

# DESIGNING COLOR SCHEME FOR CONTEMPORARY MUDMEE SILK PRODUCTS

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## ABSTRACT

The Mudmee silk is local textile with the Thai cultural values. From the study, it was found that Mudmee silk originally belonged to Thai-Lao ethnic groups in Buriram Province. One piece of silk was commonly made with at least 3 colors. The very popular colors for making patterns on the plain color silk were red, yellow, white, and green which are bright colors which resulted in the color scheme design. The color scheme design was made by using complementary colors such as polychromatic colors or tonality. Using monochrome colors or neutral colors in color scheme design was not popular. From above reasons, the researcher has designed the new color scheme patterns for Mudmee silk on 17 pieces of silk by using monochrome colors, polychromatic colors, complementary colors, and neutral colors. The Mudmee silk products made from the new color scheme patterns will have a contemporary look that meets with the needs of consumers. This will add value to the cultural based products which is in accordance with the creative economy.

## INTRODUCTION

The ancestors of Esarn or Northeastern region people have accumulated their local wisdom in terms of weaving through oral communication for thousands of years. The weaving knowledge was learned and practiced by the local people and was handed down from generation to generation. Their skills are considered the elaboration art which is unique and outstanding craftsmanship and well known in international level. Buriram province is a major silk production source in the country since Rama the fifth: in the year 1905. (Thailand Culture Encyclopedia Foundation of Siam Commercial Bank. 1999: 2782). Until now, the aforementioned area has been the residential area of Thai-Lao ethnic groups. One piece of silk was commonly made with at least 3 colors. The very popular colors for making patterns on the plain color silk were red, yellow, white, and green which are bright colors (S. Prajonsant et al. 2003 a: 55-67) which resulted in the color scheme design. The color scheme design was made by using complementary colors such as polychromatic colors or tonality. Using monochrome colors or neutral colors in color scheme design was not popular. In the past, the silk producers used the traditional color scheme to produce their silk routinely, so they have been familiar with color scheme patterns and all agreed to use the same color scheme patterns for years. However, some silk products do not meet with market demand. The consumers demand for a variety of products (S. Prajonsant et al. 2003 b: 127) which is consistent with the Office of the Higher Education Commission (2004: 91) that the development of new designs or traditional patterns is low because there is a lack of designers and weavers in the local area did not dare to carry out things outside the box besides what they have seen or done. They are not confident and afraid that they will make mistakes by making things that are different from what they have been taught. This article is the results of the designing color scheme for Mudmee silk products. The

designs were developed in order to give the products a contemporary look that responding to the idea in promoting and developing the creative economy.

### RESEARCH OBJECTIVES

- 1 ) To trial to use color scheme from color theory in designing and producing Mudmee silk.
- 2 ) To examine consumer acceptance when customers firstly saw the products.

### RESEARCH METHODOLOGY

This research is a creative design research which aimed to create design outputs that can be used commercially. The first step in the research methodology was designing patterns of the model silk by using the color scheme from color theory such as using monochrome colors, polychromatic colors and focusing on color principles such as harmony of colors, discord colors, double complementary colors, intensity of colors, and neutral colors. The next step was to disseminate the patterns to 2 groups of local community enterprise: Nonggo village's female weavers group and Napho district's local handicrafts center, Napho district, Buriram province in order to produce 17 pieces of Mudmee silk. The researcher has monitored the Mudmee producing and weaving process. After that, the consumer acceptance when customers firstly saw the products was examined by asking opinions of the sample derived from the non-probability sampling which was a purposive sampling. This was conducted by questioning the interested people who came to the researcher's product exhibition/show. And then the accidental sampling method was employed with the sample group of 120 people.

### FINDINGS

1) The results from monitoring the silk production when comparing with the designed patterns showed that the silk producers/weavers could dye the neutral color according to the designed patterns equaled 50.00 percent and could dye the mixed colors according to the designed patterns equaled only 37.00 percent. The shape and proportion of the designed patterns after Mudmee tying could be maintained only 71.00 percent.

2) The results from the study of the consumer acceptance of products showed that most of the population samples were female, aged 51-60 years. After calculation for the frequency from the total number of the population samples, it was found that the average age was 50 years old. Their income equaled 25,001 to 30,000 THB per month. When calculating the frequency from the total number of the population samples, it was found that the average of the income was 44,849 THB per month. The satisfactory level of the samples when they first saw the products was in the highest level. They liked the overall colors and patterns of the Mudmee silk at the highest level. They liked the silk fabric at the high level, and viewed that the overall products will get an attention from the market at the high level.

Mudmee silk design outputs made by using color schemes.

- 1.1) Monochrome means using only one color in different value as shown in the silk piece

1-3.


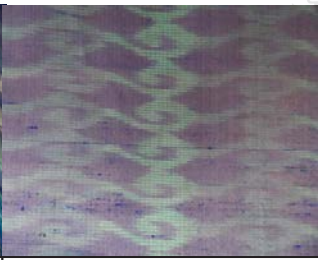

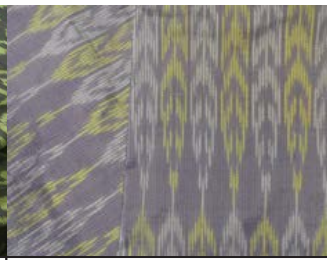

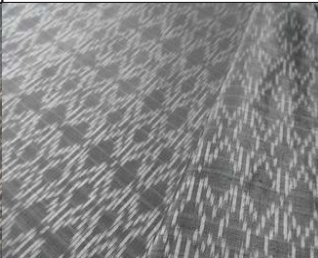


1.2) The Polychromatic refers to the use of many colors as the color scheme based on the color theory such as:

1.2.1) Harmony is using 2-3 colors on the side of the color wheel as shown in the silk piece 4-6.

1.2.2) Intensity refers to how bright or vivid the hue is which controlling over surrounding colors. The intensity color would outstandingly appear when it was surrounded by the gray color as shown in the silk piece 7.

1.2.3 ) Complementary colors is the use of opposite colors (primary colors) or using the secondary complementary colors as shown in the silk piece 8.

1.3) Using neutral colors means the Mudmee silk designed by using neutral colors: using the neutral color with the whole piece and using the neutral colors with other colors as shown in the silk piece 9-17.

			
Piece 3, the blue Mud mee silk. Reduce the brightness by using light gray warp threads. Weft threads were dyed in blue and tie dyed to create the bright sky blue. Alternate with white patterns.	Piece 6, the violet Mud mee silk. Use gray warp threads. Weft threads were dyed in violet and tie dyed to create the blue violet and blue green patterns.	Piece 7, the brown Mud mee silk with bright yellow patterns. Use brown warp threads. Weft threads were dyed in brown and tie dyed to create bright yellow patterns.	Piece 8, the light violet Mud mee silk. Use light gray warp threads. Weft threads were dyed in light violet and tie dyed to create yellow patterns. Alternate with white patterns.
			
Piece 9, the black Mud mee silk. Us gray warp threads. Weft threads were dyed in black and tie dyed to create white patterns.	Piece 10, the gray Mud mee silk. Use gray warp threads. Weft threads were dyed in black and tie dyed to create white patterns.	Piece 12, the red Mud mee silk. Use gray warp threads. Weft threads were dyed in red and tie dyed to create light gray, dark gray, and black patterns.	Piece 13, the pink Mud mee silk. Use gray warp threads. Weft threads were dyed in pink in medium value and dyed to create red brown, gold, and tie dyed the Weft threads to create white patterns.

## DISCUSSION

The results showed that there was a reduction of the brightness of Mudmee silk's colors. The reduction derived from the designed patterns because the color determination on warp and weft threads has created the harmony of the color of the silk. The color mixing and a shiny look appeared when looking at the silk. However, using the gray color warp threads which is the neutral color caused the reduction of the color brightness. The first appearance of the products is very important because the consumers can be impressed with the products. The color scheme design was made by using single color with the neutral color and harmony color scheme which was made differently from the traditional Mudmee silk design. Silk is considered as products for a niche market: it is a small market targeting to the high-income customer groups. These groups of customers can afford the high priced products. These customers have very specific needs. The researcher viewed that these products will have good opportunities in the future because the world society is changing into the aging society. The people from the society will be the main customers of silk products in the future.

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