namely, villager, local wisdom, resources or “community budget” in community enterprise concept which consist of social resources (labor), cultural resources (local wisdom) and biological resources (natural resources) (Krisanaputi, 2006).

The study result were found that internal factors affecting Mudmee silk design; in terms of humans were found that villager in community has relationship as relative, close-relationship and high-cooperative as the result to strong community which correspond with community-culture concept of Professor Chattip Natsupa which emphasized on community and village as the main concern. The concept was cited the special characteristic of Thai community to preserve community for long as community anchor and make like relative-relationship to support each other (Charoensinolarn, 2006).

External factors toward Mudmee silk design, namely, knowledge and experience from outside, governmental support, marketing and social trend. The study of silk pattern in Khon Kaen Province of Kesini (Sawatdi *et al.*, 2013) were found that silk pattern was dramatical change after 1976 when was promoted by officer of Queen Sirikit’s Silapachep Foundation to add value and extend market. The queen royal project was to found community entrepreneur and after that Thailand was created “One Tumbon, One Product” (OTOP) in 2001 and creative economic was appeared in 2002 and ran the project in 2009 to promote and develop product in many community to proofed the study result of affecting factors for Mudmee silk design from external factors, especially the promotion from government and outside knowledge and experience. Internal factors and external factors affecting Mudmee silk design are correspond with community-based Enterprise named “Promotional factor in community enterprise management”(Krisanaputi, 2006) for instance; community with close-relationship for unity and development; progressive vision of leader, knowledgeable, experienced and creative; harmony of community member to support other 4. Government policy to promote community-based enterprise 5. Other support from department or related organization 0.

SUGGESTIONS

Suggestions for implementation of results of the study:

Organization, specialist and designer related with product promotion and development to apply the result to analyze to create new strategy for design development of Mudmee silk in other contexts and find new design style of the community include application in other products.

Suggestions for further research: Analysis result will assist to find development guidelines for designing of community-based enterprises to apply in practical research of Mudmee silk design for development in community which able to research in-dept detail of component of the silk e.g., material, method, pattern, color, skin texture and application. This research aims to study outstanding entrepreneur in design to be stereotype for development. On the other hand, the study of less development community-based enterprises is able to find the development way and solution to promote the products in appropriate way.

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