TANGIBLE - INTANGIBLE HERITAGE(S): AN INTERPLAY OF DESIGN, SOCIAL AND CULTURAL CRITIQUES OF THE BUILT ENVIRONMENT

• Paper / Proposal Title:
A study of legend inherited in the form of folk toys: the case of the Chit Community, Si Satchanalai District, Sukhothai Province, Thailand.

• Author(s) Name:
Prachom Thangthong¹,a*, Chaturong Louhapensang¹,b, Panrapee Suttiwan²

a Ph.D. Student of Architectural Education and Design
b Associate Professor of Architectural Education and Design

² Assistant professor of Psychology

• University or Company Affiliation:
¹ Department of Architectural Education and Design, Faculty of Industrial Education and Technology, King Mongkut's Institute of Technology Ladkrabang, Bangkok 10520

² Faculty of Psychology, Chulalongkorn University 254 Pathumwan, Bangkok Thailand 10330

• Presentation Method. I would like to:
  i. present in person (with/without a written paper)

• Abstract (300 words):
The legend of Phra Ruang, San Chit Community, Si Satchanalai District, and Sukhothai Province, Thailand, is a cultural heritage passed on and disseminated through literature, history, historical records and royal judgments. It was expanded into Lump Numb
literature. The legend has influenced the lives of people and their culture. One particularly important feature is the kite as a folk toy and, more generally, kite play. The kite games start in planting and harvesting season. People of San Chit community adjust the rice fields for kite flying and invite the people to fly kites and have fun. It is known as "Phra Ruang Kite Festival".

This research aims to study the relationship between the narrative legend inherited in the form of folk toys and concludes that kite games have become a tradition that influences the society and culture of San Chit community. This descriptive research is conducted using the qualitative analysis methodology and integrates knowledge of design, history, environment and psychology in order to analyze kite games related to the people and society. The study found that the festival connects and creates stronger ties for the people in the community. It can be thus concluded that "kite flying" evolved from geography; the attitude of the people of san chit community to the legend of Phra Ruang and resulted in an important local activity. It fosters a special identity that makes people proud of themselves and their community, which is thus connected to the history of the nation.

• Author(s) Biography (200 words each):

Prachom Thangthong currently serves as a lecturer at the Faculty of Architecture and Design, Rajamangala University of Technology Rattanakosin, and he teaches undergraduate students. He holds a Bachelor of Art (Fine and Applied Arts), and received a Master of Science in Industrial Education Program in Technology of Industrial Product Design from KMITL. Currently, he is a Ph.D. candidate in Architectural Education and Design of KMITL. He has working experience in design for several years; he has worked as a graphic design and designed Toys and consumer products for ten years.

Chaturong Louhapensang currently serves as an associate professor at KMITL, Teaches in the undergraduate, graduate, and doctoral levels. He holds a B.S.Id.Ed. in Industrial Design from KMITL. Chaturong received both his M.Ed. in Educational Technology and Ed.D. in Educational Technology from Srinakharinwirot University. His scholarly interests cover a wide range of topics, from Instructional Design, Educational Technology, Creative Economy and Art, Craft to Cultural Studies. In Fall 2010 Chaturong was appointed Head of the Department of Architectural and Design Education. In addition to his academic career, he has been designing medical equipment and consumer products during the last fifteen years.

Panrapee Suttiwan currently serves as an assistant professor at Chulalongkorn University, teaches in the undergraduate, graduate, and doctoral levels. She holds a B.S., Medical Technology, Chulalongkorn University, Bangkok, Thailand. Panrapee received both her M.S., Physiology, Chulalongkorn University, Bangkok, Thailand and M.A., Psychology, US International University, California, USA. She holds a Ph.D., Developmental Psychology
from University of Hawaii, Hawaii, USA. Her scholarly interests cover a wide range of topics, from Infant and Child Development, Infant and Child Assessment, to Intervention, Psychophysiology and Human Relations. In addition to her academic career, she has been designing Psychological Test Development for the last fifteen years.