

Ceramics for the decorated body in terms of fashion



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Abstract

Ceramics for the decorated body in terms of fashion came up by the idea of cumulative idea to develop and create the variety of ceramics. In this regards, I have an interested in body decorations as the ceramics perspectives in Thailand are still lack of cumulating and development to be interesting. Ceramics have a marketing potential which can be designed, formed and decorated by various techniques. The researchers derived inspiration for the design from Thai porcelain with designs in five colors or “Benjarong” with its beauty value of craftsmanship. The design is adapted with the present age in order to comply with more utilization.

The technique and decoration of Benjarong are combined for the originality. The ceramics are formed with slap clay and casting slip by using Vitreous China clay for biscuit firing at the temperature of 800 degree Celsius and gross fired at 1,250 degree Celsius then decorated with trimmed Gold watermark and overglaze and fire at 780 degree Celsius and afterwards, install the ceramic with metal. Besides the ceramics piece, the researchers brought the design principles of visual communication art’s identity to create the identity and present the contemporary image under the brand “Ceraphon”; ceramics for the decorated body in terms of fashion.

The researchers’ expectation to this study is that the form of ceramics for the decorated body in terms of fashion will be developed and brought about the value of craftsmanship of Benjarong in order to create the body decorations that is up-to-date and responded the usage at present potentially.

Problem Statement/Statement Significance

At present, fashion has been increasingly developed and created. A word 'Fashion' is described as the combination of preferences (Pornsanong Wongsinghathong, 2007). Such term used to describes clothing and decorations which related to the beauty, therefore, the people in this industry are likely to have different perspectives than others. The project presents fashion in terms of decorations and body decorations. According to the study, it found that the changes always occur in order to respond the demand of consumers while the designers are searching for the new design as well. Some materials may be added for the beauty of the creation, while some materials are added for both utilization and decoration (Saowaluck Kongkachuichai, 2006: 34). The product design is not only to consider on the combination of the concept of idea, but also the techniques and materials knowledge shall be developed constantly (Piriya Payuhapornyatra, 1994: 10-11).

According to the study of materials to create the decorations and body decorations, there are a variety of materials namely diamond, precious stone, metal, textile, plastic, seeds and clay; the main materials of ceramics, which used to create such decorations. The decorations made of ceramics are internationally popular, as in 2011, Alexander McQueen has used ceramics as the materials of the dress in runway show of Paris Fashion Week. According to the study, it found that the design in Thailand is lack of cumulating development as well as the design is not various. According to the analysis, ceramics are not popular as they still have the images of heaviness, thickness and break and it can hardly attached with other materials. Nevertheless, the potential of ceramics is its form and the decorating and glazing techniques, therefore, ceramics have high marketing potential which is added value to the materials (Lada Pansukhumthana, 2007). Natthaporn Aungwarawang, the designer of the year 2011 in Jewelry Design has said that ceramics can be created in various forms with the flexible conditions, as long as the designer practice, the quality of the clay can be developed.

As the researcher had studied on ceramics, therefore, the researcher has skills and interests in body decorations and chose to study ceramic porcelain even it is considered not a new matter, but still it is lack of development. The study on the quality and relationship of ceramic materials in terms of decorative design and cumulating is the attempt of the researcher to develop ceramic porcelain for the different products. The researcher has primarily studied and tested in order to solve the problems in terms of limited conditions of ceramics with its heaviness. The analysis test of quality is as follows : Form slap clay to test the thinness by forming the clay with 0.5-1.5 mm. The result shown that, glaze firing at 1,230

degree Celsius has an effect to the twist of clay while glaze firing at 1,210 degree Celsius lessens the twist of clay.

Apply decorative techniques with the design by applying clay water color to see the colors for using. The colors are colorful but still dry, therefore, the decorative techniques shall be developed. Test the product forming and install with other materials to check the possibility to create the decoration including the materials that must be studied and developed including the installation and form of usage. The process must be studied from the specialist in order to create in the right way and appropriately. According to the study of the quality of clay, the possibility to develop and the design to reduce the limited condition of ceramics porcelain can be seen. However, body decorations shall be studied and developed further.

In the aspect of porcelain ceramics, the researcher is interested in the craftsmanship which presents Thai identity, therefore, the concept of study and arts of porcelain ceramics are applied to design in order to reveal the value of porcelain ceramics. Benjarong is chosen as the valuable porcelain ceramics product with the identity, beauty, fineness and exquisite which considered is one of the famous art work of Thailand. Benjarong means the white ceramics which painted by five colors including red, green, yellow, black and white. Benjarong is considered as the Thai handicraft which have ancient identity. According to the history, it found that the painted ceramics such as Benjarong originated in China and ordered and imported to Thailand. The influence is derived to develop by Thai molder in Ayutthaya to Rattanakosin period while its popularity is faded in the reign of King Rama V.

At present, the purpose of the production of Benjarong different. In the past, Benjarong is produced to use among the upper class while at present, it is interested by Thais and foreigners. The production of Benjarong is considered as the handicraft work of Thailand since the ancient period with the improvement of new forms which more than 5 colors are used to paint. The most popular Benjarong is mainly applied by the gold color or “Gold watermark” with the identified pattern applied (Reudee Niyomrat, 2011). It can be seen that Benjarong ceramics have the endless history with the handicraft value and beauty and fineness. However, the value changes all the time to inherit the valuable handicraft while the value of consumer has changed by the value of Thai handicraft which will increase the growth of marketing channels in order to improve the form and presentation to comply with the present value. The design of ceramics will bring out the identity and perspectives of the colors, pattern and Gold watermark which described as identity of the design to reduce or apply with the decorative techniques of ceramics in order to pass on the Contemporary

characteristics of Benjarong. Furthermore, the design of ceramics also presents the delicate procedures which use to apply to the working process. The cultures mainly developed by the environmental factors which are not only in the aspects of the virtue and beauty value as in the past. Nevertheless, the people who see, the receiver or even the creator shall realize and see through them in order to raise the questions on the method to inherit and reproduce the concept of thoughts through the media in a form of visual art as seen in the society. Such matter shall be considered and shall not be neglected (Wanthanee Siripattananantakul, 2012: 83). Target groups of Benjarong are various. According to Aurai Tangaiam; handicraft teacher and president of Ban Don Kaidee Benjarong, Samut Songkram Province, the customers consist of 80% of Thais and 20% of foreigners while mainly focus on Japanese market. As the behavior of consumer's changes, Benjarong has to adapt itself with the design for daily usage as well as the product that can be used in important occasions such as to use as the ashes container. The demands of consumer on Benjarong are various while one can purchase to collect, decorate for the social status, use as fortune sign or some people purchase them because of their personal passion to the handicraft work with their utilization for several occasions or it can be used as a souvenirs or presents to others. It is obviously seen that the target groups of Benjarong open their mind to other pattern of Benjarong which comply with their daily life. Benjarong is the representative of upper class beauty which is approachable and contemporary. The work piece responses the different demand and full of delicacy. According to the characteristic analysis of luxury marketing, the target groups are likely to use more feelings than the price range to make the decision to purchase. The target groups satisfy to buy the products besides four requisites such as fashion products, decorations, leisure which brings the satisfaction beyond others. The idea and feelings toward the products considered as an image or luxury services considered as the investment in society, the acceptance as well as the obsessions on valuable history of the brands or products. Such target groups tend to focus more on delicate details in the products than others.

this research, the attempt of the researcher is not only to design the ceramics decoration but also to create the identity of the work piece by applying communication art to design the organizational identity and create the difference and to be remarkable. According to the study, brand identity is important to the organization as we can see from the brand Apple, which is not a only a logo but the brand focuses on Corporate Identity (CI) which includes the characteristics of products, tastes and consumers. CI is designed to be complying with the business objectives or the target groups in business in a form of brand, trademark, and color of

organization. Identity is essential for brand creation in order to pass on the image of the products to be known and recognized through 3 channels consist of image, behavior and speech. According to the philosophy of graphic designer, “to be remarkable is to focus on graphic and strictly follow the rules of CI”, these matters will lead to the design of Corporate Identity of the research by bringing out the feelings of Thainess in order to see the trendy value and complying with the concept of value creation on materials under the brand “Ceraphon”. The names “Ceraphon” derived by the combination of words consist of ceramics and Aphon which means clothing or decoration in Thai to create a remarkable identity.

This project has occurred by the attempt to cumulate and develop ceramics to encourage the creation of new work piece and bring out the potential of ceramics to maximize the utilization. The interest in the body decorations is another factor of the occurrence of the project in terms of ceramics which lacks of the development in terms of form and utilization analysis including the installation on the additional materials. Therefore, a proper design is required for the suitable installation. The process of ceramics creations will create the value-added to the materials with the inspiration to design of Benjarong in order to present the value of Thainess in contemporary form. The objective of the project includes creating an identity of the work piece to be remarkable and pass on the direct message to the consumers clearly by communication art principles. The expectation of the project is to study the conditions of the ceramics as the body decoration and add value to the materials in terms that it can be reflect to contemporary Thai handicraft work with the potential utilization in fashion.

objectives /aim

To cumulate and develop ceramics porcelain and design the decorations as the body decorations in terms of fashion and bring out the value of handicraft of Benjarong to create an opportunity to develop and create the identity which complys to the present.

Hypothesis

Designing of ceramics porcelain to add value on materials in new aspects which reflect to contemporary Thai handicraft with potential utilization in fashion.

Methodology

1. Investigate the Benjarong, survey market and analyze using visual elements by studying the formal attributes to find the knowledge to improve the design in accordance with lifestyle at present.
2. Study the properties and relationships of ceramics in order to properly design jewelry by following the ceramic process, access into the two and three-dimensional design process, and develop a model that fits into the actual production process.
3. Study the principles of communication design, the corporate identity ci by media design to present a contemporary concept of work that gives a sense of identity.
4. Assess the characteristics of the work and using, summarize, discuss and present.

Conclusion and Significance

1.1 Design issues

Shape of the work piece is not as interested as it should be. The work piece does not have the dimension and the does not comply with the concept and lack of the cause of the shape and pattern. The design of the form does not respond the luxury target group because of the indistinctive design.

1.2 Solutions

Study and understand the data and analyze the data in order to obtain the distinctive source of the shape of the design. Study the pattern and develop from Benjarong together with try to understand the colors and pattern and apply other ceramics techniques to the work piece. Consider more on installation of additional materials. Such materials can be added to reduce the hardness of ceramics. Lastly, clearly analyze the target group.

2.1 Issues during work

The work did not finished within the deadline as there were numbers of process. The process of installation of additional materials and Gold watermark is not succeeding as the gold is not attached to the work piece. The twisted form of the work piece cause the difficulty of installation of additional materials and the work piece is too fragile before firing process.

2.2 Solutions

Time management shall be applied with a clear pattern. Gold watermark applying shall be tested to figure out the cause of the issue. The work piece shall be separated in firing process with the steadiness of temperature. Carefully carry the work piece and fire in the appropriated temperature. Form the work piece with added thickness in order to reduce the twisted rate of the work piece.

In conclusion, the design of porcelain to decorate the body in fashion has conducted creative processes. It indicated the working model that can be developed to meet the objectives. It also can be used to analyze the study, the design, including the process of porcelain which can be developed to reflect the value of Thai Benjarong handicraft to the contemporary style with consumers and it can be the way to have opportunity of various application for the model development and produce into the global through the identities and the hidden values. In this research, we have deeply studied in the model development and produced the real products. We sincerely hope that the design of porcelain to decorate the body in the fashion could value for the materials which reflect Thai handicraft to contemporary related with lifestyle. Group target can use them more efficiently, achieve knowledge and approach the development of arts and culture to the community and those interested as well.

Keywords

1. Ceramics
2. Benjarong
3. Ceraphon : Ceramics +jewelry (The names “Ceraphon” derived by the combination of words consist of ceramics and Aphon which means clothing or decoration in Thai to create a remarkable identity.)
4. Craftsmanship



Figure 1 A complete work piece



Figure 2 A complete work piece

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