

51155963: MAJOR: DESIGN ARTS

KEY WORD: THAI ARTS/ CREATIVITY/ A NEW IDENTITY FOR THAI FOOD CATERING

ANUCHA PANGKESORN: THAI ARTS AND CREATIVITY: A NEW IDENTITY FOR THAI FOOD CATERING.

THESIS ADVISORS: ASST. PROF. JIRAWAT VONGPHANTUSET, Ph.D. AND PROF. EAKACHART JONEEURAIRATANA, 187 pp.

Thai artistic traditions are neglected nowadays under the influences of modern technologies and rapid assimilation of foreign cultures. Urban ways of daily life and consumption behavior stand out as points in question. Thais increasingly consume international food items, thereby forgetting and abandoning their traditional dietary legacy. The objectives of this research are; to study the Thai arts, Transform identity, and innovate of Thai food catering.

Research and Development (R&D) and Literature Review are implemented in this research. The pilot study by collecting data from interviewing and observing the behavior of the population, which include 80 Thais, and 20 foreigners. All of which have attended an exhibition on “The New Identity of Thai Foods”. This research also emphasizes on qualitative to develop the redesign from advisor’s and experts’ constant advice.

Thai food on stick into equipment and a cooking product which are a change from traditional to contemporary Thai dishes. The concept follows of thinking outside the box; Accessible to all social and also preserve and disseminate as well as “Thai Form” Presented by the new forms of contributing to all stages; preparing, serving and storing.

The findings of research inspired creativity and expression of Thai arts and culture. The most exquisite design art food catering to boost the taste of Thai food, to be served in the most special well designed environment.

"Sophisti-catering of traditional Thai dishes: Presenting traditional Thai dishes in new forms, Responding to emerging needs from social changes. New forms of traditional foods for Thailand’s rapidly changing urban lifestyles” This is an explanation how contemporary design can depict the Thai identity for Thai food catering arts.

Future Interest: Idea for design emerging from my work has implications for design disciplines, product design, design arts, and interior architecture design. There should have to do the research more about the expectations and effectiveness of art and culture in others part of Thailand, study the problems and results had explained the catering equipment in Thai dishes, and learning about the culture of neighbors to support the Asian Economic Community (AEC.)

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Student’s signature.....

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Thesis Advisors’ signature 1..... 2.....

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If this thesis was good, the researcher would like to give a credit for my advisors. If there was any defect in this thesis, the researcher would like to humbly accept the blame and responsibility.

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