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ATITHEP CHAETNALAO: ENHANCING MUSEUM ARTIFACT COLLECTIONS BY
USING INTERACTIVE MEDIA APPLICATIONS. THESIS ADVISORS: ASST. PROF. VEERAWAT
SIRIVESMAS, Ph.D., AND WARANAN SOWANNEE, Ph.D. 205 pp.

This research is aimed to examine the problem of conventional display factors in museum artifact collection by enhancing the application of interactive media technologies. The single case is the U-Thong National Museum, Suphanburi, Thailand. The study proposes a scope of framework focuses on the traditional medias, non-interactive medias in the Museum. The critical of limitation and its constraints of archeological objects become an opportunity of investigation. The new solution has been proposed to work in actual exhibition space. Therefore, the experiment of suitable interactive medias become key factors of enhancing museum's display to attracts the public.

The research methodology included site visited, observation of museum circumstances and its circulations, designed pre and post questionnaire, an interview with stakeholders especially, Director of the Museum, an inspection and improvement through process of study. After a series of conceptualizing and experimental processes, the method leads to designed an actual concept names "The Replay: U-Thong Sri Dvaravati" which constructed and installed six different contents and zones. The exhibition was set at actual site in U-Thong Museum. The exhibition was opened to the public during November 2012. The data was collected and analyzed through the reflection of audiences that increasing during a month of exhibiton.

The result of the research is clearly addressed the positive factor of using interactive media technologies in museum artifact collections. It obviously can stimulate, create interesting and permits audiences to pay more attention in museum new medias and content. It can provide more new experience learning opportunities, emotions and memorability. Moreover, the prototype exhibition had positive feedback from various of its target group, the museum audiences. In conclusion of the thesis also proposes the new model of enhancing museum artifact's by using appropriate interactive medias, that becomes a new knowledge and academic contribution throughout this research project.

Program of Design Arts

Graduate School, Silpakorn University

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Thesis Advisors' signature 1..... 2.....