

## “A Prototype Shop Museum of Local Product Identity Store in Songkhla; Thailand.”



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### Abstract:

Researches and historical evidences had shown that Songkhla has been one of the main trading and transportation hub of Thailand's Southern Peninsula dating back to several centuries ago. Throughout history, Songkhla has undergone through several political and economic changes – gradually transforming the city into a historical relic – a city frozen in time. Moreover, with its geographical advantages, it is still acting as one of the largest economic hub in the Southern area. Being packed with a strong historical background, cultural diversity, and geographical advantages, Songkhla has the potential to reanimate itself to its previous glory by stirring up existing business development and communal activities.

This project aims to study all the aspects of Songkhla, to improve and develop the products and its identity. Using the marketing theories and the design theories to form a change in local branding products and promoting local identity. Also using the SWOT Analysis, analyzing datas which are useful to point out the advantages and disadvantages of the project and the site location. Presenting the stories of Songkhla and develop their into the space design.

The finding of researches have shown that Songkhla have various potentials in being the site to promote the local identity and Songkhla is easy in accessibilities acting as the main hub of southern city. There are also data and information emphasizing the tourist statistics and varieties of tourist attraction places.

The information of local products and city identity were mainly used in the design of this project. The concept of prototype are to be able to apply in other different spaces. The idea of the Shop Museum is to promote local products and the city identity. The function

provided in the space is design for serve both local and visitors users, to let them experience Songkhla in a new way.

Therefore this project of the Shop Museum is designed to promote local products, adding value in terms of design and appearance. Providing customers with background stories and distinct identity for both the products and stores. Conveying a design approach to create a Product and Identity Development Center operating as a “Shop Museum”. A shop which acts as a showcase, a learning center, an exhibition center, and a communal space. A Shop Museum doesn’t only serves as a store but also an education center; introducing the local products to the tourists while giving advices to the locals. Introducing the new development of design using the five experiences for user new learning and shopping space.

**Keywords:** Prototype, Shop Museum, Local Product Identity Store

#### **Background:**

From the document existed by merchants and Arab Persian sailors, Songkhla city were called “Sing-Lha” by the Indians due to the view from the sea shore distance of Cat/Mice Island which are similar to the crouching leo guarding the entrance of Songkhla city. Mainly, Thais called Songkhla city as “S-thing City”, later on it was called “Seng-Ko-La” by the Malaysian. The accent of foreigner later on called the city as “Singora” and changes from the Thais to be “Songkhla” nowadays. The document also describes another possibilities of “Songkhla” from the word “Sing-Khon” which means mountain since Songkhla is located at the foothills. Later on the first Ruler Vichian Kiri (named melodiously with the city in the mountain and “Supawadee Chuerprom”) recorded that Songkhla were from Sanskrit or Bali. The story came from the Indians sails passes the East Malaya, the view of Songkhla appeared as natural barriers so they called the city as “Sing-Khla” or “Sing-Khon” which means mountain as well as the Westerners. Lastly, the documents from King Rama V diagnosis that “Songkhla” formerly was named as “Sing-Ha-Na-Khon” while Malaysian spoken as “Sing-Ka-Ra” or “Sing-Ko-Ra” known as now “Sing-go-ra”.

Hat Yai is the second major economic ranks of Bangkok, it is a major hub both the commercial and financial of the region containing International airport and a major modern city. There are more than 70 hotels welcoming both Thais and foreigner tourists. Meanwhile, Songkhla town is rich historical and architectural stories dated several centuries back.

This city is the center of trades, transportation, communication and tourism. It is one of the shoppers paradise which contains famous market such as Kim Yong Market and Santisuk Market. Trading goods from both within and outside the country are sold in reasonable prices.

This city contains plenty of delicious food and souvenir for tourists. Numerous of travelers bustling with prosperity in the current Songkhla city nowadays.

Figure 1 General Information of Songkhla, including transportation, tourist and visitors statistics



- from Natcha Suwannapruk

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Problem Statement/Statement Significance:

Recent statistics have shown that Songkhla is currently one of the largest commercial and transportation hubs in the Southern region of Thailand; not only that it is acting as a trading and transportation center, it is also packed with a very rich history which could be dated several centuries back.

Therefore it is gradually turning into an eminent tourist attraction welcoming not only the locals but foreigners from both neighboring countries and overseas. This trend is stirring both a rapid economic growth and an increasing number of tourists visiting Songkhla annually. These aspects are stimulating awareness to the locals, encouraging them to keep up with the current trend.

This graphic shows the population of visitors in Songkhla in the year 2016 -- around 6 million tourists visit Songkhla for short periods of time each year. The revenue of visitors is around 42,825.47 million baht per year. Developing new local shops would help the goal of promoting local products and spending by tourists visiting the city.

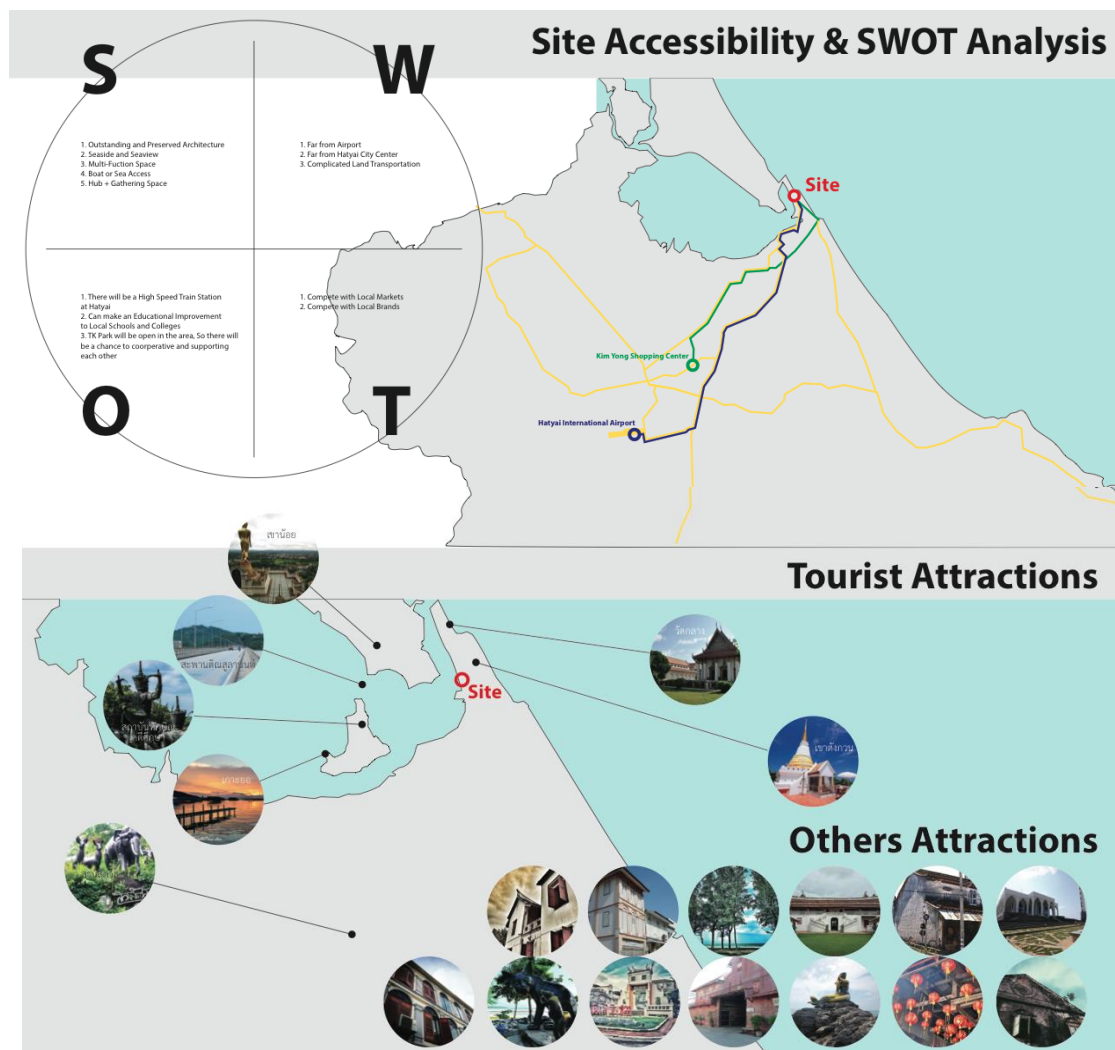


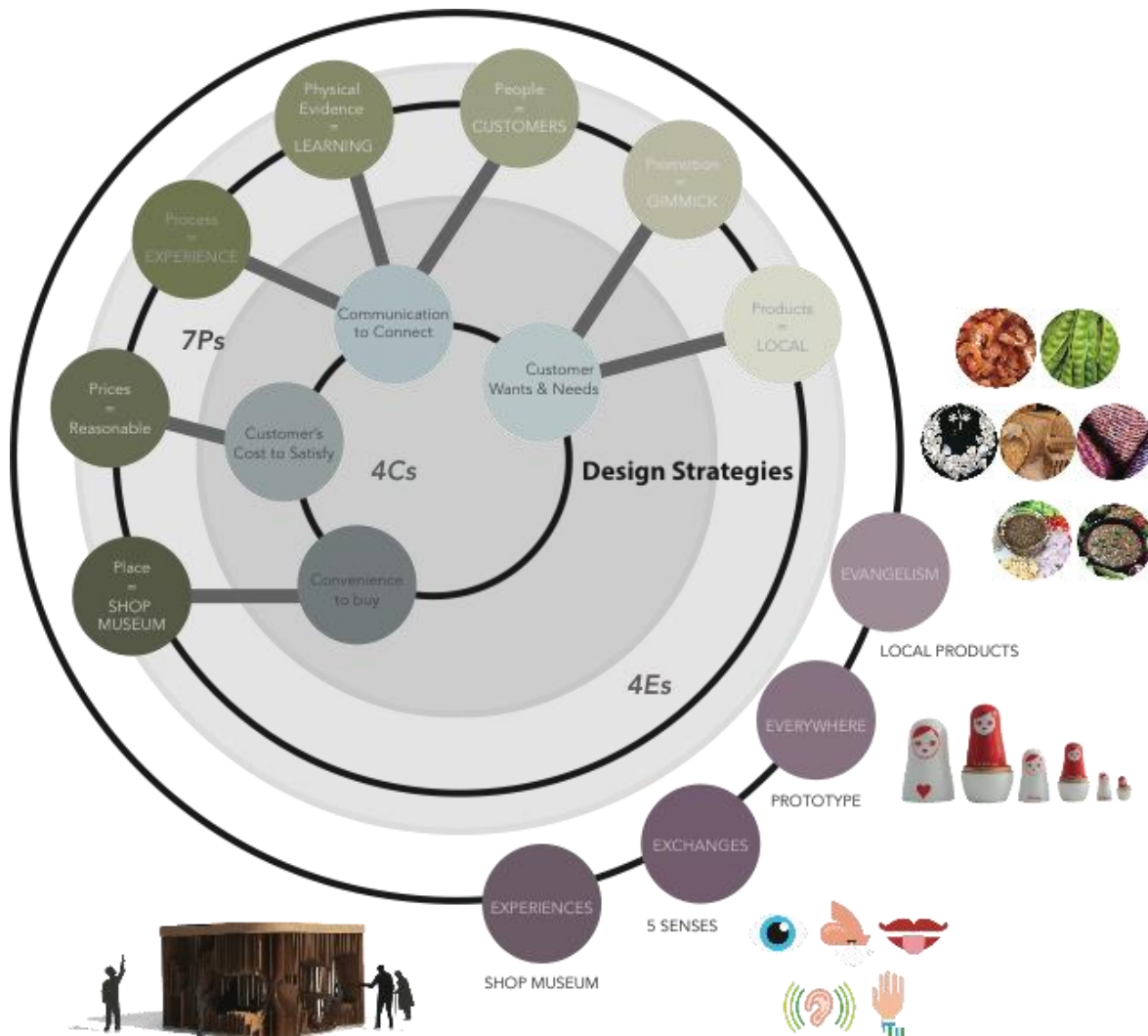
Figure 2 Site Accessibiltities, SWOT Analysis , and Attractions in Songkhla Province – from Natcha Suwannapruk

This Site Accessibility and SWOT Analysis shows the Strengths, Weaknesses, Opportunities, and Threats of the site that are analyzed through the visiting of the site in current trends. It gives the overall trends of Songkhla nowadays. As well as the diagram of the main tourist attractions in Songkhla Province around the site. The diagram shows the programs around the site which could attract tourist among the area.

### Objective/Aim:

The design of this Shop Museum combine the three main marketing strategies used as a design strategies for this project, combining of the 7Ps, 4Cs and the 4Es strategies. It summarizes the information of how the marketing theories and design are used to connect the

main concept in design. Also the SWOT Analysis of designing the Shop Museum which will help promotes the local product and Songkhla Province. The analysis shows the information



which creates new opportunities for the “Shop Museum”.

Figure 3 The diagram combining Marketing Strategies and Design Strategies for the Shop Museum - from Natcha Suwannapruk

### 1. The objective of this study:

1.1 This project is meant to study all the relevant informations of Songkhla, to be able to improve and change the images of the product, developing into the design. Considering the context used in the store, and the interior design of the space.

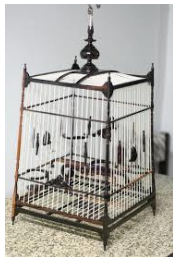
1.2 To present stories of Songkhla, adding value in terms of both local product design as well as the interior design of the Shop Museum.

1.3 To use the design knowledge according to the identity, analyzing and developing in terms of design as a prototype suiting the design varieties and function of the spaces.



Figure 4 SWOT Analysis of the Shop Museum Project - from Natcha Suwannapruk

#### Methodology:



There are varieties of Southern local products in the market nowadays, the selected product which will be exhibit in the shop museum are categorized in groups of daily used products such as consumers products and craft products. The selected products will be displayed accordingly to the stories and elements in the design. This is sample of the product which will be used in the Shop museum exhibition.

Figure 5 Red Whiskered Bulbul Bird Cage from

[http://www.trangzone.com/webboard\\_show.php?ID=29610](http://www.trangzone.com/webboard_show.php?ID=29610)

It is one of the craftsmanship of the local products, due to the details of the material, sizes, and element of crafting the bird cage. It is a customized unique handmade product in Songkhla province. There are also events and society for this Red whiskered bulbul bird competition.

The information which will be used in the research consists of the historical events, identity, brand corporate identity and the interior design. Choosing the suitable information including in-depth research of the source, to create interesting stories and strength for the design. The idea of a prototype space is define by designing a connecting space with drafting puzzle in the model to show the connection between space. It can be separated to used in other site with the same functions.



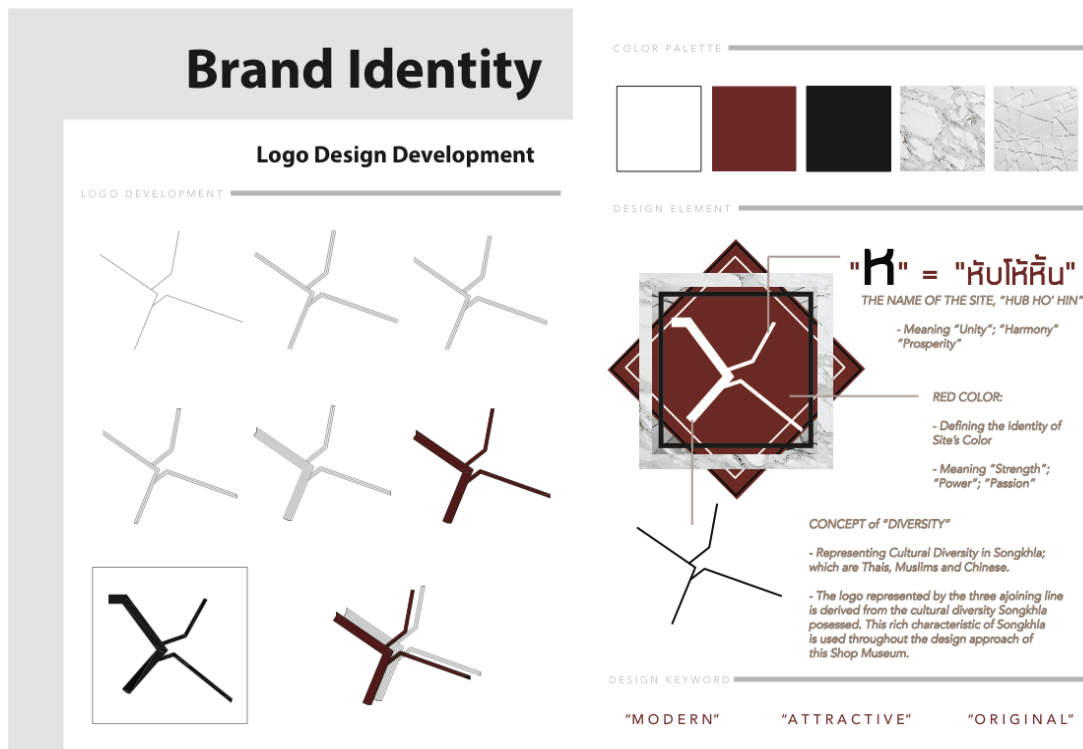
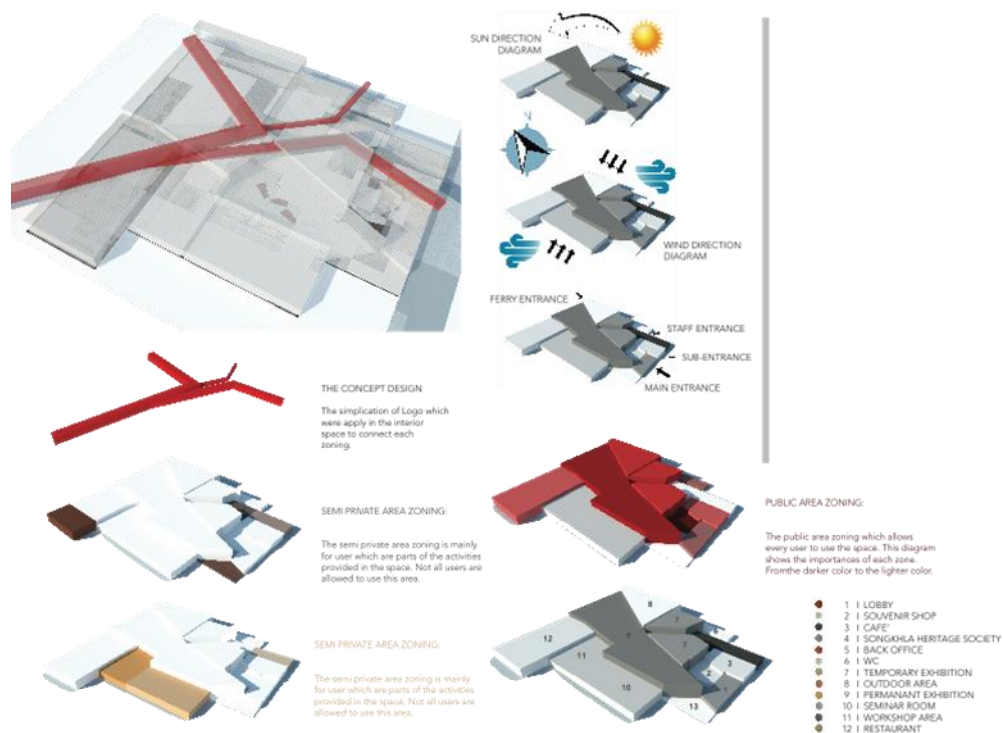


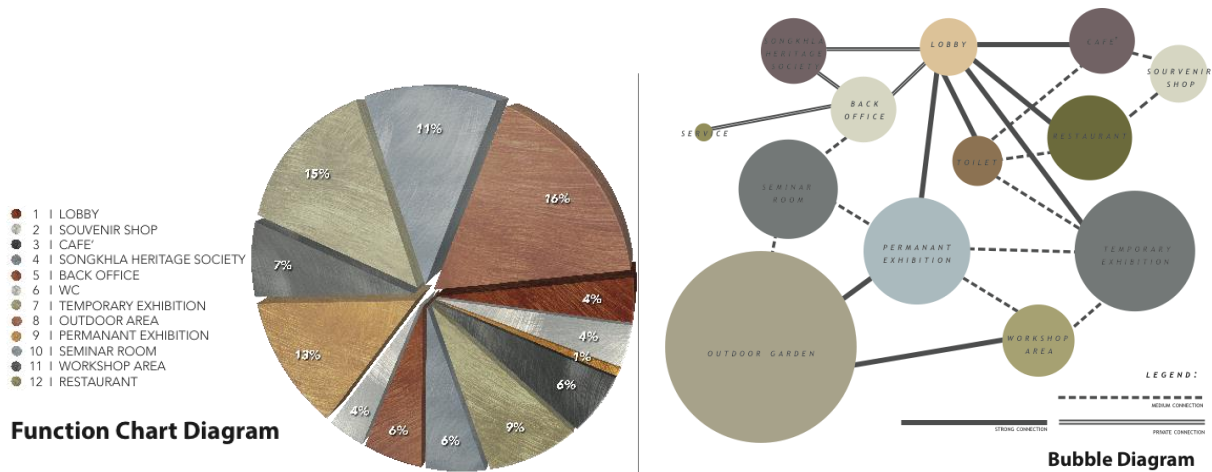
Figure 6 Brand Identity design -from Natcha Suwannapruk

The brand identity design shows the development of logo design, colors used in the design and design elements of the project which is called "Hub-Ho-Hin". The site name is derived from the Chinese words which mean "unity", "harmony" and "prosperity". Combining with the design concept of diversity in Songkhla creates a new branding for the site including the Site existing photos and zoning. The main design theme is to combine the three main keywords together to form a corporate identity of this brand which is modern, attractive and original. These draft diagram shows the usage of the existing space.





The design of the project is from the analysis diagram of the site surrounding, it is from the varieties diversity in Songkhla province which leads to the red line concept design. The diagram proceed to design and separate each space for each type of users. It is divided into three main spaces, which are the private, semi-private and public space. Also the diagram clearly analyzes the ventilation and sun path diagram of the site used in the design. It also includes the zoning and entrances through the



space.

Figure 9, 10 Functional Diagram showing percentage in designing the space and Bubble Diagram showing connection of the space - from Natcha Suwannapruk

Furthermore, the bubble diagram shows the connection and importance of the space linking between each other. Each line and size defines the differences of important connection. After analyzing the space, the functional diagram acts as a calculation of the space in percentages to the overall view of the design.

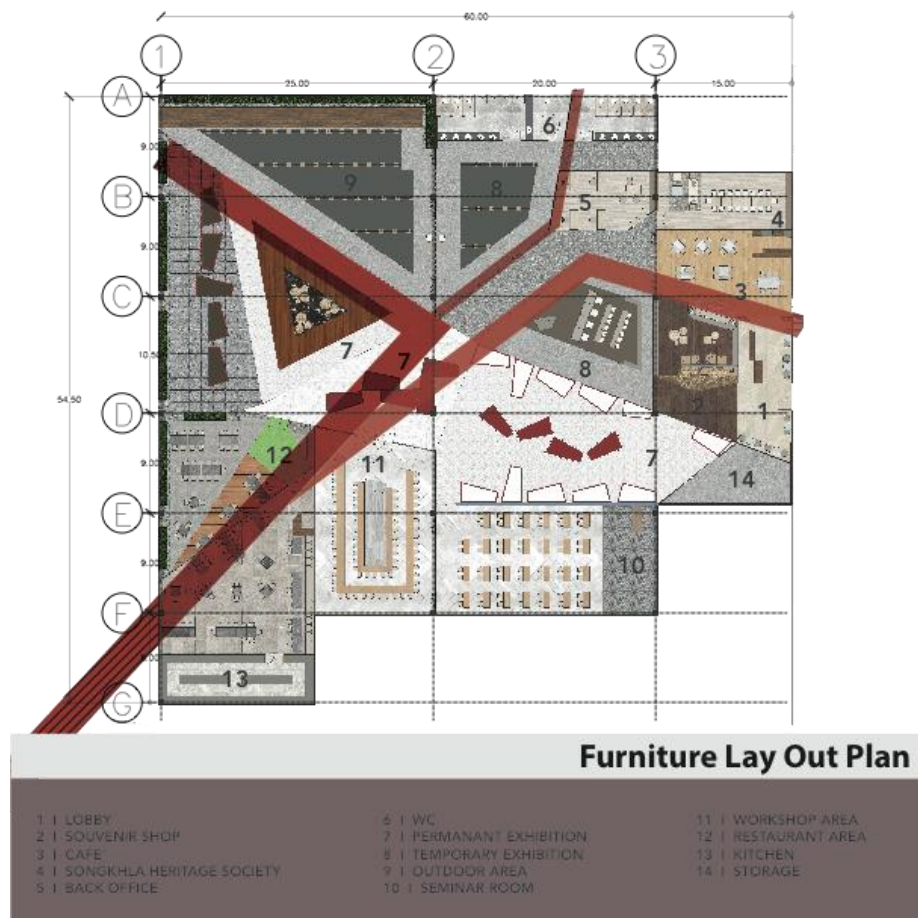


Figure 11 Furniture Lay Out Plan of Shop Museum Design - from Natcha Suwannapruk

The design of this project interprets the concept of diversity in the furniture layout plan. The concept of the design is applied in both the flooring elements , space separation and ceiling design whereas the space inside allows users to access in loops. This Shop museum provides programs for all types of users which mainly educate and promote local products. From the entrance lobby, there is small souvenir shop for passer by users, the space right after the souvenir is the temporary exhibition which exhibit monthly event in variety themes. The linking space is the permanent exhibition which is designed in three different feelings leading the user into the space. There are functions such as workshop, seminar areas to lecture and educate about Songkhla and their local products. The space also provides local food in the restaurant as well as local coffee and drinks in the cafe zone. The enclosed space are provided for private user as a back office and for Songkhla Heritage Society as a private meeting space. There are also outdoor area which can be used as a temporary exhibition space and as a activities open space such as exercise area for the adults or evening gathering.

Temporary Exhibition space design is an area provided to exhibit stories and events of Songkhla which shows varieties of monthly event such as the “Red-Whiskered Bulbul Bird Competition” which is exhibited in a semi outdoor space to competing with the sounds of scolding chatter of their voices, one of the famous traditional event in hosted in Songkhla Province.



Figure 12, 13 Temporary Exhibition in Shop Museum Design and Material Board used in designing Shop Museum- from Natcha Suwannapruk

The materials used in the design are mainly in warm tone such as white and light wood color. Blending with the luxury gold reflecting material and red shades of the concept colors. Part of the materials are light brown and light gray to smoothen the design material into perfect color composition.

### **Conclusion and Significance:**

According to the research of the design, a Product and Identity Development Center act as a Shop Museum to creates a new experiences for the users, introducing users to the elements and details of the product. The concept of developing and persuade the aesthetic in design as well as the product and promote the identity of the brand to world wide recognition, adding values to the local products. This Shop Museum is the idea of the prototype to other local products, proceeding to express and present the local products of Southern Thailand.

Due to the uniqueness of Thai food, mainly the materials and ingredients used in cooking for local products, the clarification of ingredients using the five senses help users not only foreigners but Thais in other regions understand more on the procedures and processed used. Not only to understand the procedure but to be able to experiences and be involved in the traditional ways of the Southern lifestyle in the process.

This creates new opportunities for users to be a part of the originality, giving the idea to experiences while educates users while being in the Shop Museum. The space of the interior design, combining with the leading experience creates new learning physical environment forming development for the community

The content of this research is to mainly promote the local products in Songkhla province, the interior design takes a huge part in creating a new environment and experience for the users. This includes using local materials and elements to define each space for users. The interior physical environment which leads users into the space emotionally through the five senses. Integrating with the design of the corporate, using visual communication design for the brand helps in promoting to universal recognition.

This research presents all the aspects of designing the new Shop Museum, the idea to create new experience as a prototype of the local product display area. Furthermore, this encourage visitors and tourists to be able to understand more of the local products and promote local products to the world wide recognition.

The ability to create new identity for the local products shop which link various kinds of products together and rebrand the local products to be more attractive. Creating satisfying products for customers and international presentations.

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