

# ILLUSTRATED PACKAGING OF CHICKEN MASMAN CURRY WITH DURIAN

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PIYANAT DABBHASUTA, Department of PRODUCT DESIGN  
Montfort del Rosario School of Architecture and Design,  
Assumption University, Bangkok, Thailand

Durian Masman Curry, is a famous Thai food made with chicken and-durian (local fruit known as the king of fruit). This product combines traditional Thai food and local fruit thus taking advantages from both entrepreneur and agriculturists in using raw materials from local area. The packaging design requirement prescribed that the design relates to another product (Pork Stew with

Curry and Chamung Leaven) of this company that is being launched in the market.

Design inspiration derived from the style from King Rama V and King Rama VI period, which was prevalent in the combination of European and Thai tradition. On the label, Thai pattern was used to convey Thai identity and the

woodcut illustration technique represents the European style. Both styles were harmonized by the soft color scheme.

