

ABSTRACT

As my father started to conserve Photharam 100 years old market and made it to be a tourist place. In the past, Photharam was the commercial center. And when Photharam had a fire at the central market, people got out of Photharam and made it silent than before. But Photharam still has an identity in itself. So, I would like to put out the identity of Photharam.

I have realized how to solve this problem in order to help people clearly understand and find the direction that they want to go. The concept was inspired by Puand-Ma-Hoat. It is a craft that use for auspicious ceremony. Photharam use Puang-Ma-Hoat to be an identity to decorate the market. I would like to make it friendly and make people feel good when they to see a good scenery, the signage is one thing that help Photharam redevelopment places.

Lastly, Photharam 100 years old market that has the perfect old house. Therefore, the signage design that is necessary for everyone. Photharam has its long history, architecture, art, and culture. The new look will make this place unique and necessary for everyone.

