

Product Concept Definition

“What Is”

Product Concept?

Who? Defined

Product Concept



Concept:

"Craftster"; The concept is a combination of traditional ethnics crafts, different modern designs, and creativity (Craft + Designer Gangster).







Concept

"The Rice Culture" concept focuses on the products related to rice path and Thai eating culture such as tableware and related decoration through the perspective of the needs of the Japanese market.







Concept

"CHROMATIC DANCE"

The design is inspired by the beauty of Thai performing arts and plays such as costumes of Khon performance (Thai Masked Dance), costumes of Likay (Thai musical folk drama), Phi Ta Khon (Ghost Dressing Festival) and etc. Such works have details of high value handicraft that represent the wisdom of Thailand which have been inherited for long times, and is beautiful cultural heritage reflected in all shapes and bright colors.













References

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