

ABSTRACT

At the present time, the lifestyle of the new generation in Thailand has changed a lot from the past. Many Thai people especially teenagers like to follow other cultures such as the modern and western culture. As a result, traditional Thai products have become obsolete. Furthermore, the new generation is losing touch with tradition. For this reason, I intend to conserve the traditional Thai tie-dye which is Moh Hom by integrating the traditional style into the modern style through creative design.

Moh Hom experimental pattern design is my project that I think can represent the Thai culture and identity. I aim to revive the traditional Thai tie-dye and mix it in with modern design concepts. Therefore, in this project I am trying to adjust the Moh Hom image to make it more modern by creating a new technique of dyeing. This way, it will follow the new trends while promoting our culture. The process of working on this project starts from the idea of making patterns from the sound vibration. The answer shows that people prefer abstract pattern. During the process, I had experimented numerous times to carry out a successful experiment. Of course, there were many times that the experiment failed. I had to study and experiment all procedures in different techniques, including finding materials such as fabric, medium, speakers, and sound that suitable for the project. I started the experiment with various kinds of speakers that come in many different sizes. Then, I also tried different types of fabrics and compare the results. Besides, I was finding and experimenting equipment for medium and a sound to create a pattern. For the sound, first, the patterns came from the voice of Phrae people and the atmosphere in Phrae at different time. It seems does not work. Thus, I changed the song and used Phrae traditional song. It looks much better. Finally, I found the best choice for each step of the experiment. Then, I brought my experimental patterns to apply on some products as examples.

In my conclusion and suggestion, because of this project, after I faced many problems, I have come to realize that failure is just the first step towards success. This project is one of the biggest things to which I attribute my success. Therefore, I hope my project will be suitable for the new generations and modern consumer lifestyle. I believe that modern clothes make teenager feel confident and they will use Moh Hom products in their daily life.

