

Chulaphat pattern fabric

Institute of Ayutthaya Studies, Phranakhon Si Ayutthaya Rajabhat University

Phranakhon Si Ayutthaya Rajabhat University is a higher education institution in the local community development group and other communities (area-based) that is responsible for providing education that focuses on academic standards and quality, considering equality in educational opportunities, increasing potential, and building academic strength by bringing academic knowledge to be used for the development of local communities. According to the vision of the university, “Leader in education innovation and sustainable local development with the cultural capital of the world heritage city.” There are 4 missions: education management, academic services, research, and the preservation of arts and culture which is a 20-year Rajabhat University Strategic Plan for Local Development (2017-2036) that consists of 4 strategies: 1) local development 2) teacher production and development 3) raising the quality of education, research, and innovation, and 4) developing management systems. It is the main guideline for the operation of the university, which is linked to the development of the country. This is in line with the 20-year National Strategy 2018-2037, Strategy 3: Human Resource Development and Empowerment, Master Plan under the National Strategy, Issue 5 Tourism, Issue 11 Development of Human Potential Throughout Life, Issue 12 Learning Development and policies and strategies for higher education, science, research, and innovation 2020-2027, according to development goals in 4 areas: 1) Human resource development and knowledge institutions 2) Research and innovation to meet social challenges 3) research and innovation to increase competitiveness; and 4) research and innovation for spatial development and reducing inequality. The 3-year government action plan (2020-2022) of Phranakhon Si Ayutthaya Rajabhat University consists of 4 strategies: Strategy 1 Local Development, Strategy 2 Production and development of teachers and educational personnel, Strategy 3 Upgrading the quality of education research and innovation and strategy 4 development of management system.

In strategic issue 1, local development, Phranakhon Si Ayutthaya Rajabhat University has established the main project: Rajabhat University Strategy for Local Development, with the purpose “to bring academic knowledge to be used for the development of local communities. To raise the quality of life of the people and improve the quality of education for students in

local schools, as well as develop the quality of graduates to have the professional expertise to meet standards by incorporating the King's philosophy as the principle of operation for sustainable development.”

The mission dimension of preserving arts and culture Phranakhon Si Ayutthaya Rajabhat University operates according to its mission of preserving arts and culture. According to the context of Phranakhon Si Ayutthaya Province, it is outstanding in terms of history and culture that has been passed down for a long time from past to present and that has been announced by the world community by UNESCO to establish this historic city as a cultural “World Heritage City” Phranakhon Si Ayutthaya Rajabhat University therefore established the "Institute of Ayutthaya Studies" to carry out educational work, research, and search for information about the history, archeology, art, and culture way of life, and local wisdom in order to promote and support the graduate production, conservation, promotion, dissemination, and preservation of Thai arts and culture It can be used as a learning resource, providing information about Ayutthaya studies, disseminating arts and culture to those who are interested on both the local, national, and international levels. The Institute of Ayutthaya Studies has established the policy, philosophy, vision, and mission of the Institute of Ayutthaya Studies as follows:

Policy:

1. Develop to be a standardized academic institution
2. Develop to be a center for academic cooperation in Ayutthaya studies
3. Integrate and enhance quality local wisdom
4. Development of management efficiency in an excellent organization

Philosophy:

Ayutthaya studies, Ayutthaya succession, Ayutthaya creation

Vision:

Within 2024, the Institute of Ayutthaya Studies will be an academic institution whose duty is to study, continue, and create a body of knowledge about the history, arts, culture, and wisdom of Ayutthaya towards the integration of teaching and learning, preservation, and upgrading of wisdom for sustainable local development.

The mission of the Institute of Ayutthaya Studies:

1. Study, research, and disseminate knowledge of Ayutthaya studies.

2. Conservation, restoration, continuation, and preservation of Ayutthaya art and culture as national heritage and world heritage.

3. Raise the level of local wisdom to maintain its identity and quality for local development.

4. Manage the organization efficiently

The Institute of Ayutthaya Studies has developed a plan for the preservation of art and culture at Phranakhon Si Ayutthaya Rajabhat University for the years 2019-2023 that is consistent with the university's four strategies: 1) Study and collect knowledge of arts, culture, and local wisdom. 2) Conserve, restore, promote, and disseminate arts, culture, and local wisdom. 3) Promote research to raise the level and create added value in arts, culture, and local wisdom; and 4) develop the organizational management system to be a leader in arts, culture, and local wisdom. It is a guideline for the implementation of the main mission of the Institute of Ayutthaya Studies.

In the fiscal year 2022, the Institute of Ayutthaya Studies has prepared a government action plan to determine the work plan for the fiscal year 2022, projects and activities in operation throughout the year to comply with the Rajabhat University Strategic Plan for Local Development, 20-year period (2017-2036), and the 3-year government action plan (2020-2022) of Phranakhon Si Ayutthaya Rajabhat University Arts and Culture Preservation Plan Phranakhon Si Ayutthaya Rajabhat University for the year 2019 -2023, which the Institute of Ayutthaya Studies, Phranakhon Si Ayutthaya Rajabhat University, conducted a study Research wisdom at Yan Ang Thong Temple or Chulalok Temple as it is a prominent religious place in Phak Hai District, Phranakhon Si Ayutthaya Province has historical and artistic value and found that the patterned cloth with a unique pattern was used as a book wrapping cloth at Wat Yan Ang Thong (Chulalok), which this cloth is old and damaged. Therefore, he was interested in studying the wisdom of patterned cloth of Wat Yan Ang Thong, Phranakhon Si Ayutthaya Province is the cultural capital Institute of Ayutthaya Studies. Therefore, the project was proposed according to strategy 1, local development of the university in the development and upgrading of wisdom products, "Ayutthaya pattern fabric" to study the wisdom of Ayutthaya pattern fabric and transfer knowledge to develop new products for the community Create logos, packaging, and marketing channels. Expected results that will have an impact (Impact) is a patterned fabric product that has been certified

according to standards and has been registered with intellectual property. Using a budget of 240,000 baht, the method of conducting the study was:

Phase 1: study the wisdom of patterned fabrics such as Wat Yan Ang Thong's Cultural capital status according to the creative economy concept and the theory of design thinking. It was found that patterned fabrics with unique patterns were used as scripture wrapping cloths at Wat Yan Ang Thong (Chulalok) which are old and damaged. Therefore, the remaining parts are reassembled to complete the structure of the patterned cloth, consisting of a Thong Pha Lay Rachwat, square frame, in the center of the pattern inserted a Kundan flower pattern, a red floor pattern, and a 2-tier cone pattern, which the fabric pattern at the Institute of Ayutthaya Studies has been revived. There will be used as a prototype to be used as cultural capital in creating the identity of the Wat Yan Thong community (Chulalok) and further development of patterned fabrics in Phase 2.

Phase 2: Develop patterned fabrics to design contemporary patterns for sustainable local development as well as create a product logo and brand from the original patterned fabric to be Chulabhat patterned fabric since the original name of Wat Yan Ang Thong was Chulalok Temple and Pattra means cloth. Therefore, it was changed to its current name. Chulaphat pattern fabric, which the study found:

- 1) The process of community participation in education and shared wisdom at every step of the way.
- 2) The patterns that appear on the chintz cloth Ang Thong temples are "Kudan Kan Yang Dok Pattern" a unique pattern cloth of Wat Yan Ang Thong.
- 3) The color structure is mainly dark red and has dark green, yellow, and white stripes.
- 4) The development of Chulaphat pattern fabric consists of copying the pattern completely and designing patterns for additional missing parts, which uses a digital printing system on synthetic fabrics that have good color support. Difficult to wrinkle and maintain the shape of the fabric well. The use of the creative economy approach is bringing patterned fabrics to add value by maintaining the value of beauty, and beliefs and combining them with modern production systems, leading to increased production efficiency and responding to market needs along with sustainable community development. In every process, the community participated

in expressing their opinions in creating the Chulabhat name in terms of creating the logo and the development of patterned fabrics to lead to income generation in the community.

From the operation in both phases, there are project activities as follows:

1. Brainstorming meeting and information gathering at Wat Yan Ang Thong Community (Chulalok)
2. Study Ayutthaya patterned fabrics to develop new products.
3. Ayutthaya pattern fabric product development workshop
4. Ayutthaya pattern fabric printing technique workshop
5. Logo design workshop and Ayutthaya patterned fabric packaging
6. Producing striped fabric master packaging and public relations media
7. Evaluate prototype product quality
8. Training to develop trade channels and marketing strategies
9. Knowledge transfer for local development

Results obtained from activities/projects

Productivity (Output)

Chulaphat pattern fabric, which originated from the restoration of the ancient striped cloth used as a scripture-wrapping cloth at Wat Yan Ang Thong. The original fabric was old, damaged, and damaged by the fabric pattern. It was restored by the Institute of Ayutthaya Studies and will be used as a prototype fabric pattern to be used as cultural capital to create the identity of the Wat Yan Ang Thong community (Chulalok) and to develop further towards sustainability.

Impact (Impact) (meaning a consequence of the product)

The development and expansion of new products by using Chulapat pattern fabric Become a prototype for creating the identity of the Wat Yan Ang Thong community (Chulalok).

Outcome (meaning the long-term effect that results in the result or a consequence of the effect)

The participation of the local community in the temple is the center of learning. This leads to a feeling of love and cherishing the valuable intangible cultural heritage in the community.

Knowledge dissemination Chulaphat pattern fabrics are as follows:

- On 15 December 2022, a special lecturer on the topic "Chulapat pattern fabric: creative process from cultural capital for sustainable local development" at the National Academic Conference "The 5th Rajabhat Krungkua National Academic Conference 2022 (ARUCON 2022)"

<https://www.facebook.com/media/set/?set=a.534727598699821&type=3>

- On 12 December 2022, the opening ceremony of the Ayutthaya-International Relations Exhibition

<https://www.facebook.com/media/set/?set=a.531854932320421&type=3>

- On 5 December 2022, the Institute of Ayutthaya Studies Participated in the 11th ASEAN Federation of Arts and Cultural Fairs and International Performances.

<https://www.facebook.com/media/set/?set=a.528280769344504&type=3>

- On 18 November 2022 we welcomed the spouses of leaders of APEC economic zones. On the occasion of visiting the Art of the Kingdom Museum by organizing a Glong Yow Dance

<https://www.facebook.com/media/set/?set=a.515039610668620&type=3>

- On August 14, 2022, participated in a discussion on the topic "Siam patterned fabrics: Garment art from the past to the present" in the amazing work of Thai fabrics, identity, and wisdom to the contemporary on the fabric.

<https://www.facebook.com/media/set/?set=a.440203561485559&type=3>

- August 5, 2022, Cultural Courtyard activities Inheriting the royal science to promote a happy life at Wat Yan Ang Thong (Chula Lok)

<https://www.facebook.com/media/set/?set=a.434220098750572&type=3>

- July 27, 2022, attending the event "Inviting Aor Chao to visit Krungsri" and organizing a film screening of Buphaphonniwat story 2 (special round)

<https://www.facebook.com/media/set/?set=a.428425589330023&type=3>

- Date 23 – 27 February 2022, Pibulsongkram Rajabhat Centennial Event Honor the Thai King Pibulsongkram Rajabhat University" at the Cultural Center of the Lower North

<https://www.facebook.com/media/set/?set=a.352656256906957&type=3>