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Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
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FABRIC PRINTING DESIGN, AN INSPIRED FROM THAI TRADITIONAL TIN TOYS

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ABSTRACT

The researcher has realized on beauty and characteristics on form, colours, and patterns of interesting Thai tin toys that can be developed for applying to printed fabric design properly. According to importance of Thai tin toys that is valuable for conserving in order to be inherited to new generations causing them to know and pay attention on ancient toys design leading to higher value on uniqueness and perspective towards contemporary design. The researcher conducted this research by studying on forms of Thai tin toys in all compositions through paper research and field study at House of Museums in Nakhon Pathom province in order to study on forms and actual design structure of ancient tin toys in various periods as well as to study on printed fabric creation starting from patterns design to determine inspiration, design colors, and patterns development for applying to printed fabric creation to meet with popularity on utilization of all periods. In addition, this research would provide new and more creative ways for contemporary product design based on integration of inspiration, patterns, shapes, and colors of ancient Thai tin toys that could be developed as product improving values along with utilization properly.

The objectives of this research are: 1) to study on forms, colours, and patterns of Thai tin toys; 2) to study on forms of printed fabric design inspired by Thai tin toys. For research methodology, this research was conducted by using paper research through studying on books with content on Thai tin toys design and field study through interviewing with some ancient toy collectors at House of Museums in Nakhon Pathom for applying such information to printed fabric design inspired by Thai tin toys.

Keywords–Thai Tin Toys, Fabric Printing Design, Ancient Toys

INTRODUCTION

Fashion of apparel is considered as an important factor for living in today world. The main objective of apparel or jewelry wearing is not covering or decorating body but it is also expression of preference, character, and personality of wearers. In this research, the researcher utilized printing fabric patterns design to invent a creative work. Currently, printing fabric patterns design is considered as another kind of design that has been popular and demanded by society and garment and industry. This is because printing fabric patterns design is another kind of fashion design that can add value and attractiveness of fabric while its procedures are not complex but its quality is durable for practical wearing. Consequently, it gives fabric attractiveness and novel colours in various styles upon creativity or inspiration of each designer.

Thai tin toys are considered as another inspiration that is interesting for printing fabric patterns design due to their distinctiveness on forms, characteristics, and colours. In addition, it also conveys childhood's memories of many people who experienced them in their childhood. As a result, tin toy is another alternative of design for designing some interesting printing fabric patterns with uniqueness of ancient toys, attractiveness, colours, and memories of most people in society leading to stimulation on practical using and impression on satisfaction.

Since the name of "Thai tin toys" is related to tin, its major material is surely tin. Currently, this kind of toy has been consecutively decreased due to replacement of other materials used in current toy production, for example, plastic, rubber, and wood, etc. However, around 25-30 years ago, this kind of toys made of tin was very popular and recognized extensively. Actually, "tin toy" means a kind of toys made of zinc or tin plate or tin steel (as similar as that used for making sweeten condensed milk can). There are various styles of tin toys with different shapes upon imagination of creators. However, most of tin toys found by the researcher are in the forms of robots and vehicles, for example, cars, ships, tanks, as well as some animal forms such as hen, bird, horse, rabbit, etc. Based on the study, it was believed that tin toys have been created for several years and originated in Europe. However, in the past, most of tin toys were manufactured in U.S.A. and Japan. Currently, tin toys manufacturing has already disappeared from these countries. Currently available sources of tin toys are China, Thailand, and Japan. Anyway, current quantity of tin toys manufacturing is quite small.

From interest in and inspiration from Thai tin toys, the researcher discovered beauty and some characters that could be developed as a part of printing fabric patterns design interestingly and appropriately based on the importance of ancient Thai tin toys that should be promoted and conserved for inheriting to new generation to recognize and pay attention in Thai toys design increasingly. The researcher studied on the forms of Thai tin toys and the methods for creating various patterns and colours of tin toys that could be applied to creation of current printing fabric design. This would lead to new guidelines of creative products design integrating inspiration of patterns, shapes, and colours inspired by Thai tin toys for developing as products reinforcing values of fabric utilization in present world. This would lead to contemporary works with higher value responding to demands of new generation while making them recognize distinctive value, beauty, and uniqueness of ancient Thai tin toys.

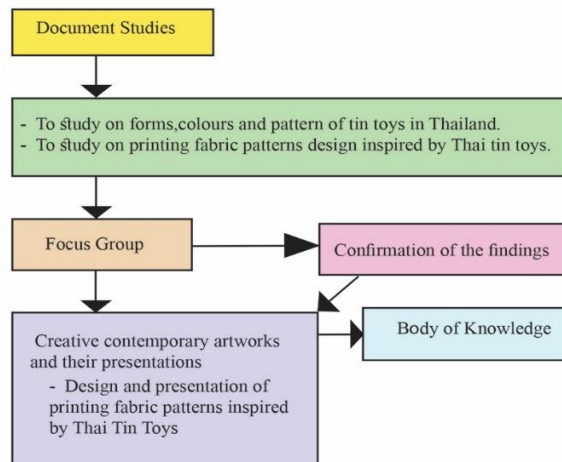
METHODOLOGY

1.1. Data Collection

This research is classified as a creative research for studying on data obtained from documents and figures for building knowledge on forms, characteristics, and colours of tin toys in Thailand for applying to contemporary design of printing fabric. The researcher collected data from documentary study and field study from the actual site (e.g. House of Museums) as well as interview with some experts or ancient toys collectors. The obtained data were used as the guidelines for developing creation of printing fabric design as benefit on developmental promotion and conservation of arts and culture as well as the guidelines for publicizing contemporary and valuable printing fabric patterns design for Thai and international fashion design industry

1.2. Conceptual Framework

Figure 1
Research Framework of the research on creation and presentation
of contemporary printing fabric patterns design.



1.3. Data Analysis

1.3.1 Table of Analysis on Composition, Patterns, Structures, and Colors of Thai Tin Toys for Creating Printed Fabric Pattern Design

According to the study on forms, structure, colours, and patterns of Thai tin toys, the researcher only selected tin toys that have been popular and recognized formerly and currently with interesting shapes and colours for creating and designing printing fabric patterns for analyzing in order to find conclusion and further utilization. Those tin toys were consisted of tin toys with bird shape, hatchling shape, duck shape, hen shape, rabbit shape, plane shape, robot shape, speed boat shape, and tank shape. Design guidelines were conducted with the original tin toys and its model was created by using Adobe Illustrator for drawing its structure as well as painting its colours and creating its patterns upon actual characteristics of the original toy. Moreover, some Thai patterns (e.g., Pra Jam Yam pattern) were also integrated for creating works with uniqueness and attractiveness of Thainess.

Table 1
Table of Analysis 1 on Composition, Patterns, Structure, and Colours of hen-shaped Tin Toy.



Shape&Form	Colorus & Illustrator	Description
Hen-shaped Tin toy  http://www.fanfantoy.com	 Colour tones preferred for pattern painting are black, grey, white, green, yellow, orange, and red.	The structure of this hen shape was made of light tin with winding for controlling its movement. Patterns were firstly painted before coating with specific agent for gloss surface. The patterns of this hen tin toy were consisted of lined designs for its feather, cockscomb, and tails as well as all decorative details.

Table 2
Table of Analysis 2 on Composition, Patterns, Structure, and Colours of duck-shaped Tin Toy.


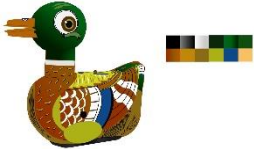
Shape&Form	Colour & Illustrator	Description
Duck-shaped tin toy  http://www.fanfantoy.com	 Colour tones preferred for pattern painting are black, grey, white, green, yellow, blue and red.	For its structure, it was winding duck-shape tin toy and can be floated for moving on water. Its patterns were consisted of lined designs for its feather, wings, and tails as well as all decorative details. Its color tones were adjusted for higher attractiveness.

Table 3
Table of Analysis 3 on Composition, Patterns, Structure, and Colours of Plane (Rocket Racer) Tin Toy.



Shape&Form	Colour & Illustrator	Description
Rocket Racer Pilot-shaped tin toy  http://www.fanfantoy.com	 Colour tones preferred for pattern painting are black, grey, white, green, yellow, blue orange and red.	The structure of this toy plane was quite stylish and it could be winded up for moving by its wheels. The patterns of this toy plane were consisted of lined designs for its tube, wings, tail, and letters on its side as well as all decorative details. Its colour tones would be adjusted for appropriateness and attractiveness.

Table 4
Table of Analysis 4 on Composition, Patterns, Structure, and Colours of Rabbit-shaped Tin Toy.


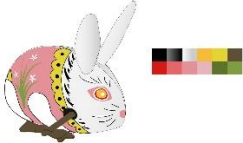
Shape&Form	Colour & Illustrator	Description
Rabbit-shaped tin toy  http://www.crazytoy.net	 Colour tones preferred for pattern painting are black, grey, white, pink, yellow, green, orange and red.	Rabbit structure was quite lovely and lively and it could be winded up for making it jump. The patterns of this toy rabbit were consisted of lined designs for its body and clothes expressing its loveliness as well as all decorative details. Its colour tones would be adjusted for appropriateness and attractiveness.

Table 5

Table of Analysis 5 on Composition, Patterns, Structure, and Colours of Bird-shaped Tin Toy.

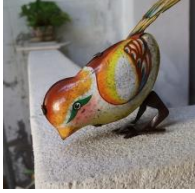
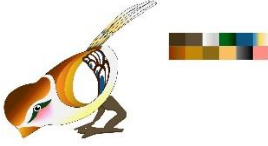
Shape&Form	Colour & Illustrator	Description
<p>Bird-shaped tin toy</p>  <p>https://pantip.com/topic/32552358</p>	 <p>Colour tones preferred for pattern painting are black, grey, white, dark brown, brown, pink and orange.</p>	<p>Its structure was an eating bird that could be wound up for moving.</p> <p>Its patterns were consisted of lined designs for its wings, eyes, and tail as well as all decorative details. Its colour tones would be adjusted for attractiveness and natural look.</p>

Table 6

Table of Analysis 6 on Composition, Patterns, Structure, and Colours of Speed boat-shaped Tin Toy.


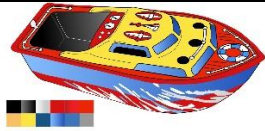
Shape&Form	Colour & Illustrator	Description
<p>Speed boat-shaped tin toy</p>  <p>http://www.kaidee.com</p>	 <p>Colour tones preferred for pattern painting are black, white, blue, yellow, red, and orange.</p>	<p>Its structure was a speed boat that could be wound up and floated on water as it was a small boat.</p> <p>Its patterns were consisted of lined designs with stylish look for its body. It was also decorated with a swim ring on its prow and the pattern of water splitting on its bottom. Its colour tones would be adjusted for attractiveness.</p>

Table 7

Table of Analysis 7 on Composition, Patterns, Structure, and Colours of Tank-shaped Tin Toy


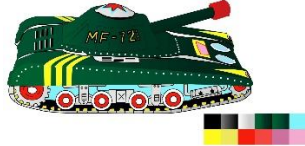

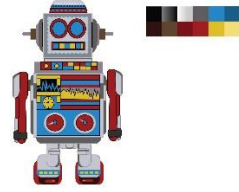
Shape&Form	Colour & Illustrator	Description
<p>Tank-shaped tin toy</p>  <p>https://www.kaidee.com</p>	 <p>Colour tones preferred for pattern painting are black, white, blue, green, yellow, red, pink and orange.</p>	<p>Its structure was a tank that could be wound up and moved as a tiny tank.</p> <p>Its patterns were consisted of lined designs with details of a real tank, for example, engine, wheels, canon, as well as a star pattern on its cover as the symbol. Its colour tones would be adjusted for attractiveness.</p>

Table 8
Table of Analysis 8 on Composition, Patterns, Structure, and Colours of Robot-shaped Tin Toy.

Shape&Form	Colour & Illustrator	Description
<p>Robot-shaped tin toy</p>  <p>http://www.jadsan.com/</p>	 <p>Colour tones preferred for pattern painting are black, white, blue, grey, yellow, red and brown.</p>	<p>Its structure was a robot that could be winded up and walked like a small robot.</p> <p>Its patterns were consisted of beautifully and thoroughly lined designs for its motor, dial, and electrical circuit. Its colour tones would be adjusted for attractiveness</p>

RESULTS

2.1. Results of Printing Fabric Patterns Based on Analysis on Forms, Colours, Patterns, and Structure of Tin Toys for Developing as Product.

Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 and 2 were obtained by using studied printing patterns techniques and the principles of composition for applying to patterns and colours design. The principles of composition on lines, colours, shapes, balance, repetition, highlighting, movement, and unity were considered to be consistent and harmonious properly. The researcher also used patterns repetition in square forms, positioning, and directing patterns composition in Four - Way style, i.e., patterns alternation in right, left, upper, and lower directions, patterns repetition through intersection (i.e., all elements are connected with one another harmoniously), and patterns repetition through overlapping (all elements are overlapped in order to improve dimensions of patterns or intensity of colors.

2.1.1. Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1.

Figure 2

(1) Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 , (2) Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 that was Already Repeated by Using Design Program and Color Tones Used in Design . , (3) Experiment on Developing Colour Group of Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern1.



The above figure2 represents Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 created by composing various patterns and forms of Thai tin toys in order to create some beautiful patterns. Patterns of tin toys used in Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 were tin toys with bird shape, hatchling shape, duck shape, hen shape, rabbit shape, etc. Each tin toy was additionally decorated with some Thai patterns (e.g., Pra Jam Yam) on its body or decorative parts as well. This was the use of invented lines and patterns as complimentary elements for beauty of printing fabric patterns. Moreover, the shapes of tin toys with hatchling shape and cylinder shape were also used for decorating created patterns in order to enhance its attractiveness. Colour group used in this represents Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 was selected from actual colours of tin toys including red, green, navy blue, blue, white, black, grey, brown, cream, and pink. These colors were classified as bright tone that could be used for designing several products and apparel, for example, scarf, or women's apparel, that could be adjusted in various styles and convenient for practical usage.

2.1.2. Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2.

Figure 3

(1) Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2., (2) Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2 that was Already Repeated by Using Design Program and Color Tones Used in Design., (3) Experiment on Developing Colour Group of Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2.



From the above figure3, Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2 created by composing various patterns and forms of Thai tin toys for creating new attractive patterns. Patterns of Thai tin toys used in Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2 were tin toys with robot shape, speed boat shape, and tank shape. Each tin toy was additionally decorated with some Thai patterns (e.g., Pra Jam Yam) on its body or decorative parts as well. This was the use of invented lines and patterns as complimentary elements for beauty of printing fabric patterns. Moreover, the shapes of tin toys with hatchling shape and cylinder shape were also used for decorating created patterns in order to enhance its attractiveness. Colour group used in this represents Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2 was selected from actual colours of tin toys including red, green, pink, orange, yellow, navy blue, blue, white, black, grey, brown, and cream. These colors were classified as bright tone that could be used for designing several products and apparel, for example, scarf, or women's apparel, that could be adjusted in various styles and convenient for practical usage.

DISCUSSION AND FUTURE WORK

This research was conducted to design some printing fabric patterns inspired by Thai tin toys through documentary study and field study on background, popularity, materials, and colours of Thai tin toys for studying, developing, and applying to printing fabric patterns design beautifully and appropriately. For those two design models, the researcher designed those patterns to suit with composition on the beauty of patterns design and focus on forms to suit with utilization of current period. The researcher conducted an experiment for creating printing fabric patterns design in the form of square patterns with dimension of 120 x 120 centimeters because the researcher would like to propose anyone interested in this research to find some guidelines for applying patterns and art of design for Thai and international toys obtained from these beautiful Thai tin toys to development of various products in the future as proper

In this research, the researcher created some printing fabric patterns inspired by Thai tin toys. Structure, patterns, and colours of tin toys are various and each type of tin toys has distinctive structures, colours, and uniqueness. In this research, the researcher only selected some types of tin toys that were popular and recognized with interesting on printing fabric patterns design. As a result, there are still plenty of forms of tin toys and other Thai toys that could be applied to printing fabric design upon appropriateness and interest of each researcher in order to obtain creativity of appropriate and beautiful printing fabric patterns.

APPENDICES

A. Field Survey in the Community for Collecting Data from Interviewing with a Specialist at House of Museums, Phutthamonthon Sai 2 Road, Nakhon Pathom Province.

To enable this research to gain clear and complete data, the researcher also conducted the field research for surveying data on tin toys with a tin toys collector at House of Museums located on Phutthamonthon Sai 2 Road. Whereas, House of Museums is a place for collecting many antiques and souvenirs that are worthy for conservation under the concept of "Save it today, tomorrow it'll be history". If we have any opportunity to visit this museum, at least, we would gain small happiness from good memories in our childhood that we used to experience. Such memories are also included with these ancient tin toys collected in this museum as the place for new generation to study on forms, colours, structure, and materials from real tin toys in different period up till now.

Figure 6

The Study on Collected Toys of Mr. Anake Nawikamool Conducted through the Field Study at House of Museums Located on Phutthamonthon Sai 2 Road, Nakhon Pathom Province.



Based on the interview with Ms. Wanna Nawikamool, the wife of Mr. Anake Nawikamool and co-founder of this House of Museums, we discussed on some information of tin toys that could be utilized for this research on history and background of each tin toy. Most of these toys have been inherited from general to general since 1957 and surrounding periods. The researcher also had an opportunity to experience actual forms, characteristics, structure, and colours of real tin toys that have been collected in good condition for several periods until the researcher was able to gain actual understanding that could be developed as the guidelines for applying to printing fabric patterns design and other products design appropriately.

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information on Thai tin toys, other kinds of toys exhibited in such museum also gave some ideas and inspired the researcher to create new works under this research properly.

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